

Making Mobile-Friendly Websites

Best Practices in Action

Dai Pham, Group Product Marketing Manager
Sonja Lee, Product Marketing Manager

November 10, 2011





Dai Pham

Group Product Marketing Manager



Sonja Lee

Assoc. Product Marketing Manager



**Mobilize
your site
now.**

a Google initiative

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.

HowToGoMo.com



#GoMobile



Agenda

The mobile momentum

Why mobile sites matter

Ten mobile site best practices

Best practices in action

Build a mobile website

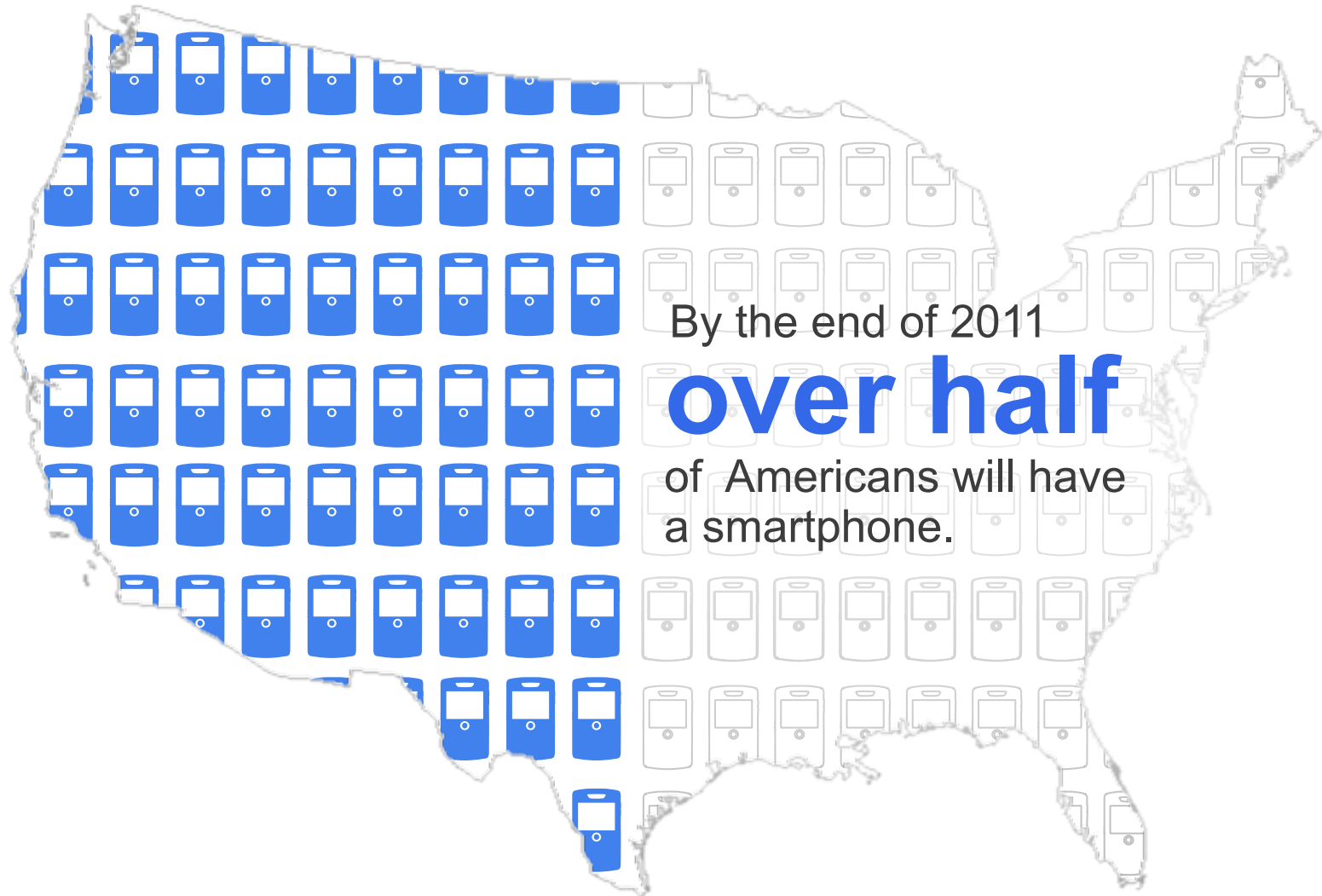
The Mobile Momentum



“ Mobile is ramping up faster than any other technology we have seen in the past. ”

Mary Meeker
Kleiner Perkins

Smartphones Have Gone Mainstream



The mobile consumer accesses information at all times

Of all smartphone users:

Use mobile internet while having a meaningful conversation

13%



Use mobile internet while commuting or travelling for work and school

43%



Use mobile internet for research and to read the news

89%



Use mobile internet when in a store

77%



A “double peak” in mobile queries around the holiday season



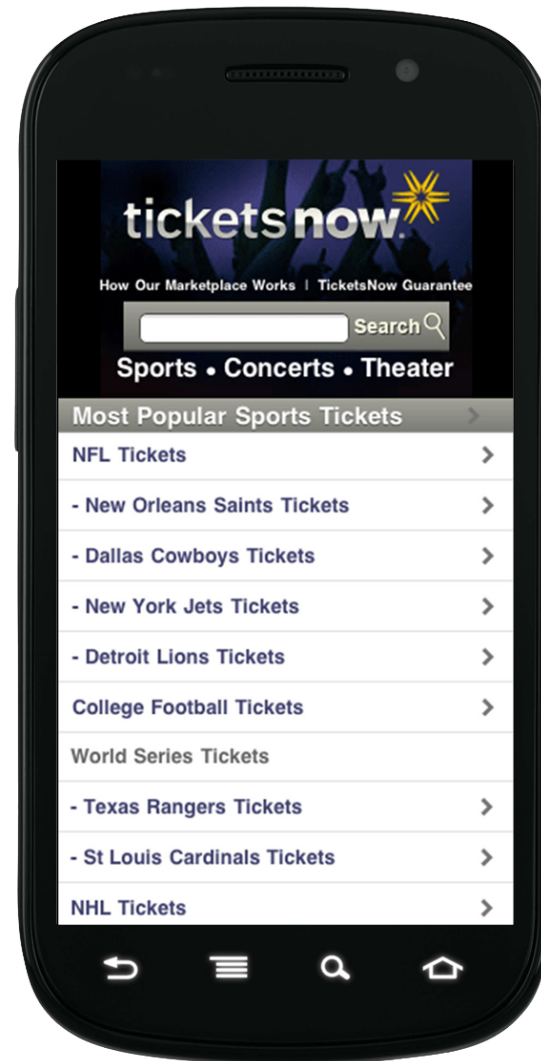
Why mobile-friendly sites matter



Which would you prefer to use?



Desktop site viewed on mobile



Mobile-friendly website

79%

**of large online advertisers
do not have
a mobile optimized site**

Mobile users have high expectations

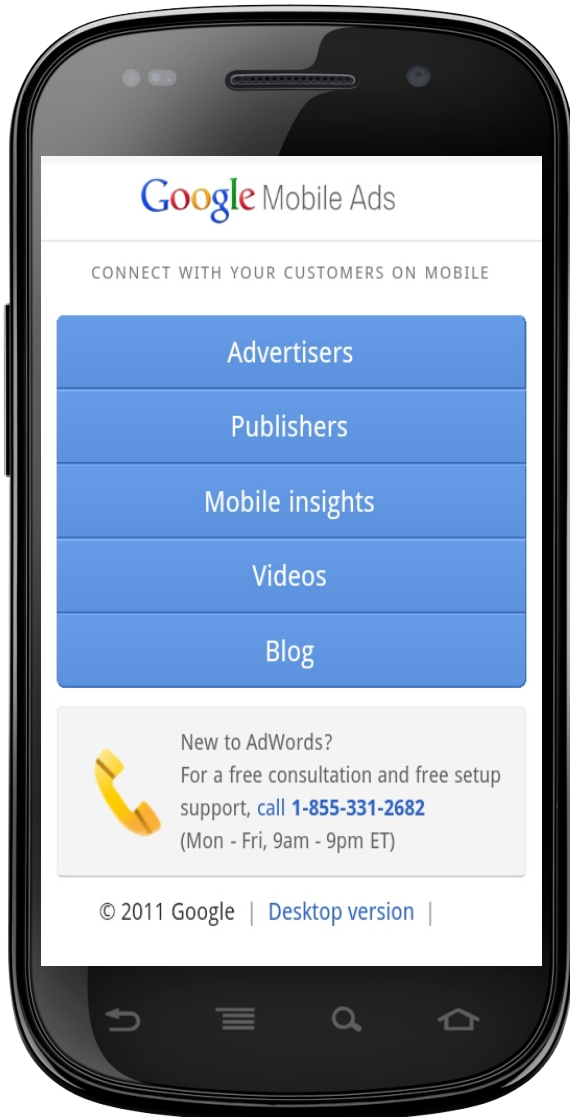
58% of mobile phone users expect mobile sites to load as quickly, or faster than desktop sites.



