

## CHECKLIST: TO ENSURE YOU'RE USER-FRIENDLY & MOBILE-READY

Go ahead and pick up your smartphone. (C'mon, we *know* it's right there beside you!) Now enter your company's web address into the browser. This is what your customers see. What kind of impression are you making?

Like it or not, your customers are just as attached to their mobile device as you are. So there's a good chance that if they're searching for your services, products or contact info, it's through their smartphone or tablet. If your mobile presence is less than stellar (ie: non-user friendly!) then you can pucker up and kiss that customer goodbye...

OR you can check out this nifty checklist. It's a compilation of the best mobile site design practices so your customers don't cringe when they visit!

- The site navigation is optimized for common mobile actions
- Images resize automatically to fit varying screens
- The site adapts in both portrait and landscape orientations
- The font size of body copy is at least 14px
- Common touch 'hot-zones' are within the easiest to reach areas
- Button and touch targets are at least 44px by 44px  
*(to accommodate bigger fingers!)*
- Buttons are made with CSS rather than images
- All aspects of the site are touch-friendly  
*(for tapping, swiping and dragging!)*
- The site has no heavy graphics that slow down load time
- Image carousels are swipe-able  
*(forget about using teeny tiny navigation buttons!)*
- It has no elements that rely on Flash
- It is devoid of pop-ups that re-direct or frustrate the user
- Homepage includes key information that mobile visitors most likely search for  
*(ie: phone number or address and directions!)*
- All phone numbers on the site have been created as click-to-call
- Forms are as short as possible with auto-correct disabled on form fields
- Use device APIs where appropriate
- The mobile site's load time is less than three seconds



**TIP:** Regularly review your site's analytics to determine how your mobile strategy could be enhanced!

DROP US A LINE, WE'D LOVE TO HELP.

WSI is the world leader in digital marketing and we're equipped to implement a full suite of internet solutions. But, of course, we'll work with you to determine which strategies are best-suited to accomplish your business goals. For more information, get in touch with your local WSI Consultant at [info@wsiestrategies.com](mailto:info@wsiestrategies.com)