



How to optimize your website for mobile?

The keys you need to achieve it

Free Ebook



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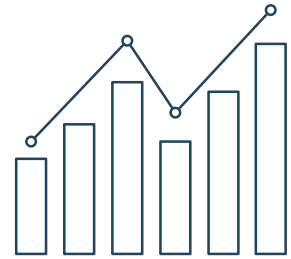
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WHY OPTIMIZE YOUR WEBSITE FOR MOBILE? SOME STATISTICS



As we know, currently, it is vital that any website is optimized for mobile phones, under the premise "mobile friendly" and even "mobile first"; But what supports this assertion? Let's look at some statistics:

65%

As of 2016, the use of the Internet on mobile phones and tablets exceeded the use of desktops and around 65% of the time dedicated to digital communication is through mobile phones.

+72%

More than 72% of users worldwide access the Internet through mobile phones, so approximately 75% of users prefer a website adapted for them.

AND AS FOR THE BUYER'S JOURNEY AND THE PURCHASE PER SE?



9 out of 10 searchers have taken action as a result of a smartphone search.

Thus, around 70% of mobile device users indicate that they are more likely to complete the purchase if the site is mobile friendly. Reasons? The same ones that support much of today's marketing: personalization, convenience and quality of content.

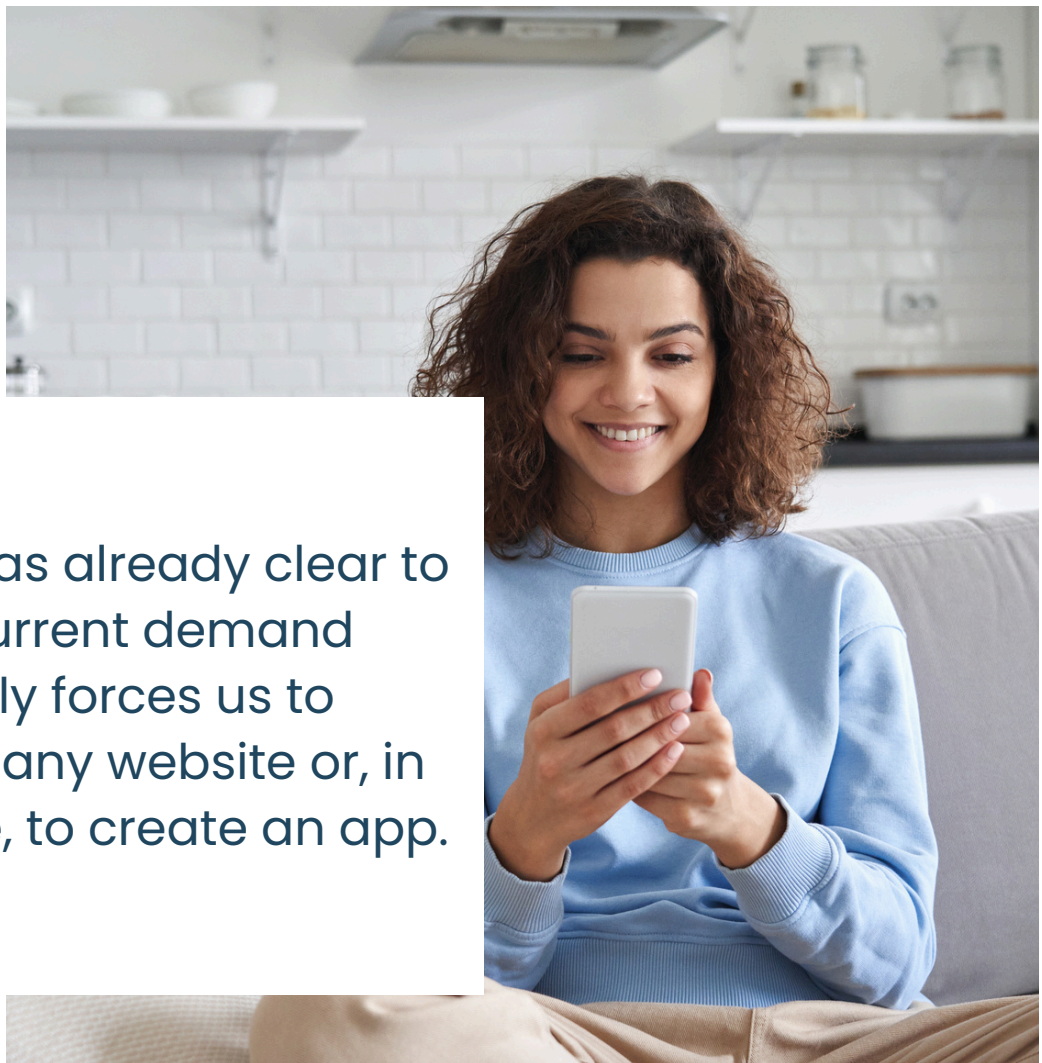
95%

95% of mobile users are looking for local information and a large percentage of them are ready to buy, increasing the number of searches for B2B shopping options through these devices.

+50%

More than 50% of Google searches originate from mobile devices and, in this sense, 85% of smartphone users consult them when they have to make a purchase decision.

The need to optimize for mobile



Now, it was already clear to us: the current demand practically forces us to optimize any website or, in any case, to create an app.

But, then, what keys will have to be followed to achieve it? Keep reading so that you know each one, from the planning and strategy stages to their execution and supervision.



01

THE MORE RESPONSIVE, THE BETTER

