* Most website traffic is from mobile devices
* Responsive does not mean mobile first
* Know what your user wants before they do
* Don’t make users hunt for what they want
* Menu in the bottom of screen
* Menu, made to look like button afforded more clicks
* Keep up to date with latest trends
* <a href =”tel: ########”> ######</a> link a phone number so the user can click on it
* “window” ad
* Don’t use pop-ups
* Touch and Click is not the same thing, use touch events on mobile
* Set and Get – used in object property descriptor
  + GET – runs a method to return something
  + SET updates a object property descriptor, takes a (value) argument