

The logo for Jellyfish, featuring the word "jellyfish" in a lowercase, bold, sans-serif font. The background of the entire page is a blurred image of a smartphone screen displaying a mobile website, with a purple and blue color scheme. The top half of the page is white, and the bottom half is a solid blue color.

jellyfish

BUSINESS GUIDE

Ensure Your Website Is Mobile Friendly

April 2021

Ensure your website is mobile friendly

Introduction

Summary

Ensure your customers can access your website through a mobile device.

Problem

A mobile friendly website is essential as a large percentage of your potential customers will be looking for your products or services using their mobile phone or tablet.

Solution

Discover tools and advice to ensure your website is mobile device ready.



The number of people using smartphones to access the internet and social media every day, has steadily grown over the past six years.

Optimising your website for mobile use is an essential step for every serious online business. Businesses need to provide a good online user experience over a range of devices, or risk losing customers to a competitor.

Websites can be penalised by Google's SEO algorithms for not not having an effective mobile version, due to Google's commitment to improving mobile access online.

Ensure your website is mobile friendly

Why?

The overall aim for businesses online is to convert visitors to their website into sales. If the mobile version of your website is difficult to use, visitors will leave without buying anything, and may not return because of the experience.

Beat the competition with just a few simple changes to your mobile optimisation. Make it easier for mobile users to shop and make purchases, and increase your business' ROI. Improving your website for mobile use can also lead to Google rewards, as the search engine's algorithms boost visibility for brands already operating a mobile-ready site.

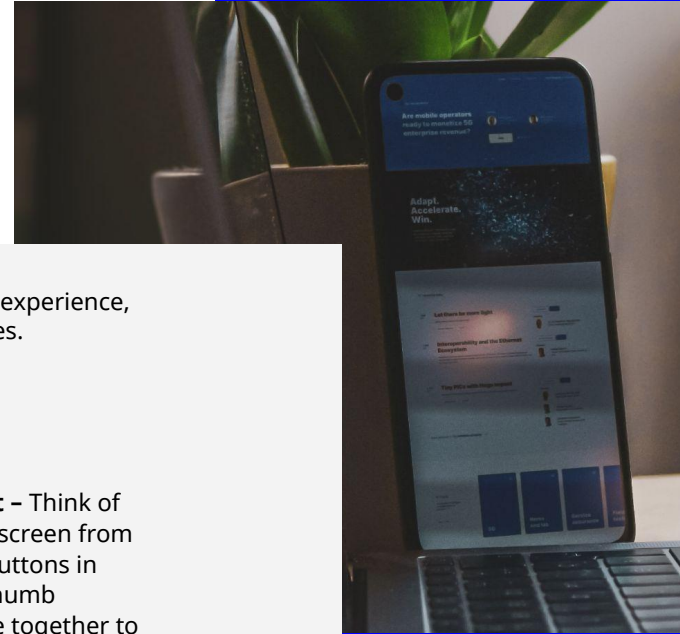
You can check if Google thinks your pages are mobile friendly by using their testing tool, as discussed on page 5.

Google defines a mobile-friendly site as one that:

- Avoids software that is not common on mobile devices, like Flash.
- Uses text that is readable without zooming.
- Sizes content to the screen so users don't have to scroll horizontally or zoom.
- Places links far enough apart so that the correct one can be easily tapped.

Ensure your website is mobile friendly

Mobile optimisation best practises



Maintain your website to ensure you continue to meet Google's standards. If you offer a good user experience, Google will protect your site ranking from the effects of current and future mobile algorithm updates.

Here is a summary of some of the things you can do to ensure your website is optimised for mobile use:

- **Keep things simple** – This is a cost-effective approach, as well as helping with your page speed and loading times.
- **Do not use pop-up windows** – Customers view this as spam. Pop-ups can also be difficult to remove on a mobile.
- **Study what your competitors are doing** – Seek inspiration from others, and don't be afraid to get creative with your design.
- **Avoid crowded design and format** – Think of scrolling and selecting on a mobile screen from the perspective of a thumb. Place buttons in locations that are within range of thumb movement, avoid placing links close together to improve selection accuracy, and keep online-form filling simple.
- **Use mobile-specific content** – Mobile optimisation can restructure content to provide a user-friendly font and size, and improve readability by reflowing the content to suit your screen.



Ensure your website is mobile friendly


How to test if your site is mobile friendly


Google have created a tool that tests the mobile-friendliness of your website, that can be found [HERE](#).
If your site isn't mobile friendly, you'll be given the following results:

Tested on: Jul 12, 2017 at 2:32 PM





Page is not mobile friendly

This page can be difficult to use on a mobile device



 [LEARN ABOUT MOBILE DESIGN](#)

If your website is not mobile friendly, click on the additional resources which will guide you on how to fix issues such as:

-  Text too small to read
-  Viewport not set
-  Content wider than screen
-  Clickable elements too close together