Although the "mobile friendly" approach is also very valuable and useful, the issues of scaling and image focus may not be so good for all different sites, so the responsive design will be even more "safe", because:

THE MORE RESPONSIVE, THE BETTER



D E S I G N

It is designed with the different appearances that it will have for each type of screen, that is, for desktops and for tablets or smartphones.



O P T I M I Z A T I O N

There are better levels of optimization for search engines, increased conversion, redirect codes and better traffic referral.

U S A B I L I T Y



Total commitment to usability, including all the links and buttons that will work in a specific and appropriate way.



E A S E

It is easier to update the site.

And, even, Google rewards responsive websites for several years for their multi-device compatibility.

02

BE CLEAR ABOUT THE OBJECTIVE

Although the above is very important, to optimize it will also be to have a clear objective for our website, having to ask ourselves some of the following questions:

- What do I want my client/user to do?
- Do I want you to buy a product or service or do I want another action to be performed (for example, collect data)?
- What is the best way to achieve it?



And with these answers, now yes, focus on the design that motivates the achievement of these goals.

03

HAVE A SIMPLIFIED DESIGN

Something very basic but vital for optimization? A design with a simple format that can be seen from anywhere, considering:

- **Choice of correct graphic option:** Determining widths and dimensions according to the devices..
- **Content:** Simplified version with easy search for key information.
- **Elimination:** From elements or pop-up windows and flash (Google even penalizes it).
- **Type of schemes or microdata:** In HTML in order to structure how it appears in the SERPs, in addition to giving it more context to increase recognition.
- **Speed:** Ensure a fast connection by simplifying content, reducing code and features that may slow down load time.

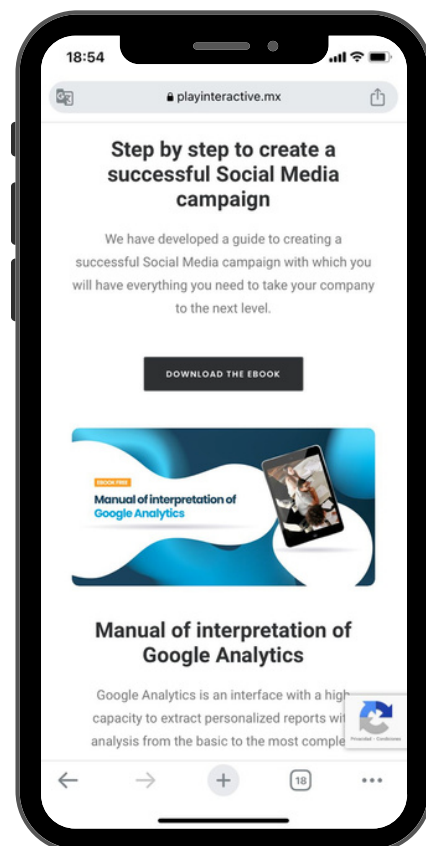
And, of course, optimize according to the specific needs of the user.