Mobile users value speed

38% of users are willing to wait 30 seconds or less to complete a simple transaction.

Why invest in a mobile site?



to boost performance:

51% more likely to purchase from retailers

85% increased engagement

to keep customers:

40% would visit a competitor's site instead due to a disappointing mobile experience

Source: Compuware, "Why the Mobile Web is Disappointing End-Users." March 2011

Ten Mobile Site Best Practices



Ten mobile site best practices



keep it quick

help mobile users, design your site to load fast and make copy easy to scan.



make it easy to convert

focus on information that will aid conversion.



simplify navigation

clear navigation, hierarchy and vertical scrolling aid access to information.



make it local

include functionality that helps people find and get to you.



be thumb friendly

design your site so even large hands can easily interact with it.



make it seamless

bring as much of the functionality of your desktop site to mobile.



design for visibility

ensure your content can be read at arm's length.



use mobile site redirects

give users a choice to go back to the desktop site, but make it easy to return to the mobile site.



make it accessible

ideally, your mobile site should work across all mobile devices and all handset orientations.



learn, listen & iterate

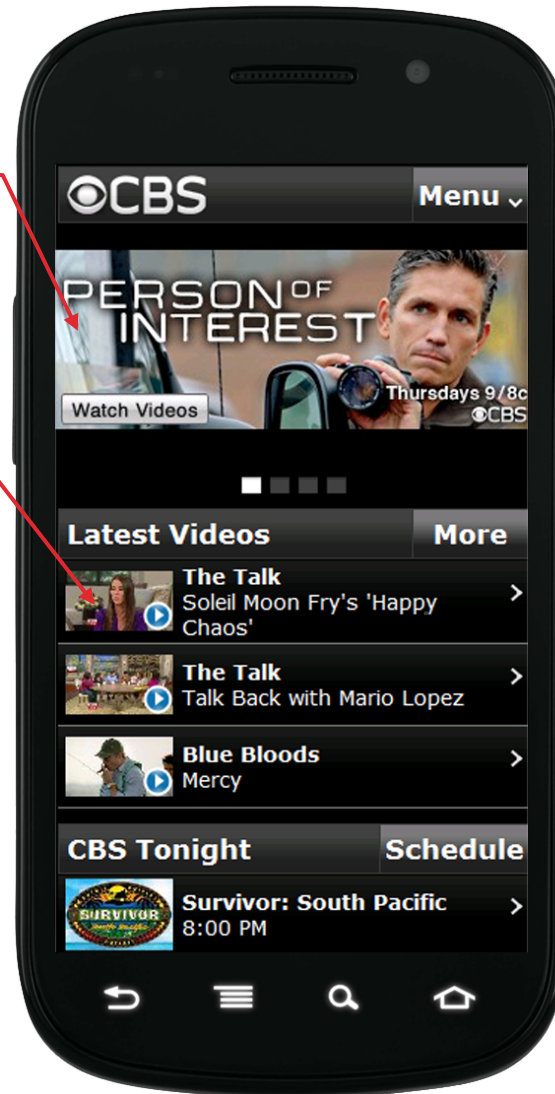
good mobile sites are user-centric, meaning they're built with input from your audience.



Keep it quick

Compress images to keep them small for faster site loading

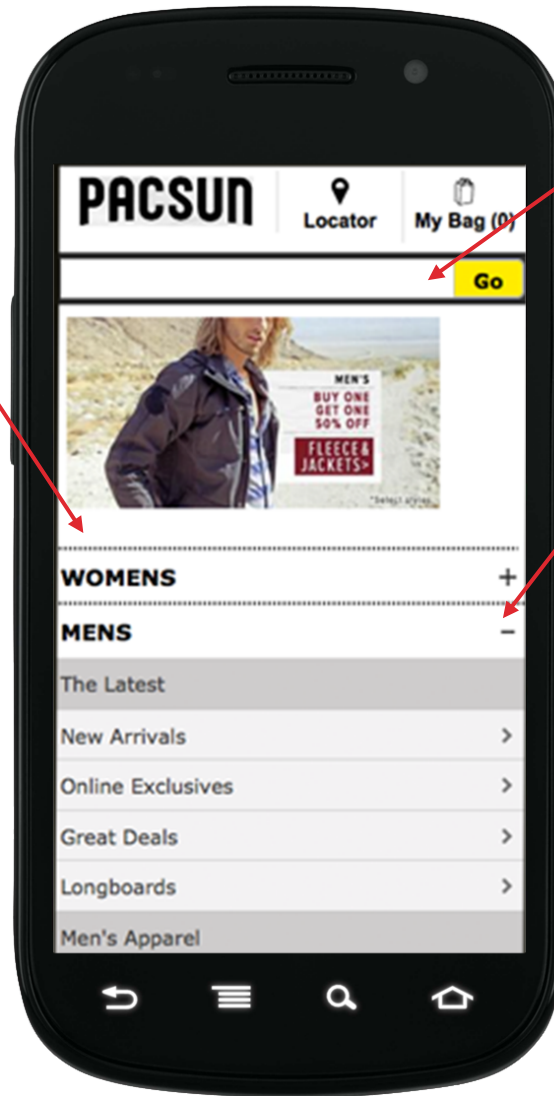
Prioritize the content and features that mobile users need most. Use your desktop site analytics to see what mobile users are doing.



Reduce large blocks of text and use bullet points for easy reading.



Simplify navigation



Minimize scrolling and keep it vertical only.

Help users navigate between levels with clear back and home buttons.

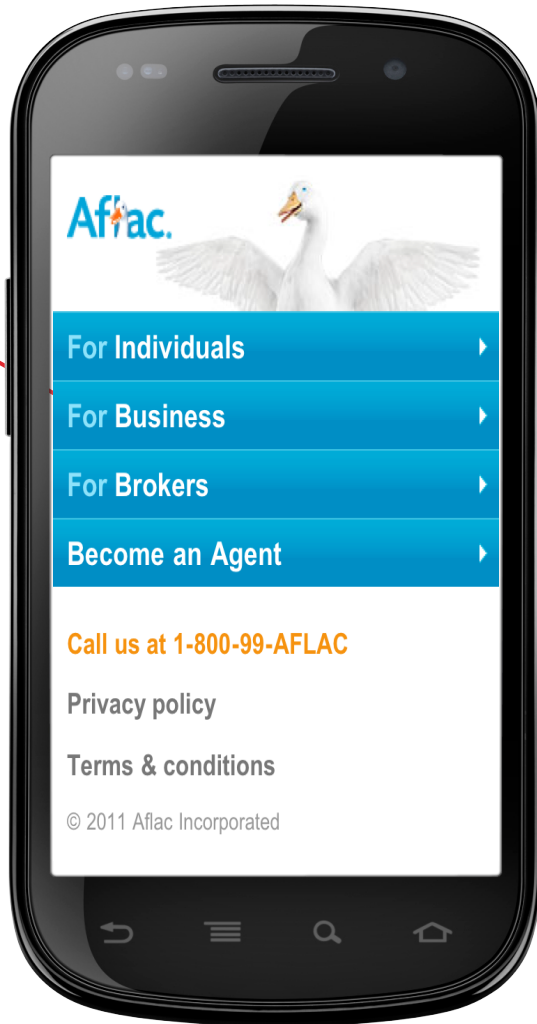
Have a search box prominently available on complex sites

Have a clear hierarchy in menus and avoid rollovers



Be thumb-friendly

Use large centered buttons and give them breathing room to reduce accidental clicks.



Pad smaller buttons to increase the clickable area.



Design for visibility

Create contrast between background and text.

esurance
accidents aren't
easy, but we're
here to help

Use plenty of negative space.

Use size and color to indicate link/button priority.

call roadside assistance

submit accident info

find a repair shop

open the toolkit

Make sure content fits onscreen and can be read without pinching or zooming.

Use 3D effects and shadowing for buttons.

