

# 9 Ways to Create a Mobile-Friendly Website

Use this checklist to **create a better experience** and **rank higher on search**.



## Responsive webpage

**Install a responsive theme to your website to keep a consistent design across devices, from desktop to tablet to smartphone.**

Because there are so many ways to go mobile, you'll want to ensure your website adapts to various screen sizes. It'll not only increase the amount of time visitors are on your site but also improve your rankings in



## Simplified menus

**Use a clean navigation menu to avoid cluttering the screen, slowing down the load speed and frustrating visitors.**

Regardless of what mobile device your customers are using, it's guaranteed to be smaller than a desktop, which means less space to work with. So, keep your menu simple. If visitors have to scroll or zoom to see menu options, this is a red flag that you need to optimize for mobile.



## Short forms

**Asking for a lot of information could be turning off potential subscribers.**

Filling out forms can be tedious on small screens. Review your website forms, modify the design and only keep necessary questions. The longer and more complicated the process, the less likely visitors will be to follow through with the subscription or purchase.



## Clear CTAs

**If your call-to-action isn't obvious, you shouldn't expect conversions.**

A visitor's eyes should shoot to the CTA on your site within 2 seconds. If not, review your CTA button color, wording and placement. Remember: Less is more. Do you want visitors to purchase something or subscribe to a newsletter? The CTA assists in that goal.



## Search function

**If you struggle to condense menu options, give customers the opportunity to browse your site.**

Too many options will confuse visitors and kill conversions, so having a search bar is a great design option when you need to reduce menu clutter. Adding this simple function also allows visitors to easily find what they're looking for.



## Accessible customer service

**People will always have issues, so be there when they need support.**

Problems. They arise no matter how well you plan. Make sure your customer support or contact information is visible. You don't want a frustrated customer searching a page longer than needed to get an issue solved.



## Appropriate placement

**Is your layout the best choice for your customers' thumbs?**

Considering how phones are held, make sure buttons are placed in the center to the left of those smaller devices. As the screen size increases, finger reach decreases so those buttons are best placed in the center.



## Zero pop-ups

**Annoying pop-up ads could cause customers to prematurely exit your site.**

Pop-up ads can slow and sometime hinder your site's engagement. Because pop-ups can be tough to close, visitors accidentally click the wrong thing and are navigated away from your page. Other times the tiny exit button won't function, or visitors will zoom in to close it and ruin the functionality of your page. Save visitors the pain (and yourself the drop in conversions) by axing the ads.



## Minimal text

**Communicate without filling the screen.**

Tons of text on a page can be overwhelming. Perhaps 2 lines is no problem on desktop viewing, but it translates to six lines on a phone, and that's a bit much, visually. Typography affects conversions so consider these 3 factors when creating text for mobile devices.

- Will my site visitor understand what I am saying?
- What will the visitor focus on within the text?
- How can I make the most important elements stand out using sizing, coloring, styling or formatting?