04 IMPROVE SPEED

Now, focusing on the last point of the previous key, it is very important to emphasize that speed is a decisive factor that will affect the bounce rate and the SEO of the page itself and, if we consider that more than 40% of users will abandon it if it takes more than 3 seconds to load, it will be important to take into account some of these points:

01 Optimize images:

It is not recommended to upload HD images larger than 3000 x 2000 pixels, plus it is important to use tools like ImageOptim, Squoosh or WordPress plugins like WP Smush.



02 Get a better web hosting:

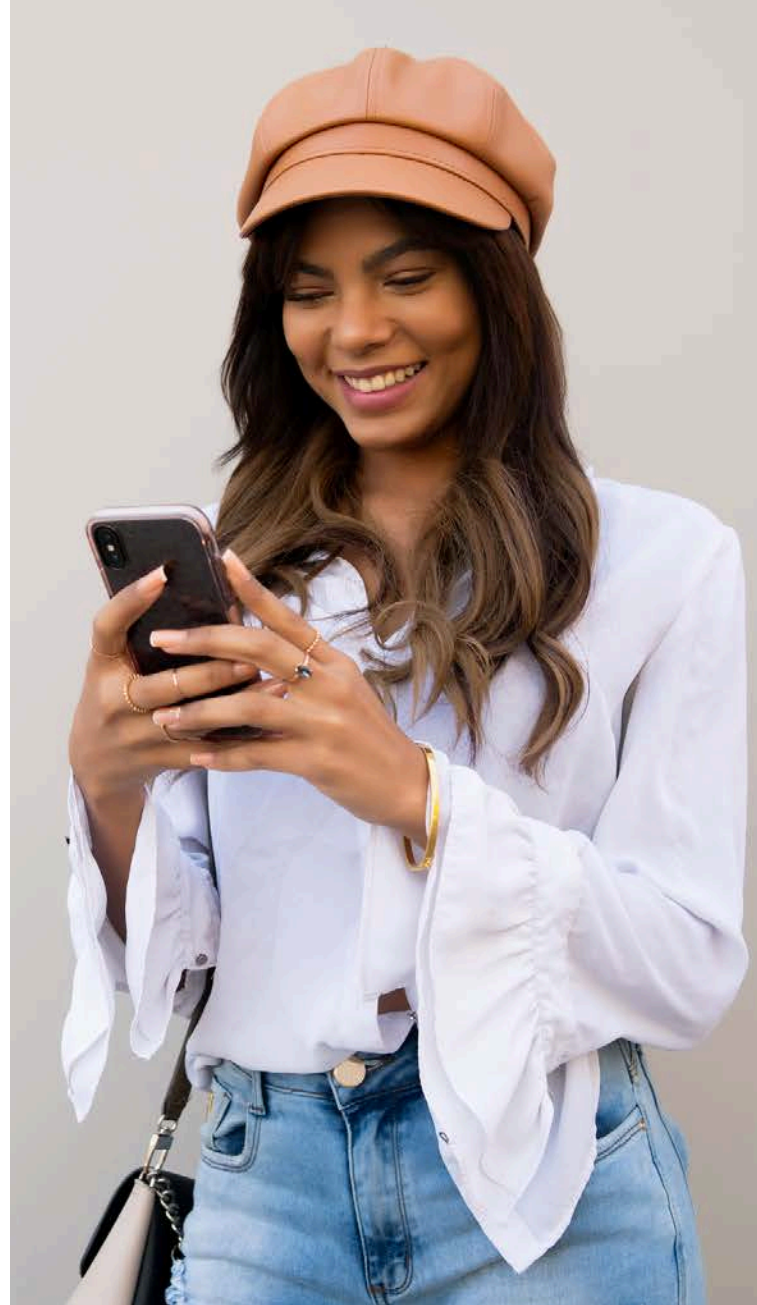
An investment that pays for itself.

