FREE REPORT

Your Ten Minutes Mobile Website Design Checklist

Just because you can see your desktop website on a mobile phone doesn't mean your site is mobile–friendly

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CONTENT

Does the site fit the screen?
Almost 50 percent of your audience already use mobile as the primary internet access device. In other words, you are losing nearly half your audience if you do not make your website mobile-friendly. Make sure content fits on the screen and can be read without pinching and zooming.

Is the content readable?
Do not try to cram all the information you provide on your website into your mobile site. Make it easy for your customers to read and bear in mind that they might be reading it in a place with low light.

Does the site load quickly?
Include important information like phone numbers, addresses and maps which would be useful to people on the move. Instead of giving a detailed description about your organization, provide a one-liner which is good enough to entice your mobile audience.

Do videos and animations load?
Avoid using large, Flash-based video files on your mobile site, as most smartphone browsers do not support Flash. Instead, use simple images to improve the look and feel of your mobile website.

Is the site responsive?
With the rapid evolution of touch-based smartphones and tablets, touch has taken over typing. When designing your mobile site, use drop down menus, check boxes, and pre-populated fields whenever possible, so that your mobile visitors can navigate and input information easily rather than having to fill in long forms.

IMAGES

Are file sizes as small as possible?
Use simple compressed images and keep them small for faster loading. This will improve the look and feel of your mobile website — but make sure all images used on the desktop are set to resize automatically to fit a mobile device's smaller screen sizes. We can do all of this for you (see our contact information on page 2)

Is there a home page icon set?
Nobody likes to be confused. Help users navigate between levels with clear 'back' and 'home' buttons.

Do all images fit on the screen?
Use plenty of negative space and don't let the images overcrowd the page.

USABILITY

Do the gestures work?
Use large-centered buttons to reduce accidental clicks and make sure that they all work. This will ensure that visiting your site will not be a frustrating experience for your customer.

Is it thumb friendly?
People use their fingers to operate mobile devices, especially their thumbs. Design your mobile site so even large hands can easily interact with it.

Are number and email addresses actionable?
Remember to use click-to-call functionality for all phone numbers.

Are forms easy to fill out?
Use check boxes, lists and scroll menus to make data entry easier.

Would you stay on the site?
Try to be objective and try to look at this through your customer's eyes.

Just because you can see your desktop website on a mobile phone, it doesn't mean your site is mobile-friendly. Use the handy checklist to make sure your site can be seen on smartphones.

It is time for your business to jump in and unleash a hidden traffic source of over a billion eager buyers that very few of your competitors know about . . . yet!

Mobile marketing has become the hottest new way for businesses to spread their message to customers.

Mobile sites are specifically designed for the small screen, with the needs of mobile users (your customers) in mind. A mobile-friendly site helps your business connect with customers and drive conversions.

To make sure your site is mobile friendly, and to see your site through the eyes of your potential customers, take ten minutes to use the checklist guide and ask yourself the important questions about your mobile site while viewing your website on your smartphone.

If you were shocked and disappointed by the results, or would just like to talk to us about making your website mobile friendly so that you don't lose any more potential clients, we would love to hear from you.

Kongnect Design
connecting your business ideas

How We Can Help

As so many of your customers now access the internet via their mobile phones having a mobile friendly website is essential for any business.

We are a local web design company who specialise in “One Stop Shop” web service including Web Design, Graphics, Multimedia, SEO and Internet Marketing.

We are incredibly friendly and have a wealth of experience in online marketing so we can help you to gain more loyal fans, convert them into customers, get your website noticed in the search engines, gaining new traffic and brand exposure.

If you don’t have the time or confidence to get started online then please give us a call or email us. You will be so glad that you did. We are not pushy but you will love our enthusiasm and will be very excited to learn what we can do for your business.

About Us

We are based in Cardiff, South Wales (Ecommerce Solutions) and we have diversified our web services to a huge number of clients across the UK. Our clients place repeat orders, born from confidence, friendly customer service and reliability. With many years of experience within the IT industry, you can be rest reassured that you will receive cost effective web services and eye-catching design to help your business stand out from the marketplace.

Our underlying philosophy is simple, and that is to work closely with our clients on a one to one basis, making sure that they get the most appropriate web solutions and original designs in order to stimulate awareness, client retention and build sales.

Contact Details

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