© 2011 Esurance Insurance Services, Inc.
All rights reserved. 1-800-ESURANCE



Basic mobile site

Full version of esurance.com

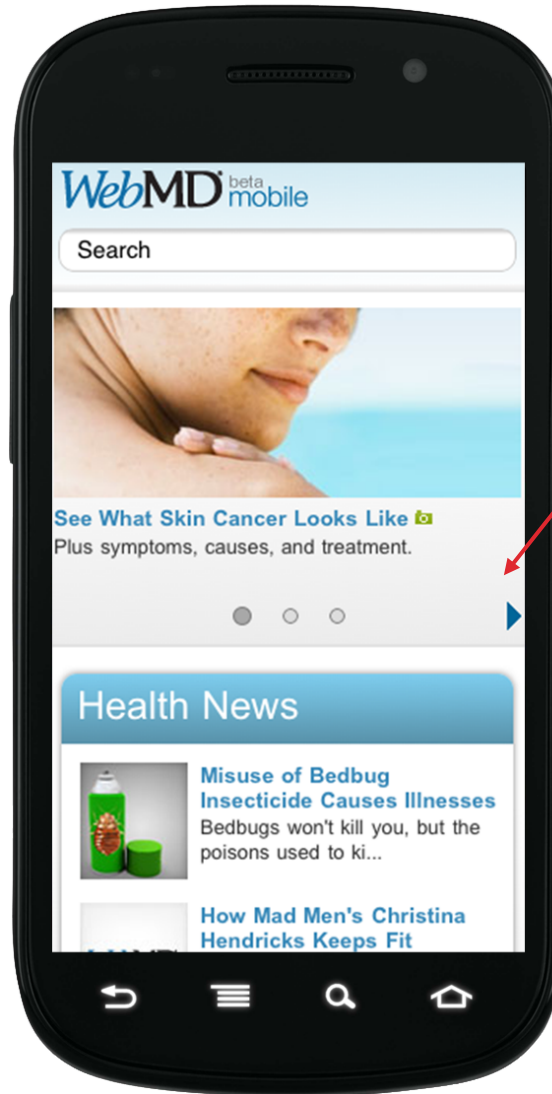


Make it accessible

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.



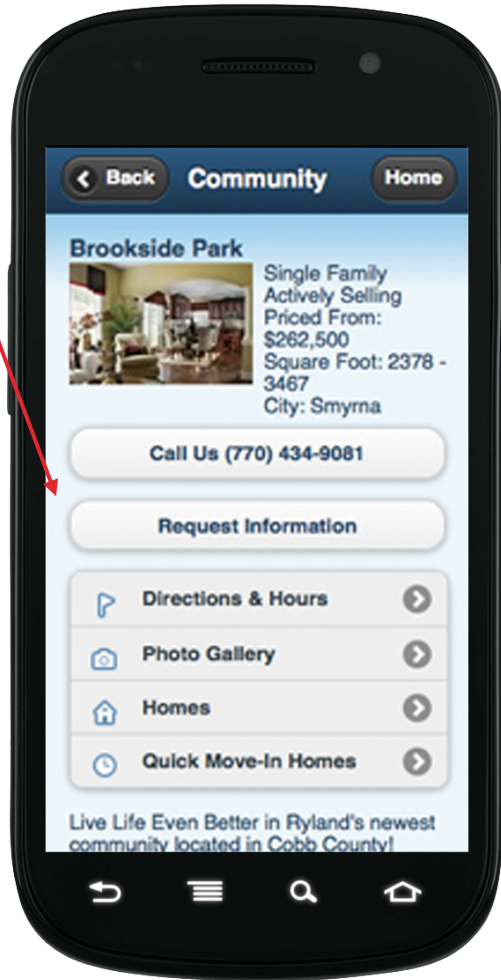
Find alternatives to Flash – it doesn't work on some mobile devices.



Make it easy to convert

Use click-to-call functionality for phone numbers

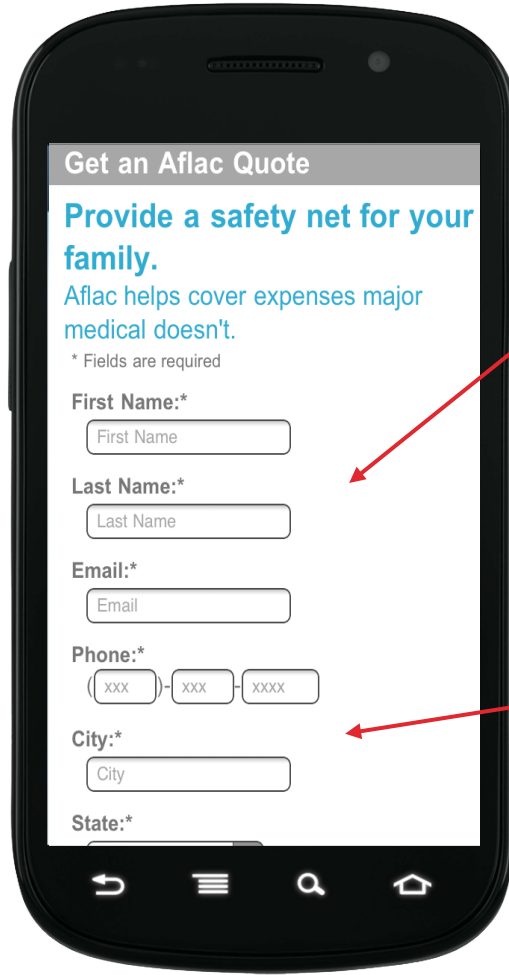
Use checkboxes, lists and scroll menus to make data entry easier



Reduce the number of steps to complete a transaction.

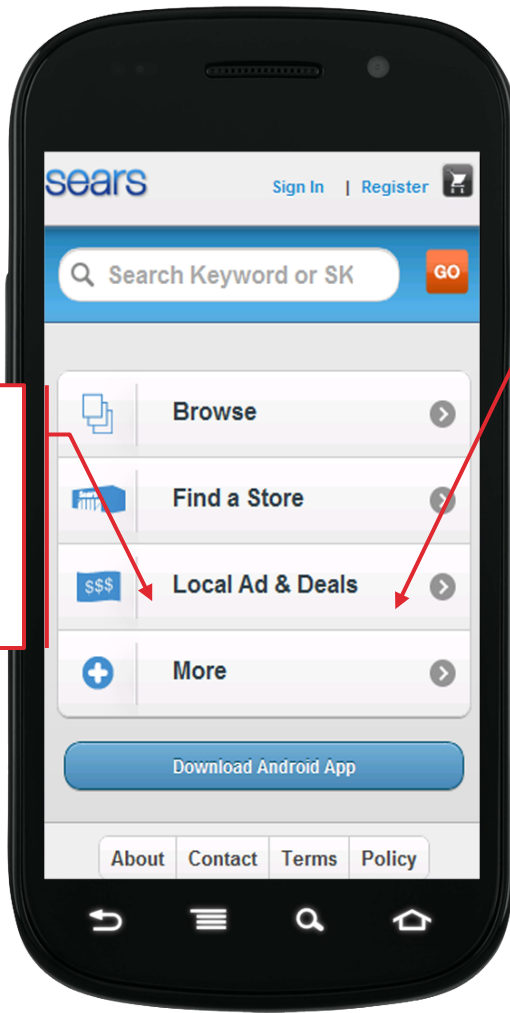
Keep forms short and use the fewest number of fields possible

Focus on information that will aid conversion





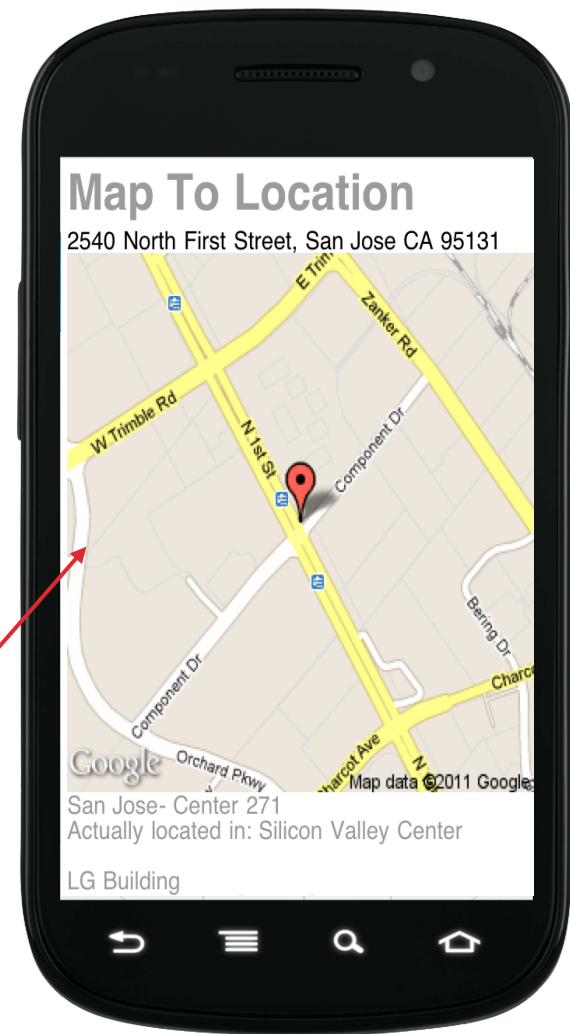
Make it local



Have your address or store locator on the homepage.