03 Reduce code:

In JavaScript and CSS, as the browser will have to load fewer files. Likewise, use plugins like WP Rocket or automated automation platforms like Cloudflare.

04 Use caching:

Which will indicate to the browser that the elements of the page do not change frequently.



And finally, try to reduce redirects, because although they can offer a good user experience, the more there are, the less speed there will also be.

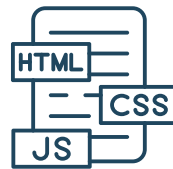
05

DATA USAGE

And, continuing with the technical aspects, also remember:



Use structured data that is the same in both versions: mobile and desktop, as search engines can get confused.



Do not block JavaScript, HTML and CSS elements as it will be more difficult to access the site due to poor positioning.

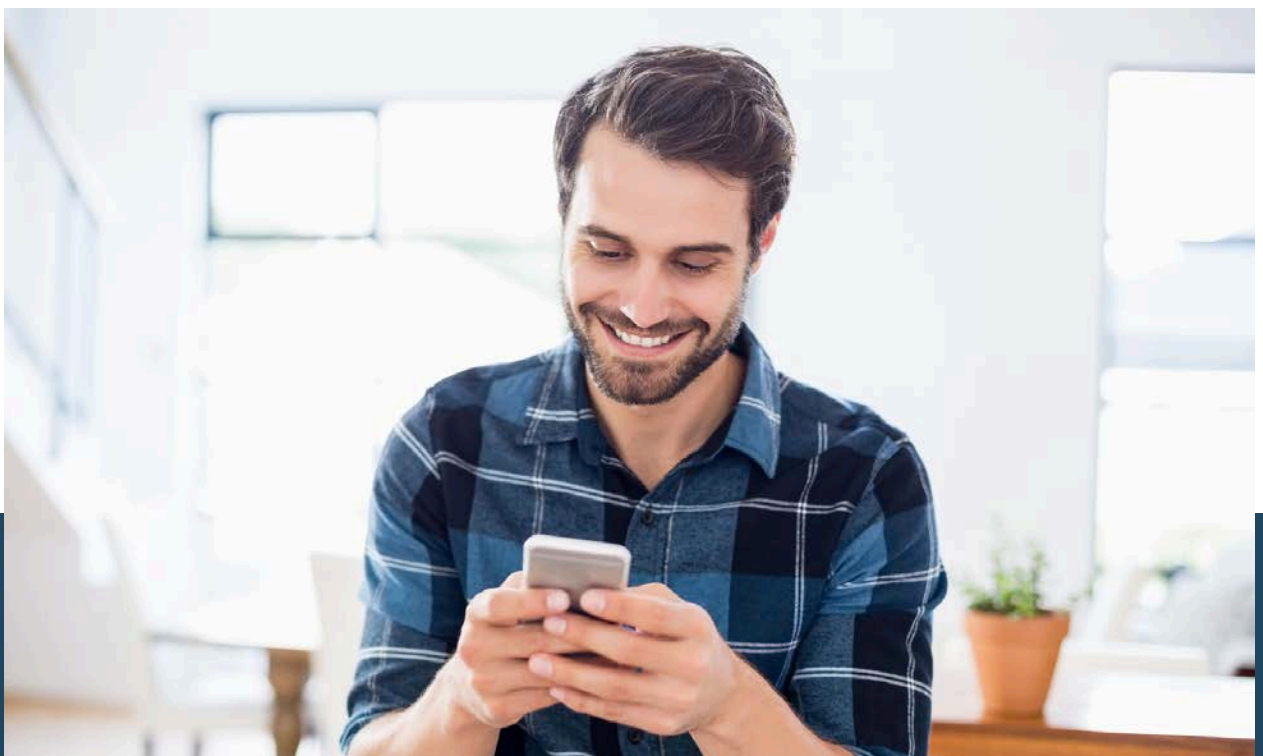
How to know if you are easily blocking resources?
Check Google Search Console to find out.

