# 5 Easy Ways to Mobilize your Website

Summary of Mobile Website Best Practices:
1. Keep your layout simple
2. Prioritize content
3. Use uniquely mobile features
4. Design for thumbs, not mice
5. Make it easy to convert

It's no secret that mobile web usage is exploding. Look at your website analytics - how much traffic is coming from a mobile device? If you don't have a mobile optimized website, this experience may be frustrating and slow for your customers. Creating a mobile website will improve performance and give your mobile customers an experience they will keep coming back to. To help you get started, we've put together five easy ways to mobilize your website content:
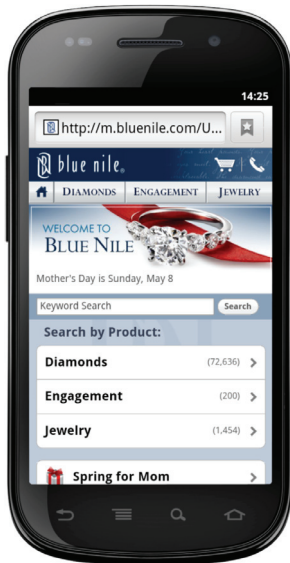
1. Keep your layout simple

Keep layout simple so mobile users can navigate easily on the small screen.

Use clear and concise headlines
- Text needs to be readable at arm's length
- Tabs and expanded fields can be useful for additional details

Keep scrolling simple
- Mobile users prefer to scroll in one direction - from top to bottom

Reduce clutter
- Headlines, bullet points, white space and buttons make a mobile website easy to navigate
- Include tabs with quick links to access popular products and services
- Lighter colored backgrounds help create a feeling of space - pictures make poor mobile backgrounds

Make search easy
- Use a visible and prominent search box
- On mobile, there's less space and time available for navigation menus. Search results should be clean and easily filtered
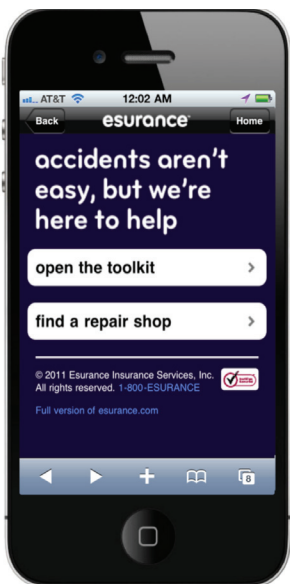
2. Prioritize content

Make it easy for customers on the go to find content that is most relevant to their needs and take quick action.

Select valuable content for users on the go
- Think about what the three most important things are for a mobile customer and make them easy to access

Provide an action-oriented experience
- Understand the limitation of the mobile attention span and provide an experience that is more transactional and action-oriented, rather than browsing based

Make site navigation and load time fast
- Strip all unnecessary content in order to lower site latency and response time
- Use minimalistic and clean site code

3. Use uniquely mobile features

Users can interact through touch, sound, sight, and location on their mobile device. Take advantage of this functionality to maximize user experience.

Offer users the most relevant information based on their location
- Make it easy to find local content or store locations

Leverage native phone functionality
- Users on their mobile device not only have a browser, but the ability to access other functions - such as GPS, camera, or a notepad. Can you leverage these other functions to bring unique value to mobile users?

If applicable, build a mobile-to-store experience
- Users are more likely to be out and about, and ready to convert – drive store traffic to your retail locations and channel partners
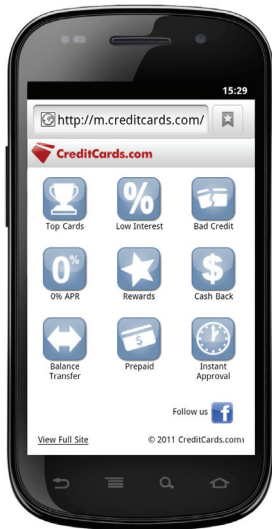
4. Design for thumbs, not mice

Remember that most smartphone users will be interacting with your website through a touch screen.

Design to prevent accidental clicks
- Buttons and links should spread out to avoid accidental clicks
- Distinctly colored buttons stand out and conversion buttons should be larger and more prominent
- Label buttons with descriptive text to manage expectations about where the user will be taken next

Avoid hover over menus
- A mouse comes with buttons but hands don't
- Menus that expand to more options are a poor mobile experience because the user must be touching the screen for the menu to work
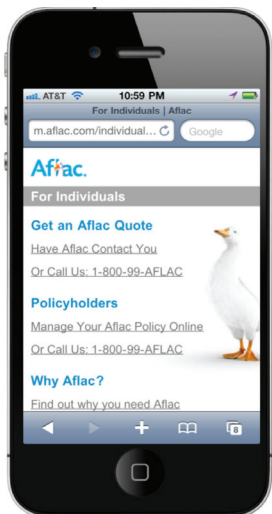
5. Make it easy to convert

Make it easy for users to convert on the go.

Shorten the conversion process
- Keep forms concise by reducing unnecessary fields
- Conversion funnels should be simple

Keep calls-to-action clear
- Use bullet points and information snippets for maximum impact

Make account access easy
- Make login quick and save details for faster conversions

Click-to-call: Connect with your customers
- If you have sales people: remember your phone is a communication device, and don't forget that mobile websites are one of the best ways to connect users to sales instantly

Hear more tips on mobilizing your website by watching the "Are you mobile ready" webinar at **http://www.youtube.com/watch?v=j-xh-lNpNhs**