Allow users to check stock at nearby stores. Include local ads and deals.

Include maps and directions. Use GPS to personalize when possible.



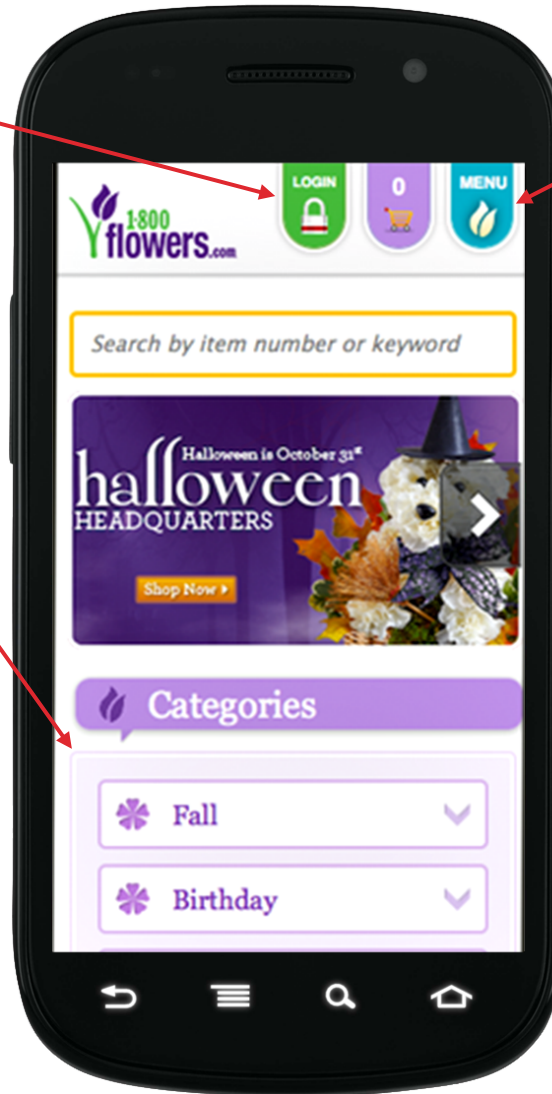


Make it seamless

Provide prominent access to login, shopping cart and saved favorites functionality to make it easier for users who go between mobile and desktop devices.

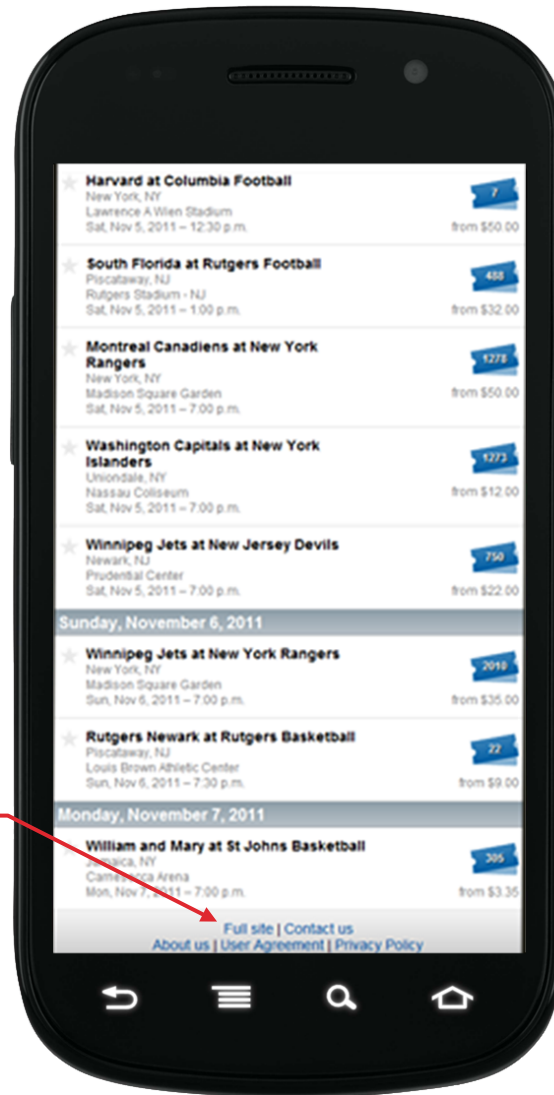
Maintain key features of the site across all channels as much as possible.

Display the same key information for product and services.





Use mobile site redirects



Let users choose which version they prefer to see for later visits

Include key information such as your address or store locator, on the redirect page

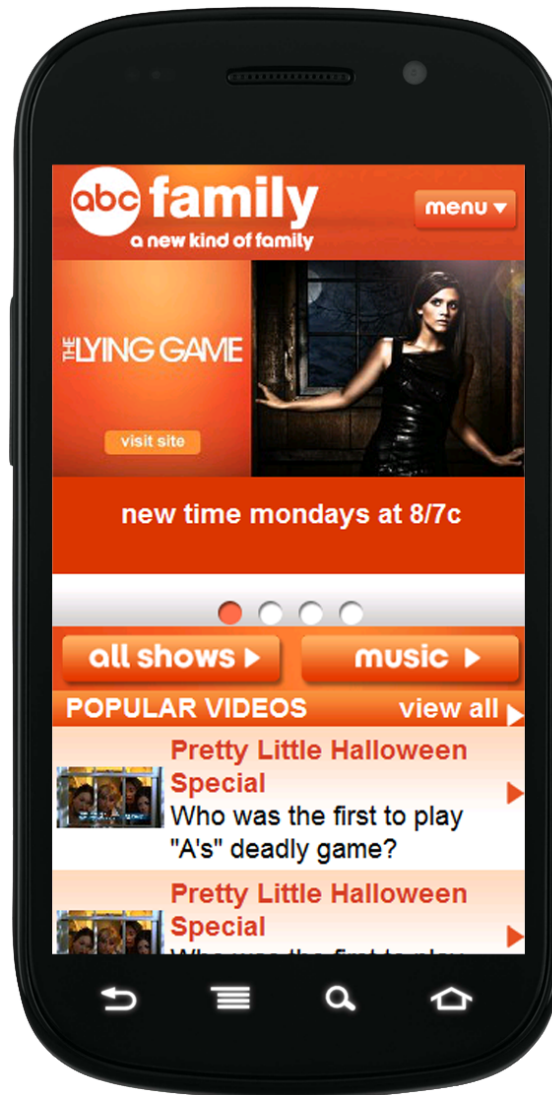
Give users the choice to go back to the desktop site, but make it easy to return to the mobile site



Listen, learn and iterate

Use analytics to understand how mobile users use your site.

If possible, do user testing before launching a complex site.



Implement and collect user feedback after launch.

Iterate often and continuously improve your site.

Case Studies: Best Practices in Action



Ryland Homes – Desktop website

RYLAND HOMES® Live Life. Even Better.®

Home | About Ryland | Investor Relations | Contact Us | Sign In

Search this site... [Q]

Find your new home | **Why Buy** your new home | **Finance** your new home | Personalize Your Home | Homeowner Resources | My Ryland Home & Favorites

Print | Send | [Facebook icon]

Find Your New Home

Please select a location from the map or list below:

Choose your location... [Dropdown]

On the ANDROID™

Quick Move-In Homes

Ready to move now? Select a location:

Choose your location... [Dropdown]

Live Life. Even Better, With Your New Ryland Home.

For more than four decades home buyers have trusted Ryland Homes as a new home builder for truly livable designs, great neighborhoods, outstanding quality and a commitment to complete satisfaction in your new home. With our national strength and local focus our dedicated team gives you more value in your new home now more than ever. Come inside and learn more about a new Ryland home.

Ryland Email Updates

Sign up for email updates.

Choose your location... [Dropdown]

First Name [Text] Last Name [Text]

Email Address [Text] Zip Code [Text]

Sign Up All fields required

My Style

At Ryland, we think your home should be a reflection of your individual style.

[▶ More information](#)

Mortgage Services

The difference between settling for a home you like and owning the home you love.

[▶ Get Started](#)

Buy With Confidence

5 facts you need to know that will benefit your home buying decision today.