06

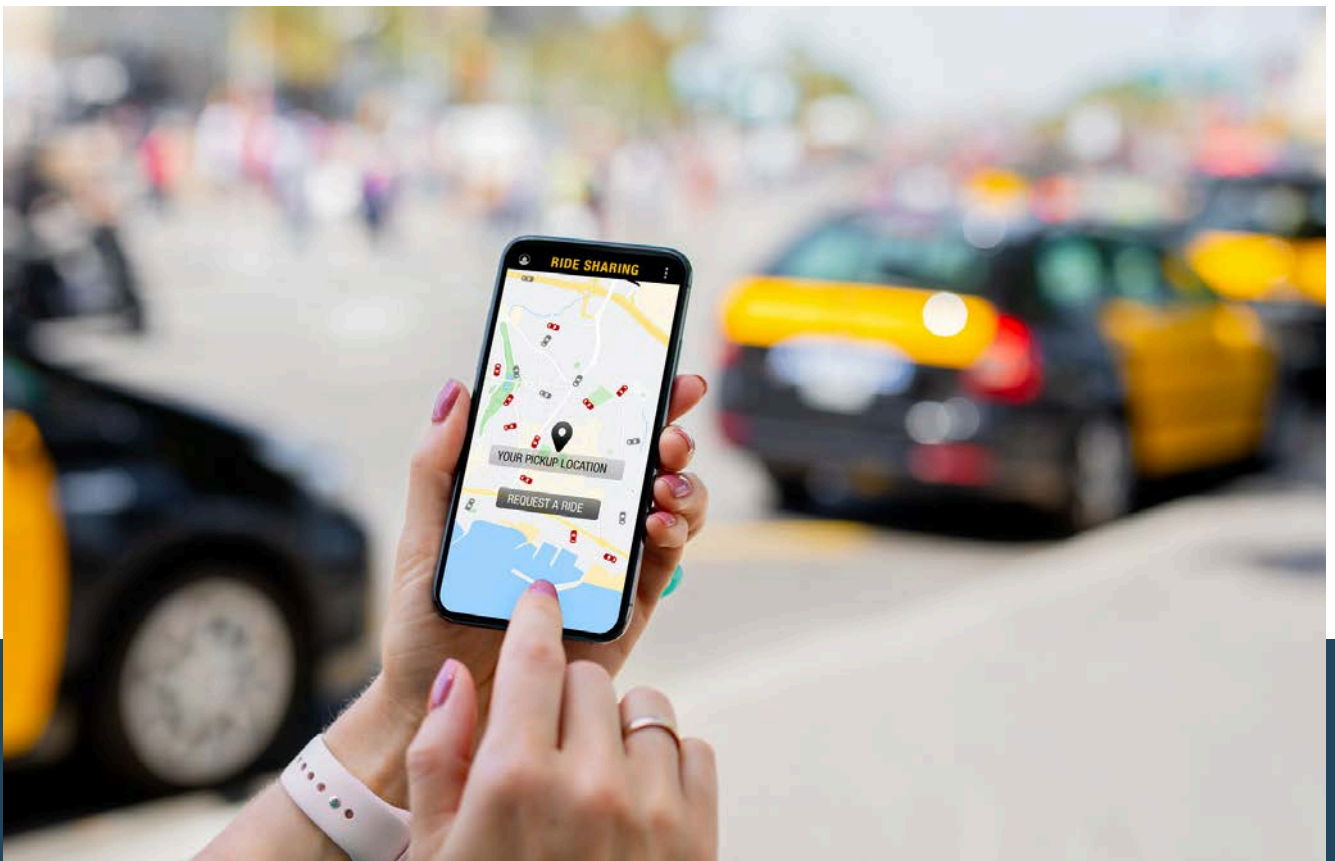
USABILITY!

