

When “m.” is NOT an Option

Work from a standard template to cut down on development time

- Use a standard code-base with mobile included as a starting template
- Get buy-in from everyone around a standard layout

Use Semantic Markup

- Semantic markup is no longer an option
- You can use HTML5 now with the help of a javascript shim
 - HTML5 form elements degrade gracefully

Think mobile during the design stage

- Design in a way that will make sense when floats are removed (i.e. Content first)
- Keep the markup order in mind so it will make sense on smaller screens
 - Nav should be at the bottom with “skip links” at the top

Keep an eye on download sizes

- When most people were on modems, we used to care about download size
- With mobile, slow connections are once again an issue
- Check your sites with Firebug and YSlow to avoid bloat

@media queries don’t solve everything

- Media queries are great, but not every mobile browser supports them
- Include a basic mobile stylesheet with `media="handheld"`
- Keep the “handheld” stylesheet as simple as possible

Progressive enhancement

- By now most clients are aware that a site won’t look exactly the same across desktop browsers and operating systems
- Continue this education into the tablet/mobile space
 - It’s ok for layout to change as long as the content is accessible