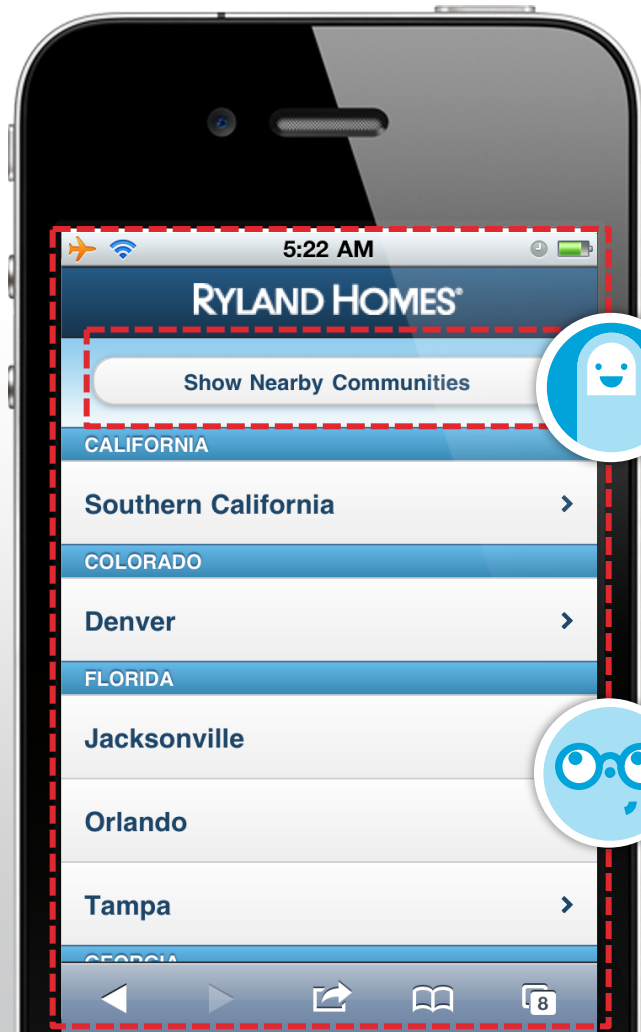
[▶ Get Started](#)

HouseWorks

See how Ryland makes your home work better while saving you money.

[▶ More information](#)

Ryland Homes (www.ryland.com)



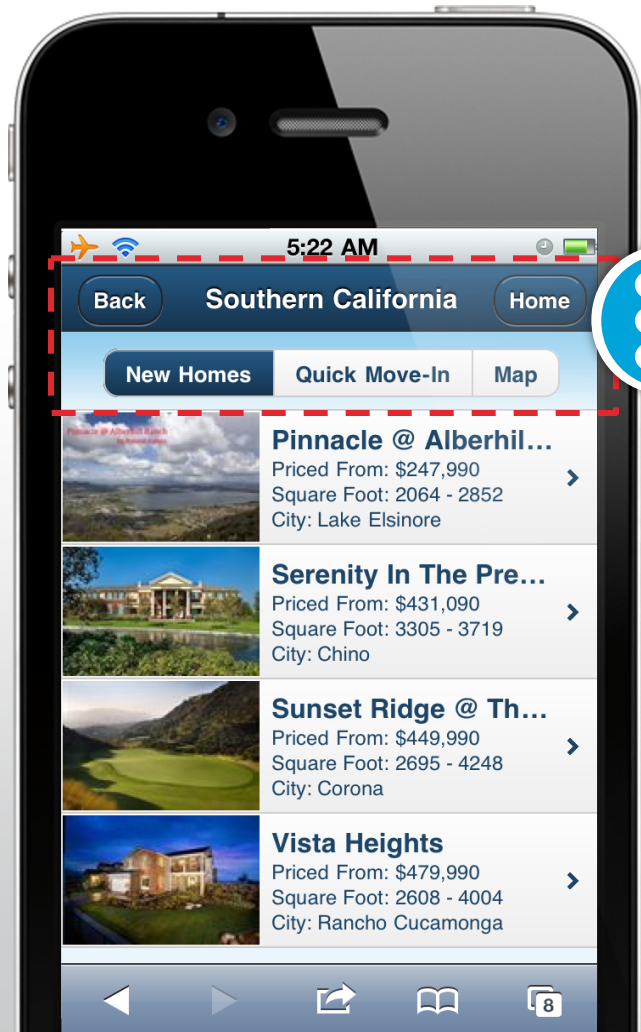
be thumb friendly

the Ryland site uses buttons instead of links. buttons give more room and space for people to touch and work with the screen.

design for visibility

the text and layout is clear, and easily legible at arm's length. content fits onscreen and can be read without pinching and zooming.

Ryland Homes (www.ryland.com)

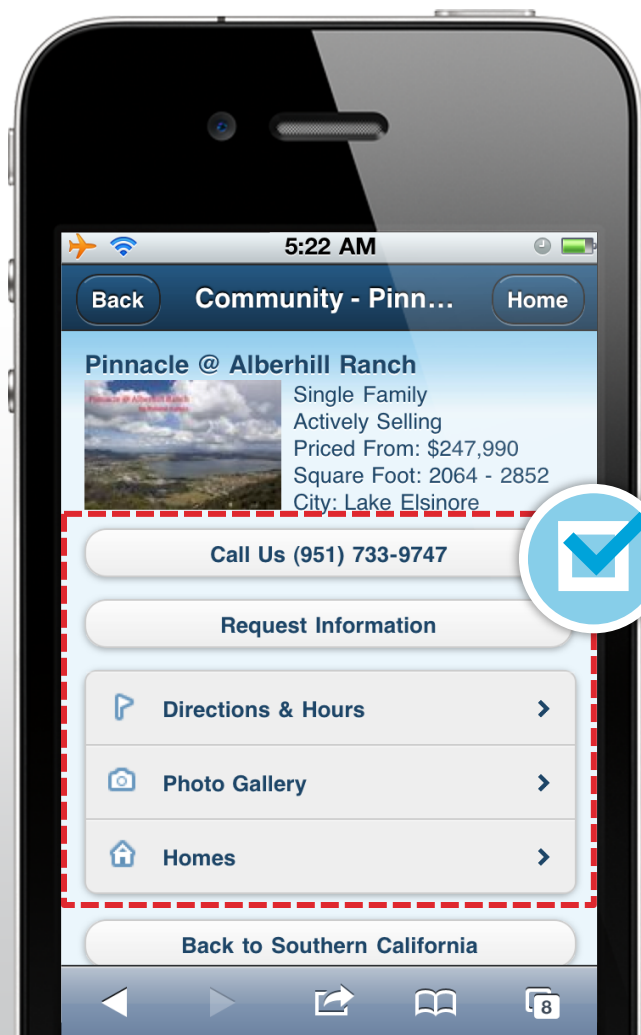


simplify navigation

intuitive site navigation features

such as a persistent “back” button at the top and bottom of the screen provides for easier reverse navigation.

Ryland Homes (www.ryland.com)



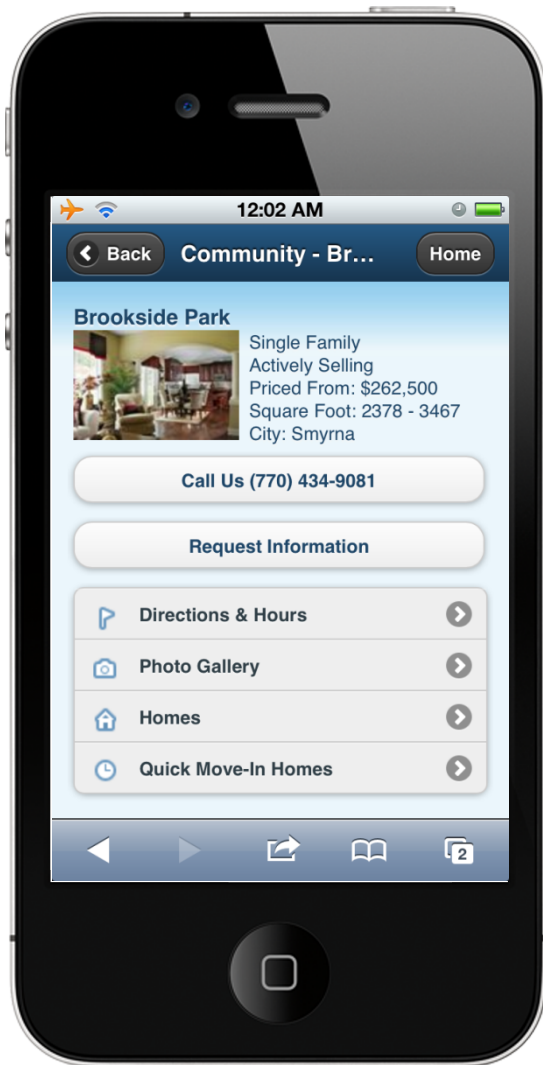
make it accessible

to ensure a consistently **high-quality experience across mobile devices**, Ryland uses jQuery Mobile software to load a site variation that works best with any device. **the site also avoids the use of Flash.**

make it easy to convert

Ryland provides the essential info customers want. They focused on features such as **clickable phone numbers, location-based driving directions** to nearby communities, and brief info request forms to increase mobile conversions.