Another essential to optimize your website? Focus on usability! And how to do it? Well, following these points:

- Adaptation and/or exact design of information, buttons, titles, descriptions and fields, giving importance to the sizes, distances and configuration of the spaces, considering that navigation must be possible with a single finger.



- **Include touch design:** Through dropdown menus (which reduce or eliminate the need to type), color changes, text highlights, and visual cues.
- **Localized search:** Including your address (and even maps) in key areas of the website, such as the footer or meta description.



Remember that people who use devices, usually, will not have the availability or ease of browsing as on a desktop, so we must always keep that in mind when designing a multiplatform website.



07

PERSONALIZATION AND LOCALIZATION

Of course, personalization must be another key to optimization, since websites and their apps must have the highest level of customization and localization possible, including:

PERSONALIZATION AND LOCALIZATION



Unique experience according to previous searches or purchases.



Location of the audience in real time, in order to issue possible recommendations according to their physical environment.



Getting closer and closer to a future that uses, all the time, georeferences and signs for immediate use.

08

COMBAT ABANDONMENT CART

To optimize a mobile site, we will also have to focus on reducing the so-called "churn rate", which is not so simple and even more so considering that around 70% of shopping carts are abandoned before completing the sale. However, some of these recommendations may help:

01 Simplify the purchase steps to the maximum, including auto-fill buttons and data saving (both purchase, personal and payment).

02 Launch an email marketing campaign that encourages subsequent purchases or that includes links to special and personalized products or promotions.

Let's remember, many users see offers while browsing their devices in short free times, so they will have to be given options to conclude purchases with ease.



09

LEVERAGE SOCIAL NETWORKS

One more piece of advice: Never forget that your website will be intrinsically related to your social networks, so integrate your promotion into all the ones you use. Of course, make sure that:

- Include mobile URLs.
- Have links on the website to social media.

Extra Tip: Instagram exploits, as it is a network where promotion is very easy, in addition to the fact that its interaction is up to 10 times greater than on Facebook and 84 times greater than on Twitter.

10 — OMNICHANNEL ALIGNMENT

More and more users interact with brands through various channels, from physical to digital; So, to optimize the experience, you will also have to think about an omnichannel approach that includes:

01 A unique experience that aligns in look & feel, functionality and design.

02 Fluidity from one step to another, and even between digital and physical scenarios.



Remembering that this does not imply that there cannot be differences, because although the design must be as responsive as possible, it must also be highly relational.



11 — USE VERIFICATION TOOLS

Finally, 2 tools to review the degree of mobility of the sites:

- **Google Mobile Optimization Test:** Just enter this link and put the URL or code of your website for the inspection to be done.
- **Main web metrics:** It is important to monitor these 3 elements on your website that guarantee user experience and page ranking

01 Largest contentful paint (LCP):

Content loading time from the largest element that is seen without scrolling down. A time less than 2.5 seconds is considered good by Google.

02 First input delay (FID):

Page responsiveness or the time between an action made by the user (such as a click) and the browser's response. More than 0.1 is rated by Google as slow.

