



Mobilize
your site
now.



GOMOMETER REPORT

Personalized analysis and advice for making
<http://210consulting.com> more mobile-friendly

a **Google**™ initiative

Includes:

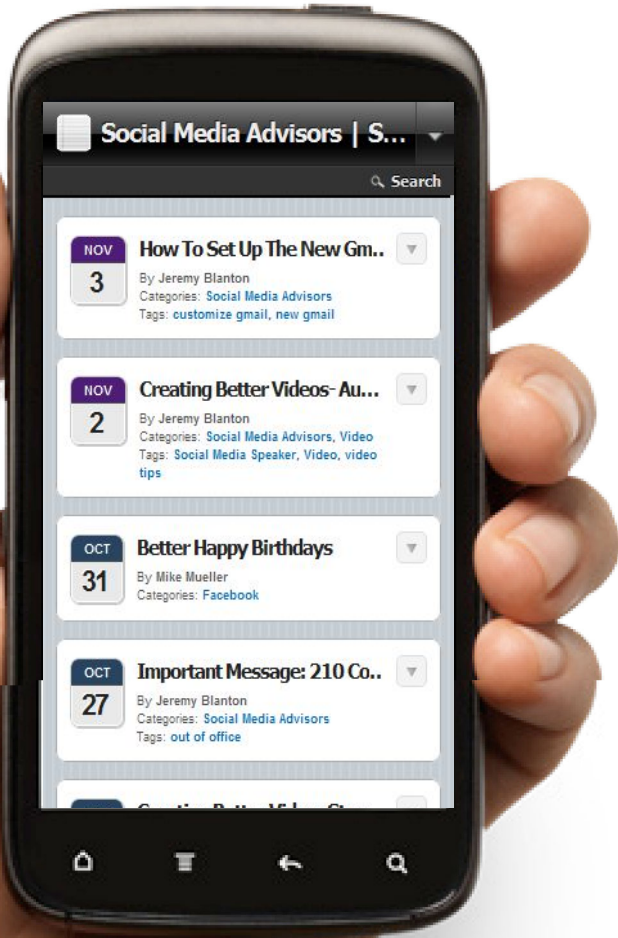
- ▶ How mobile consumers see your current site
- ▶ Site Loading Speed Check
- ▶ Tips for online-only businesses
- ▶ Personalized advice for your site
- ▶ 10 Mobile Best Practices
- ▶ Next steps

HI. THANKS FOR USING OUR GOMOMETER.

This report highlights some key findings about your site and what you can do to make it more mobile-friendly. Good luck! We'll be at howtogomo.com if you need help.



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<http://210consulting.com> scored 4 out of 4 on the mobile-friendliness scale.

▶ YOUR SITE LOADED IN 2.932 SECONDS.

Not bad. That's fast enough to make most mobile users happy. This is crucial, because close to 50% will wait just 5 seconds or less before giving up on a site*. Remember, mobile consumers are often in a hurry, and become frustrated when they can't complete a task quickly. Keep reading to see other ways to make your site more mobile-friendly.

* Compuware, "What Users Want from Mobile", 2011

TIPS FOR ONLINE-ONLY BUSINESSES

As an online-only business, your goal is to have customers complete transactions and return repeatedly to your site. Your customers, whether they are researching before buying or returning to read new content, often go between your desktop site and mobile site. It's important that you make that experience between the two consistent and seamless. These items are very important for your business:

- ▶ Use mobile site redirects to bring users to your mobile site, but always offer access to your full desktop site.
- ▶ Prominently placed login buttons and save cart functionality help users pick up where they left off whether on mobile or desktop.
- ▶ Because mobile phones are smaller and harder to enter information on, making it easy to convert on mobile is especially important.
- ▶ Reduce steps, simplify forms and make data entry simple with checkboxes and scroll menus.



PERSONALIZED ADVICE FOR YOUR SITE

These items can help solve some of the site performance issues you identified based on your answers to our GoMoMeter questions.

HANDLING IMAGES

> **Your site's images are appearing properly.**

Images and other content appear to be loading properly on your site. This is a good sign; it means you are using supported technology and your images have been properly sized. This is very important — **a fast-loading site makes a good impression.**

FOCUSING ON TEXT

> **Your site's text is visible without pinching or zooming.**

It's great that your text is readable on a mobile device. After all, your customers can't get your message if they can't see it.

It's important to make information on your site easy to read and scan by using bullet points and dividing content into small chunks. Think carefully about which information and features your mobile customers need most.

For online-only businesses like yours, this could include:

- ▶ Product details – text, images and video
- ▶ Search functionality
- ▶ Shopping cart and checkout
- ▶ Shipping and return or login information

DESIGN FOR THUMBS

> **Your links and buttons are thumb-friendly.**

Thumb-friendly design is essential for a good mobile site. Remember that **human fingers and thumbs are not precise instruments.** You've managed to avoid elements that are too small to be clicked.

MAKE PURCHASING EASY.

> **Your shopping cart is not visible.**

It's a smart idea to always keep your shopping cart in sight. For most online-only businesses, sales or subscriptions are a primary objective. For retailers, having the shopping cart and checkout accessible from every page makes it easy for customers to complete a purchase. For publications and other membership sites, make it easy for users to subscribe and control their user settings from each page.

KEEP YOUR SEARCH FIELD ACCESSIBLE.