Ryland Homes – Success results



- 300% increase in mobile-driven site traffic
- 30% savings in cost-per conversion on mobile vs. desktop AdWords campaigns
- Strong growth in mobile driven leads
- First home sold from a mobile-generated lead



Insurance Auto Auctions, Inc – cars.iaai.com

IAA INSURANCE AUTO AUCTIONS, INC. [Price Guide](#) | [Vehicles](#) | [Locations](#) | [About Us](#) 1-877-453-5788

[Call Me](#) [Live Chat](#)

Cash For Cars!

Sell Us Your Used Car, Truck, or SUV

Cash for Cars will buy your used car, truck, SUV or other vehicle in any condition, whether it's running or non-running. Even if your vehicle failed your state's smog emission test, we will buy it from you for cash. We even offer FREE towing—we'll come to you! Get your no-obligation, written price proposal instantly from our online [Price Guide](#), and sell your car for cash now.

\$ Our Price Guide makes it easy to find a **guaranteed** price for your vehicle. [Learn More >](#)

Use Our Price Guide to Get an Offer INSTANTLY!

No Personal Information is Required

Year * Damage *

Make * Odometer *

Model * Vehicle Zip *

VIN

* Fields marked with an asterisk are required.

How Price Guide Works

Pay you \$5,650 for your vehicle if it is in better condition than this.

2006 TOYOTA CAMRY



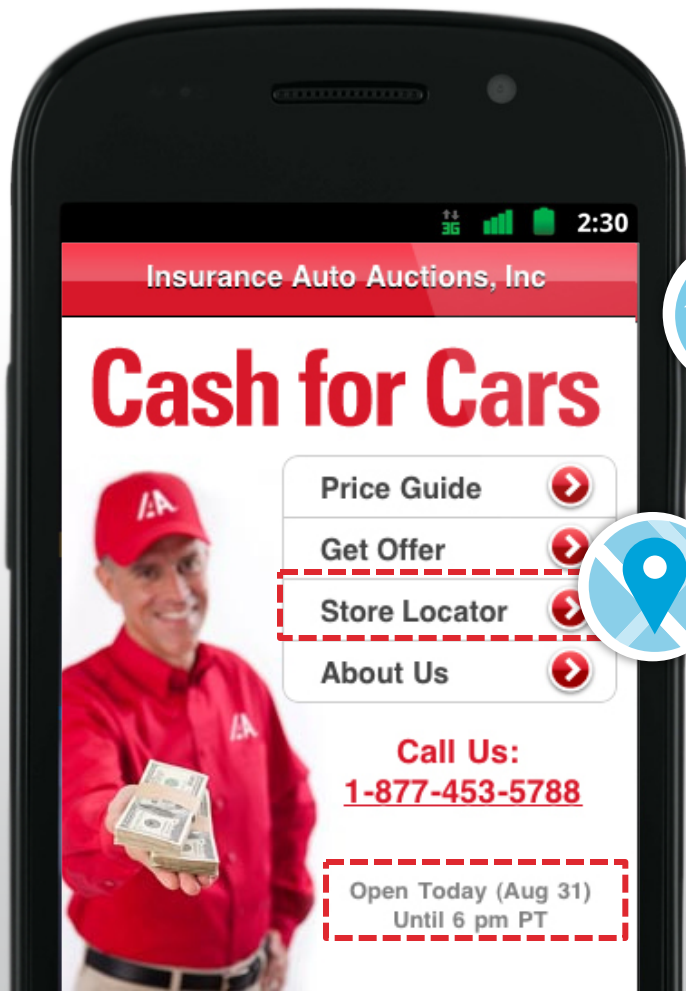
Price Guide Values:

- \$2,330
- \$2,625
- \$2,900
- \$3,175
- \$3,325
- \$3,600
- \$4,250
- \$4,750
- \$4,975
- \$5,650

• Fully Licensed Tow Drivers
• Same Day Towing Available

Or CALL US NOW toll-free at 1-877-453-5788

IAAI (cars.iaai.com)



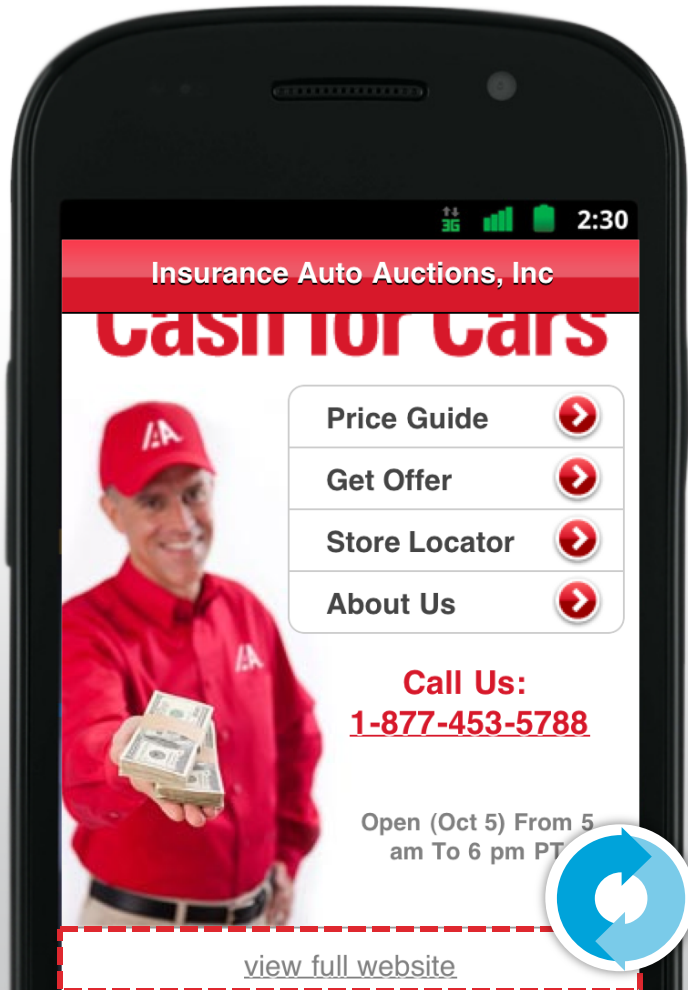
make it seamless

the mobile site maintains the same look and feel of the desktop site and offers users a **consistent brand experience**. The **key features and functionality** offered on desktop are put front and center for easy access by mobile users.

make it local

the site loads locally relevant content for mobile users, including the **location of their nearest IAAI office** and the hours telephones are answered that day, in local time.

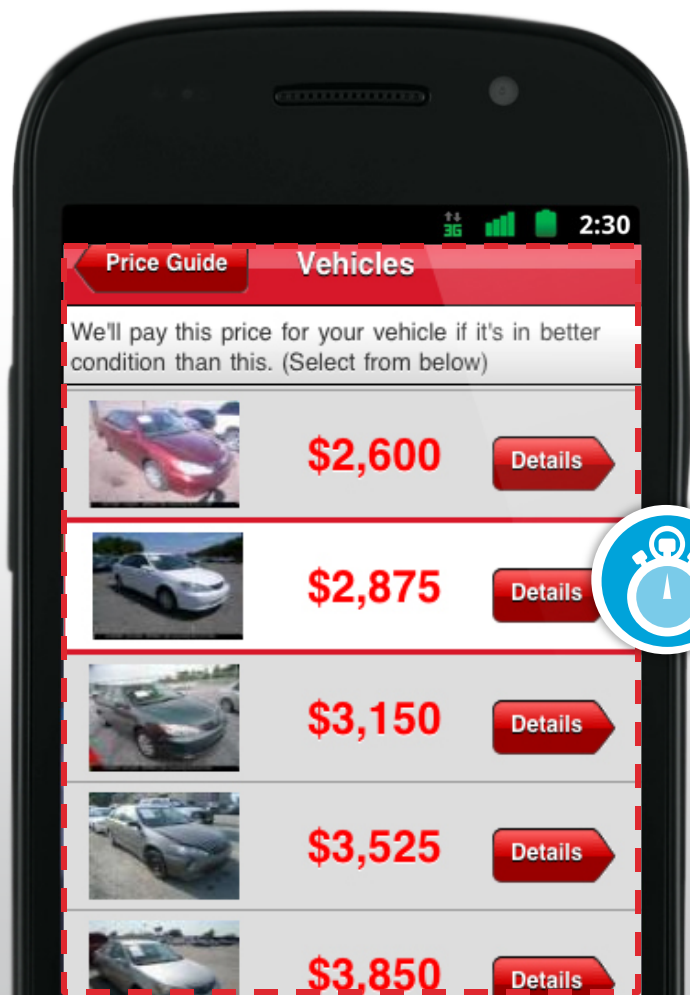
IAAI (cars.iaai.com)



use mobile site redirects

The main site employs an automatic redirect to send incoming mobile devices to the mobile site. Users can also easily go back and forth between mobile and full desktop websites.

