

6 TIPS FOR SUCCESSFUL

MOBILE WEBSITE

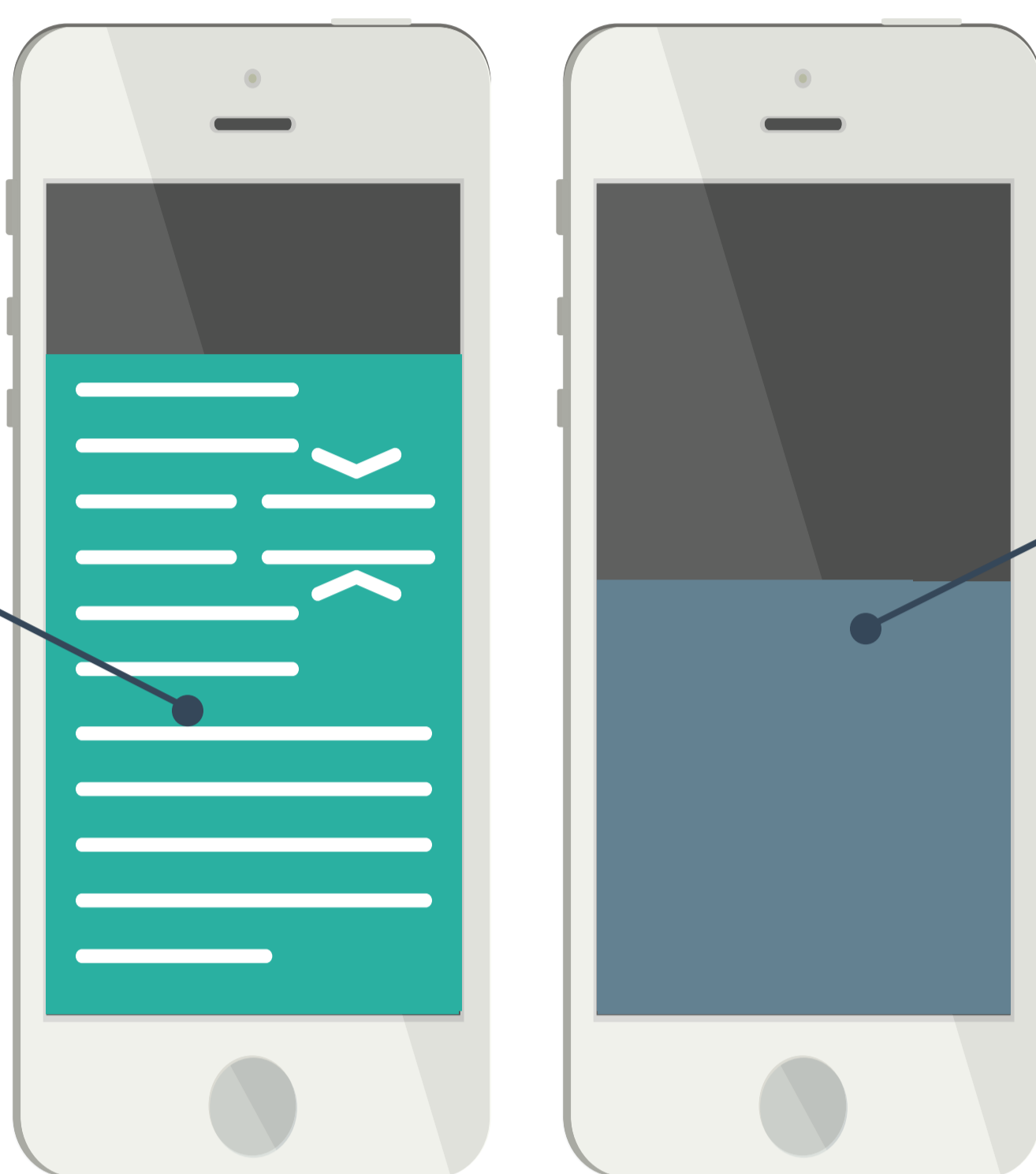
DESIGN

Today's websites must be designed for today's users, and today's users are viewing websites on mobile devices more often than desktops.

Long-winded paragraphs or walls of text are likely to send your mobile viewers running.

Therefore, it's important to get to your point as quickly as possible. Otherwise, you risk losing their attention (and desire to scroll).

1. KEEP IT SIMPLE



2. GO BEYOND MOBILE-FIRST

Optimizing your site for mobile users first - versus for desktop users first is a step in the right direction.

However, by going beyond designing for mobile users first, it's important not to neglect the fact that today's users are switching from one device to another all-day long. The ultimate goal should be to optimize the user experience on any and all devices.

3. WE'VE ENTERED THE APP ERA

Today's mobile users are using mobile apps more than ever. In fact, according to Yahoo's Flurry analytics, "90 percent of consumer's mobile time is spent in apps."

Mobile applications, when designed well, can make the user experience easier and faster. If you haven't developed a mobile application for your website yet, you may want to consider it.



4. PAGE SPEED IS CRITICAL

Speed has always been a key element in website design, and even more so in mobile web design. What today's users define as slow was probably considered lightning speed when the internet first began.

What is "fast?" According to Google, less than half a second is ideal, but the threshold is about 2 seconds. If your website takes more than 2 seconds to load, it may be considered "slow."

5. KEEP FORMS SHORT

Mobile users especially appreciate short forms, since there is only so much room on the screen, and typing on a smaller device can be annoying.

6. SIMPLIFY THE NAVIGATION

As of May 2013, 63% of adult cell owners use their phones to go online.



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