> **Your search field is easily accessible.**

It's a good sign that your users won't have to search for your search field. Search functionality is no substitute for simple, intuitive navigation, but it is the fastest way for a customer to drill down to a specific item, and time-starved mobile users will appreciate it.

10 MOBILE BEST PRACTICES



1. KEEP IT QUICK

Mobile users are often short on time, squeezing in online tasks as they go about their day. To help them, design your site to load fast and make copy easy to scan.

- Prioritize the content and features that mobile users need most.
- Use your desktop site analytics to see what mobile users are doing.
- Reduce large blocks of text and use bullet points for easy reading.
- Compress images to keep them small for faster site loading.



2. SIMPLIFY NAVIGATION

No one likes to be confused. Clear navigation and, on large or complex sites, search functionality will help your customers easily find what they need.

- Minimize scrolling and keep it vertical only.
- Use a clear hierarchy in menus and avoid rollovers.
- Help users navigate between levels with clear back and home buttons.
- Use seven links or fewer per page of navigation.
- Have a search box prominently available on complex sites.



3. BE THUMB-FRIENDLY

People use their fingers to operate mobile devices—especially their thumbs. Design your site so even large hands can easily interact with it.

- Use large, centered buttons and give them breathing room to reduce accidental clicks.
- Pad smaller buttons to increase the clickable area.
- Pad check boxes by making the text clickable.



4. DESIGN FOR VISIBILITY

A mobile-friendly site gets its message across without causing eyestrain. Make it easy for your customers to read—remember, they may be in a place with low light.

- Create contrast between background and text.
- Make sure content fits onscreen and can be read without pinching and zooming.
- Use plenty of negative space.
- Use size and color to indicate link/button priority.
- Use 3D effects and shadowing for buttons.



5. MAKE IT ACCESSIBLE

Ideally, your mobile site should work across all mobile devices and all handset orientations. Find alternatives to Flash—it does not work on some devices.

- Use HTML5 for interactivity and animation.
- Adapt your site for both vertical and horizontal orientations.
- Keep users in the same place when they change orientation.



6. MAKE IT EASY TO CONVERT

No matter what your site's objective is, your customers need to be able to do it with a virtual keyboard and no mouse. Make it easy to buy something or contact you!

- Focus on information that will aid conversion (i.e., product details).
- Reduce the number of steps needed to complete a transaction.
- Keep forms short and use the fewest number of fields possible.
- Use check boxes, lists and scroll menus to make data entry easier.
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7. MAKE IT LOCAL

Consumers look for local info on their phones all the time—from locating the nearest gas station to finding an open pizza place. Include functionality that helps people find and get to you.

- Have your address or store locator on the landing page.
- Include maps and directions. Use GPS to personalize when possible.
- Allow users to check stock at nearby stores.



8. MAKE IT SEAMLESS

People now use multiple screens throughout the day. Convert as much of the functionality of your desktop site to mobile as you can to create a seamless experience.

- Allow users to save popular searches and shopping cart contents.
- Maintain key features of site across all channels as much as possible.
- Display the same information for products/services.



9. USE MOBILE SITE REDIRECTS

A mobile site redirect is code that can automatically tell if visitors are using a mobile device and send them to the mobile-friendly version of your site. Have your site developer implement this redirect code so your customers get the best version of your site for their needs.

- Give users a choice to go back to the desktop site, but make it easy to return to the mobile site.
- Let users choose which version they prefer to see for later visits.
- Include key information, such as your address or a store locator, on the redirect page.



10. LISTEN, LEARN AND ITERATE

Good mobile sites are user-centric, which means they're built with input from your audience. Ask your desktop site users what they want in a mobile website and make testing and optimization an ongoing process.

- Use analytics to understand how people use your site.
- If possible, especially for complex sites, do user testing before implementation and collect user feedback after launch.
- Iterate often and continuously improve your site based on your research.



NEXT STEPS

BUILD YOUR MOBILE SITE.

Now that you know how to make your site more mobile-friendly, it's time to take action. If you have an agency that helped you build your desktop site, ask them if they do mobile optimization. Otherwise, check out the Build Your Site section of www.howtogomo.com. You'll find a link to a mobile landing page builder for basic sites and an listing of mobile site developers to partner with for more comprehensive sites.

Once you've launched your mobile-friendly site, here are two more ways Google can help you succeed:

CLAIM YOUR BUSINESS ON GOOGLE. IT'S FREE!

Be there when local consumers are looking for you (and gain insight into what they're looking for) with Google Places for business — your verified local listing that appears in Google search and maps. Help your business stand out by adding photos, maps and directions. You can also highlight special promotions, post live updates and respond to reviews.

Visit google.com/places for more info.

PROMOTE YOUR BUSINESS WITH MOBILE ADS.

Combine your new mobile-friendly site with a mobile-targeted campaign using Google Mobile Ads — the mobile component of AdWords. Mobile ads will help you grow online sales, send more customers to your store or build your brand, all with amazing new formats.

Visit google.com/mobileads for more info.

ABOUT GOMO.

GoMo is a Google-led initiative dedicated to helping businesses "Go Mobile" by providing them with the tools and resources they need to make their websites more mobile-friendly. On the GoMo website, businesses can see how their sites look on a mobile device using the GoMoMeter tool and get personalized recommendations for creating a more mobile-friendly experience. The site also has information on current mobile trends and mobile site best practices, as well as a list of developers ready to help companies build their mobile sites.

For more information, visit:
<http://howtogomo.com>