03 Cumulative layout shift (CLS):

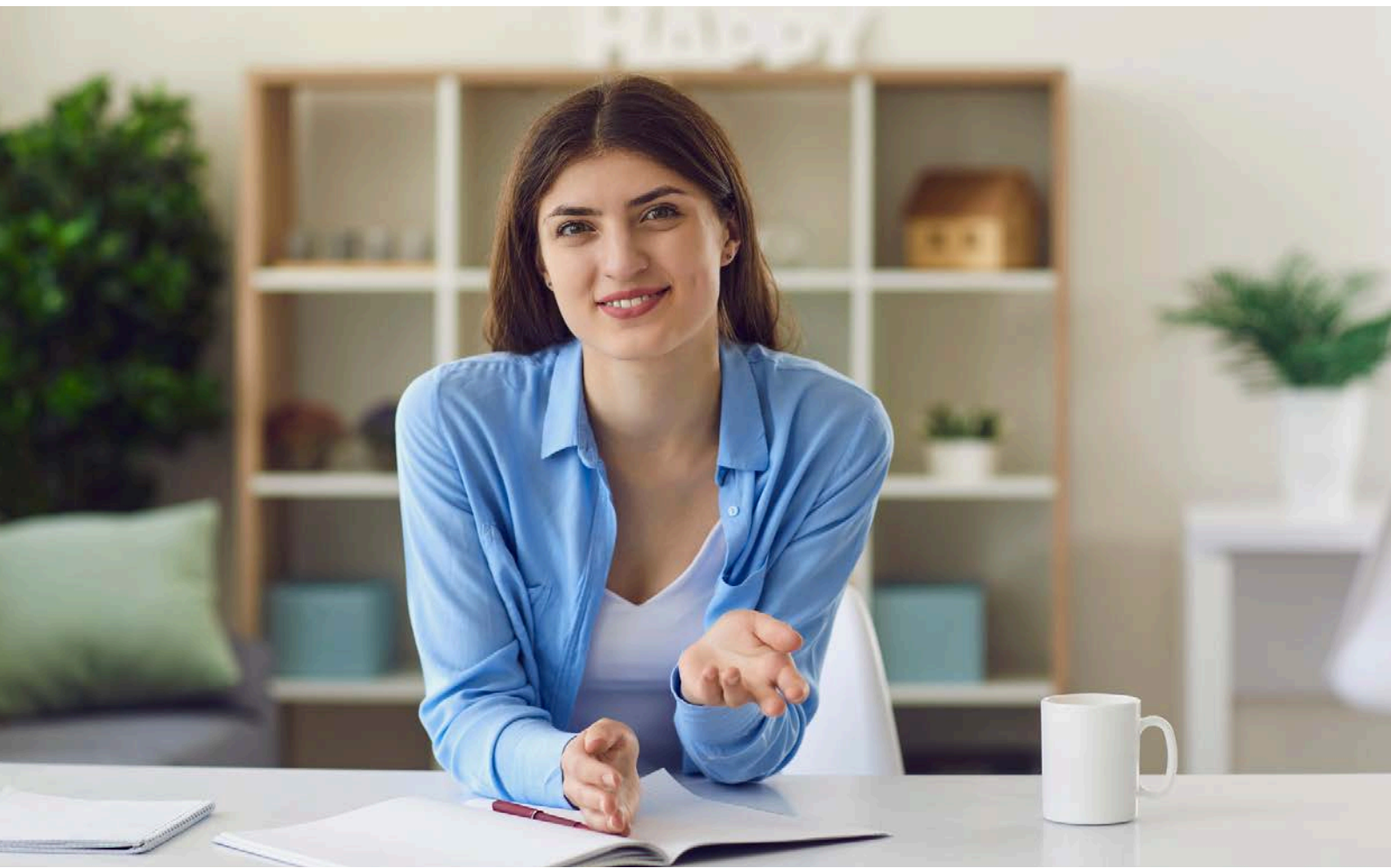
Visual stability, that is, the times that elements move as they load. Times greater than 0.1 are rated as favorable by Google.

Important note: Google will begin rolling out these scores to all sites, so this is a vital element to address so that ranking positions are not affected.

CONCLUSIONS

Without a doubt, all brands with a digital presence and regardless of their size, must have a mobile optimization strategy for their websites, since it is a fact that it will not be in our hands to determine what type of device they will view us on.

So, as we saw, it's not just about reducing and scaling, but rather, analyzing your own needs (and those of our clients) in order to carry out a complete design for each device and platform. An investment that will pay off handsomely.





LET'S TALK

start your project



Contact

hello@playinteractive.mx



Test your website



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