

FOUR TIPS TO IMPROVE YOUR MOBILE WEBSITE EXPERIENCE

Let us help you avoid a mobile faux pas with some foolproof ways to ensure mobile responsiveness and speedy load times to accommodate even the most impatient user.

Gain Some Speed

One of the easiest and most effective ways to speed up page load times is reducing image file sizes:

Photo size - Try to keep image files sizes to a max of 40KB when possible. You can also look at tools, plugins and photo software to compress or edit image sizes. Imagify is a wonderful plugin that can help you reduce the amount of space your photos use while maintaining the quality of the image. And Affinity Photo offers Photoshop-like tools at a fraction of the price.

Theme Matters

The website theme you choose must be compatible with mobile devices. The key word to look for is “responsive.” A responsive theme means when a user lands on your page from a cell phone, for example, your website will still house the same content, but the structure will automatically re-format to optimize the display to accommodate a mobile screen.

Responsive design – Most templated websites will automatically be formatted for responsive design. Just be sure to flag this as a “must” when you are choosing a theme, researching web designers or talking with a web company.

Call to Action

Create calls to action that are concise, direct and easy to spot. Use action words that will prompt your potential customer to move forward in doing business with you. A few great examples are:

- Sign up now
- Get started
- Learn more
- Join us

Consider an App

If you are a mobile-first business consider the benefits of creating your own app. It may not be as difficult as you think. When deciding if you should build an app to complement your website ask yourself the following questions:

- Do your competitors have apps?
- Will your app solve a customer problem?
- Do you have an ongoing customer loyalty program?
- What tangible benefits would an app provide that aren't offered on the website?