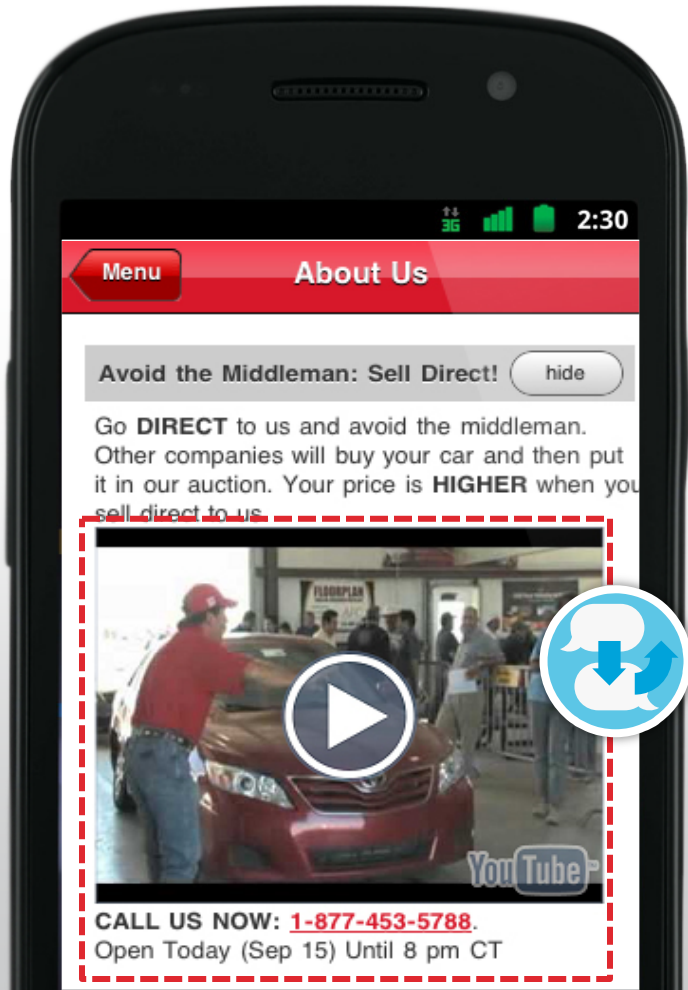
IAAI (iaai.cars.com)



keep it quick

the mobile site concentrates on delivering content most likely to drive fast conversions: information about **IAAI locations**, easy access to the online price guide, and strong contact calls to action.

IAAI (cars.iaai.com)



learn, listen & iterate

the mobile development team continues to test, refine and build out the site. with the basics done, they are **adding audio and video content** to tout the benefits of selling to IAAI.

Insurance Auto Auctions, Inc. – Success results



- 58% average monthly increase in mobile site traffic
- Mobile site is generating ~20% of all AdWords conversions
- Mobile campaigns leading to the mobile site drove leads within target CPA

Build a mobile website




Get started today: see what your mobile customers see

Run your site through the GoMoMeter at HowToGoMo.com

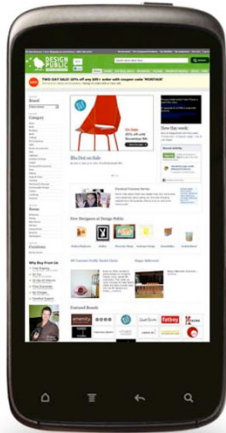
go|mo
a Google initiative





WHY GO MO? **TEST YOUR SITE** BUILD YOUR SITE FOR AGENCIES

YOUR SITE RESULTS:





http://designpublic.com scored 2 out of 4 on the mobile-friendliness scale.





-  **Loading Speed:** 2.163 seconds. Your site 2.163 the recommended loading time of less than 5 seconds.
-  **Images:** Your site's images are appearing properly.
-  **Text:** Your site's text is not visible without pinching or zooming.
-  **Navigation:** Your links and buttons are not thumb friendly.


CHECK OUT YOUR FULL REPORT FOR:

- How mobile consumers see your current site
- Tips for online-only business
- Personalized tips for your site
- Next steps

 **VIEW FULL REPORT** OR  **BUILD YOUR SITE**

 **EMAIL FULL REPORT**  **TEST ANOTHER SITE**

GO MO Mobilize your site now.



GOMOMETER REPORT

Personalized analysis and advice for making
www.nvidia.com more mobile-friendly

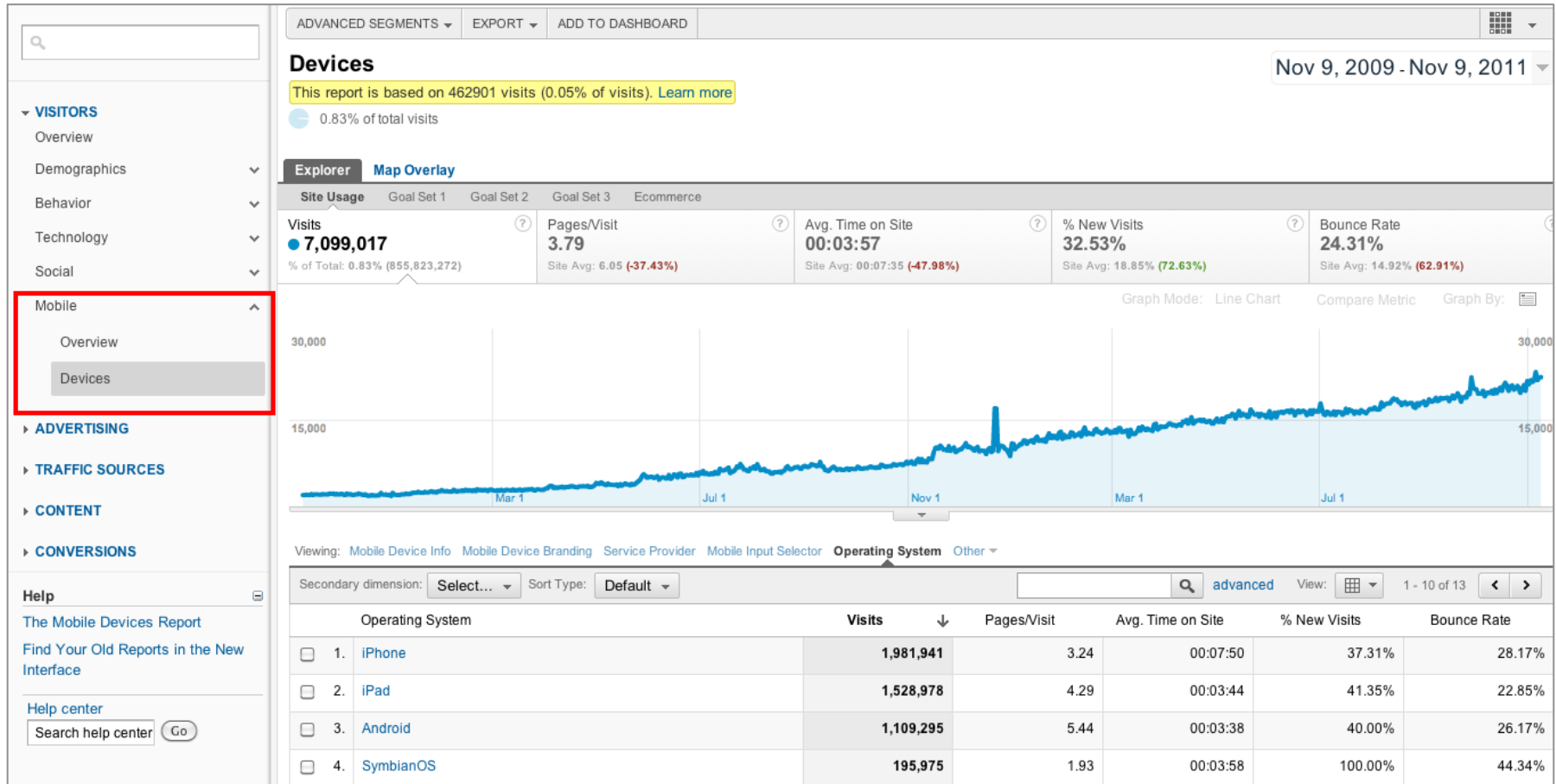
a Google initiative

Includes:

- 1 How mobile consumers see your current site
- 2 Site Loading Speed Check
- 3 Tips for multichannel businesses
- 4 Personalized advice for your site
- 5 10 Mobile Best Practices
- 6 Next steps

Look at your Site Analytics

See how your mobile traffic has changed over time



Look at your site analytics

Segment traffic by mobile users to prioritize content

The screenshot displays the Google Analytics interface for a website. The left sidebar shows navigation options, with 'CONTENT' and 'Pages' highlighted. The main area shows the 'ADVANCED SEGMENTS' section where 'Mobile Traffic' is selected. Below this, the 'Pages' section shows a line chart of mobile traffic over time and a table of page performance metrics.

