



Here's a handy reference for web developers building forms. Increase conversions by ensuring your forms are fast, easy and accurate!

FORM DESIGN

[The best form is no form](#)

[Think mobile first. Prioritize, simplify and consolidate questions.](#)

[Make fast forms. Remove unnecessary questions or pre-populate fields with existing data.](#)

[Forms are a constant process, not a final product. Test, research, iterate and improve conversions over time.](#)

[Users feeling lost? Add visual indicators to illuminate their progress.](#)

INPUTS

[A well chosen input type attribute goes a long way](#)

[Enable autofill with autocomplete and name attributes](#)

[Keep your users informed with labels \(Just make sure they're visible when the input is in focus\)](#)

[Don't use dropdowns \(unless you really, really have to\)](#)

[Need to make a suggestion? Try a datalist.](#)

VALIDATION

[Provide fast feedback on invalid inputs. Don't wait for the user to submit!](#)

[Make inputs required with the required attribute](#)

[Give examples with the placeholder attribute](#)

[Validate text with the pattern attribute; constrain numbers with min, max and step](#)

[Validating complex information? Try the Constraints Validation API.](#)

TOUCHSCREENS

[People will touch and feel mobile forms. Keep the human body in mind.](#)

[To support all platforms, recognize touch*, mouse* and pointer* events](#)

[Make the UI feel snappy with :hover, :active and :focus.](#)

[Disable text selection on touchable elements if the text won't be copied](#)

[Wanna get fancy? Check out Polymer Gold Elements.](#)

Want to learn more about forms? Check out the free course, [Building High Conversion Web Forms](#), built in collaboration with Google.