Improving the Mobile Experience

Customers browsing on mobile devices often have very different needs from those of a desktop user. A web design that works well for desktops could mean a lot of waiting, pinching/zooming and scrolling for someone using a Smartphone.

By following some simple content and design strategies, you can increase your appeal to the mobile audience and improve your conversion rates.

Versioned Web Pages

One of the most impactful things you can do is to create separate mobile-friendly versions of the important pages on your website.

- Browser-sniffing code can be implemented to help ensure that traffic is directed to the appropriate page versions
- You can use the same URL for the mobile and desktop versions, or place the mobile versions in subdomains (ex. m.yourcompany.com)
- Visitors to the mobile pages who prefer the full site can always link to it

Content Considerations

Mobile interactions with websites tend to be more action-oriented, and are usually focused on a smaller set of content/functions. Tailoring your mobile pages to these behaviors can improve conversion and reduce drop-offs.

- Figure out what content your mobile audience most regularly visits and make it prominent on your pages – if they aren't visiting it, leave it out
- Avoid overly complicated content
- Keep copy short and to the point
- Graphical advertising eats up valuable screen space and increases load times
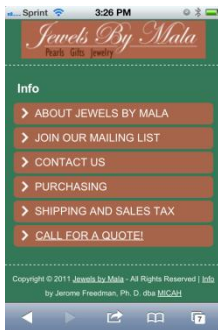
Designing for Mobile Devices

Aside from the obvious difference in screen size, mobile page designs need to take into account the method of connectivity and the situation of use.

- Make navigation extremely simple
- Buttons should be large enough to easily press while walking
- Use a single-column format
- Don't use Flash, scripting languages, or complex page objects or dividers
- Optimize images for mobile viewing
- There are a variety of services and plug-ins available that will convert your existing pages to a mobile-friendly format – look around to see if one fits your needs