ADVANCED SEGMENTS

Select up to four segments by which to filter your report

Default Segments

- Search Traffic
- Direct Traffic
- Referral Traffic
- Visits with Conversions
- Visits with Transactions
- Mobile Traffic
- Non-bounce Visits

Custom Segments

- Advanced Seg Visits 10/22 - 12/4/08
- Custom Reports Usage
- Motion Charts Usage
- NACE/SEEMA
- Mobile Traffic (OS)

Pages

This report is based on 426415 visits (0.10% of visits). [Learn more](#)

Mobile Traffic 0.77% of total pageviews

Navigation Summary

Site Usage

Metric	Value	Mobile Traffic
Pageviews	14,702,494	10,769,225
Unique Pageviews	10,769,225	1,564,772,917
Avg. Time on Page	00:01:41	10.35%
Bounce Rate	26.26%	53.60%
% Exit	25.03%	45.89%

Graph Mode: Line Chart Compare Metric Graph By:

Viewing: Page Page Title Other

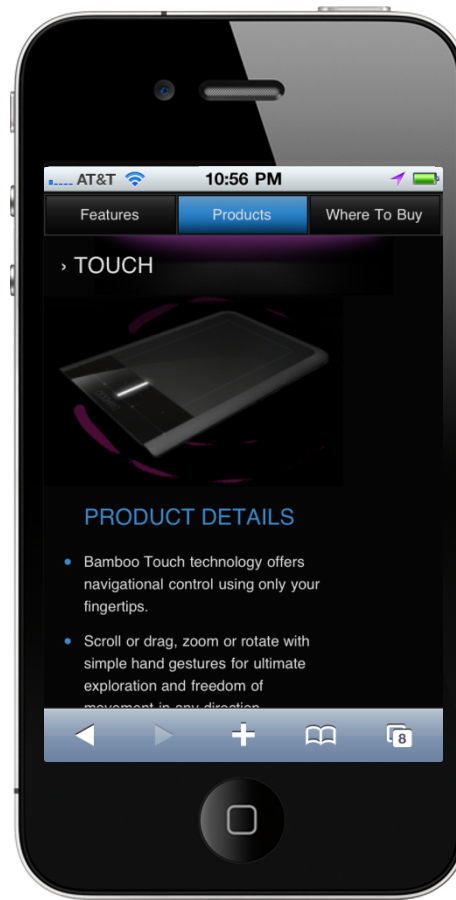
Secondary dimension: Select... Sort Type: Default

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. /analytics/settings/index.html	2,199,799	1,771,279	00:01:19	0.63%	23.58%
2. /analytics/reporting/index.html	2,160,049	1,599,677	00:00:50	59.58%	28.28%
3. /analytics/index.html	1,389,296	1,258,413	00:00:53	19.58%	24.49%
4. /analytics/reporting/maps	660,230	277,277	00:00:47	61.11%	22.76%
5. /analytics/reporting/sources	622,420	466,330	00:00:43	60.71%	16.20%
6. /analytics/settings/home	499,293	350,959	00:02:01	0.53%	32.62%

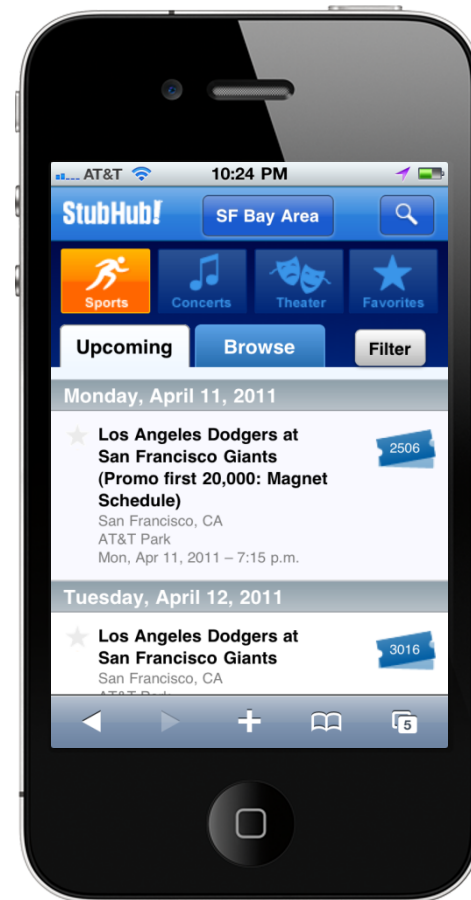
Determine the scope and type of mobile site you need



Landing page to generate leads




Microsite for a product, or campaign launch



Full mobile website

Find a mobile site builder



Mobilize your site now.
a Google™ Initiative

WHY GO MO? | TEST YOUR SITE | **BUILD YOUR SITE** | MOBILIZING MOBILE, AL

[Get Started](#) | [More For Your Business](#)

GET STARTED

We've gathered together a select list of vendors who can help you develop a mobile strategy and launch your site. If you're already working with an agency on your desktop site, contact them first to see if they can help.

SERVICE TYPE

Do It Yourself

Full Service

ANNUALIZED COST

<\$1,000

\$1,000 - \$10,000

\$10,000 - \$75,000


\$75,000+

TIMEFRAME FOR BUILD

1 day

1 week

1 month +




Atmio Inc.
<http://www.atmio.com>

Contact: sales@atmio.com

Phone: (408) 899-7391

Areas of expertise: Mobile Landing Pages; Mobile marketing; Targeting & Optimization; Integrated SMS

Description: Atmio's Mobile Platform empowers successful real-time mobile marketing with self-serve tools to easily create, optimize, and target mobile landing pages that increase conversions and customer engagement... [Read more](#)



DudaMobile
<http://www.dudamobile.com>

Contact: info@dudamobile.com

Phone: (855) 383-2247

Areas of expertise: Do-it-yourself mobile website builder; Compatibility with all major smartphones; Professional looking-mobile templates; Click-to-call button; Mobile maps and directions; and Mobile site analytics

Description: DudaMobile is a mobile website creation platform focused on helping businesses connect with... [Read more](#)

Visit HowToGoMo.com for more mobile sites resources

GO MO Mobilize your site now. a Google initiative

YOUR SITE RESULTS:

- 1. Loading Speed: Is your website fast enough for mobile users?
- 2. Content: Are your mobile pages and content optimized for mobile?
- 3. Links: Are your links mobile-friendly and easy to click?
- 4. Navigation: Is your site easy to navigate on a small screen?

CHECK OUT YOUR FULL REPORT PAGE:

- 1. Download your report
- 2. Review your report
- 3. Share your report
- 4. Print your report

GOMOMETER REPORT

READY TO GO MO?

More than 95% of smartphone users have searched for local information. Over your business have a mobile-friendly site? Find out if yours is and compare yours to the competition's performance.

PUT YOUR SITE TO THE TEST

- 1. LOANER MOBILE SITE TEST TOOL
- 2. SEE HOW YOUR CURRENT SITE LOOKS ON MOBILE
- 3. FIND A MOBILE SITE DEVELOPER

95% of smartphone users have searched for local information.

61% of users call a business after searching and 59% visit the location.

90% of these people act within 24 hours.

GO MO Mobilize your site now. a Google initiative

HOME PAGE

- 1. TEST YOUR SITE
- 2. BUILD YOUR SITE
- 3. MOBILIZING MOBILE: ALL
- 4. FOR AGENCIES

HowToGoMo.com

THANK YOU!



**Mobilize
your site
now.**

a Google™ initiative

www.howtogomo.com

Additional Resources

Mobile Sites

www.HowToGoMo.com

Google Mobile Ads Blog

<http://googlemobileads.blogspot.com/>

Google Mobile Ads Site

www.google.com/mobileads

Google Mobile Ads YouTube Channel

www.youtube.com/GoogleMobileAds

Twitter

www.twitter.com/googlemobileads

Free template: Google Sites for Mobile landing pages

sites.google.com/mobilize

The webinar slides and recording will be made available on the Google Mobile Ads Blog.

