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WAYS TO PLEASE

YOUR CUSTOMERS:

A guide to mobile web
design best practices

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NowMakeItMobile.com

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INTRODUCTION

Today web designers and developers – the builders of the web – are in a pinch. We recently witnessed the [activation of the one-billionth smartphone](#).

We find ourselves responsible for websites that are increasingly important – more valuable all the time in how they communicate and contribute to business goals. Yet with that increased responsibility has also come increased complexity. Building websites is harder than ever because we now need to build for a multi-screen world.

This e-book is a guide for the builders of the web to navigate our complex world.

The e-book outlines the big-picture trends affecting us as builders including the:

- 2 major problems we face in a multi-screen world,
- 5 strategic approaches to deal with these big-picture trends, and
- 50 mobile web design best practices that dig deep into the details of execution.

Our goal with this e-book is to arm you with both the big-picture perspective as well as the fine tactics to succeed in the multi-screen world, because, as [Google reports](#), “90% of people move between devices to accomplish a goal, whether that’s on smartphones, PCs, tablets or TV.”

Of these multiple screens people use, mobile phones have been the fastest growing devices and most widely distributed. Of all the screens, mobile presents the biggest global change and the biggest opportunity.

Smartphones are the most common starting place for online activities



From Google the report [The New Multi-screen World: Understanding Cross-platform Consumer Behavior](#), August, 2012

WHO ARE WE TO TALK LIKE THIS?

We're [Mobify](#), the team that built the platform that powers some of the world's most popular adaptive websites: Starbucks, Bosch, Beyond the Rack, ideeli, British Telecom and Threadless, to name a few of the 20,000 mobile websites powered by the Mobify platform.

We call Mobify an open platform to make any website adaptive to any device: mobile, tablets and more. We work with enterprises and developers to mobify the web – to make it amazing on any device. We power over \$100-million in mobile commerce and over 75,000 designers and developers use our products.

Our goal with this e-book is to share lessons from our experience. We want to provide a guide for mobile designers and developers to make amazing websites that adapt to any device and are future proof for any new devices.

The best practices you'll find here are general rules, proven by our experience, but that need to be applied to your specific context and design problems. It's free because we want more awesome mobile websites in the world.

Our products are also free to try. Please check them out:

➤ [Mobify Studio](#)

For designers and developers, the fastest way to build adaptive websites for any device: mobile, tablets and more.

➤ [Mobify Cloud](#)

Fast, reliable, global infrastructure to deliver the best adaptive website performance.

➤ [Mobify.js](#)

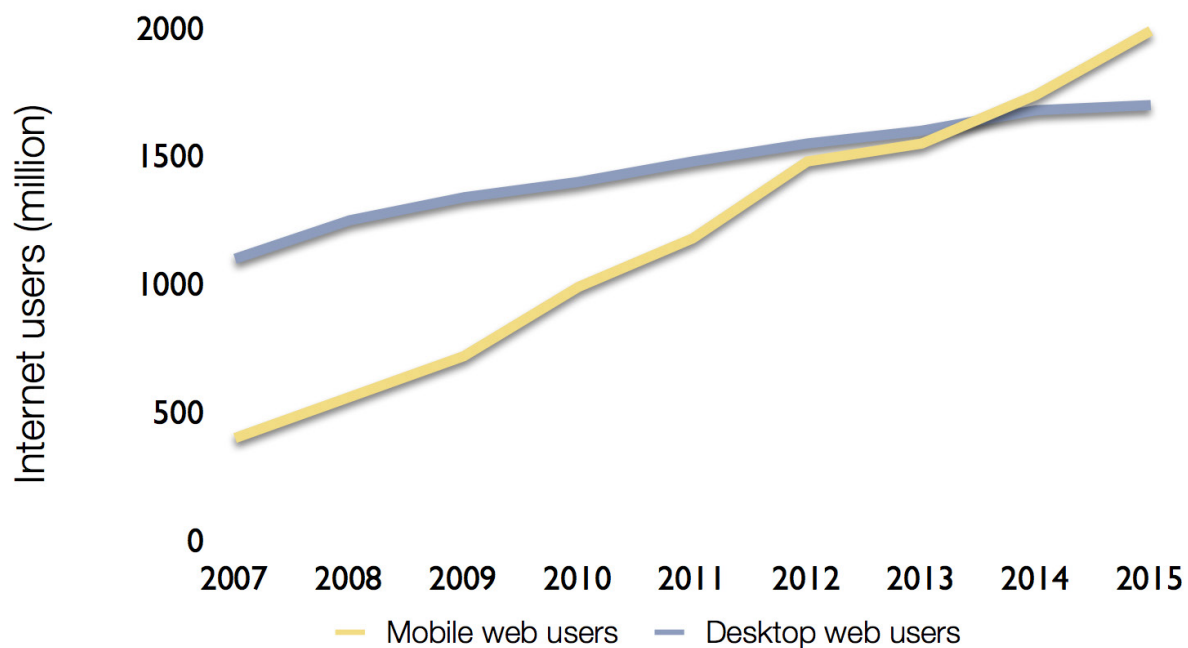
For developers, our free, open-source, client-side adaptation framework.

And please get in contact with us. We're easy to reach at [Mobify.com](#).

MAJOR PROBLEMS

PROBLEM #1: “MOBILE” WEB GROWTH

People are using more devices all the time to visit your website. To anyone paying attention, this isn't news. The macro shift to mobile web browsing patterns has been predicted for years and mobile web usage is on track to surpass fixed web usage by 2014.



From the Morgan Stanley presentation by Mary Meeker called [Internet Trends](#), April 2012

This is the mobile growth problem. To put the growth in context, mobile web adoption has been [growing 8-times faster](#) than web adoption grew at its peak in the late 1990s and early 2000s. Web adoption saw major winners and losers and mobile web adoption will as well.

But the mobile growth problem isn't the only problem facing the people who build and manage websites.

PROBLEM #2: DEVICE DIVERSITY GROWTH

The second problem in our steady march towards a multi-screen world is the device diversity problem. A lot more different devices, with different screen sizes, screen resolutions, interaction patterns, input / output interfaces and other factors are visiting your website all the time.

For example, the iPad Mini may use the same touch-screen interface as the iPhone, the iPad and dozens of other touch-screen devices now available around the world. But its screen is a new size that fits midway between a mobile screen like the iPhone and a full tablet screen like the iPad, but yet with a different screen resolution than new full-sized iPads.

Like mobile web growth, device diversity growth shows no sign of slowing or stopping. The future will bring even great device diversity: SmartTVs, web browsers in cars, refrigerators and cameras and video game consoles that all connect to the web with their own specific requirements, constraints, biases and considerations.

5 STRATEGIC APPROACHES

1. Kill The M-Dot Websites

Mobile-specific websites can be part of an overall adaptive strategy. They can work very well to serve smartphone traffic today. But running a separate m-dot website for mobile-only traffic is a dead end.

Don't believe it? Here are [6 reasons m-dot websites are a dead end](#):

- 1 Hurts your search engine optimization (SEO)
- 2 Slows your website performance with DNS lookups and redirects
- 3 Results in subdomain spaghetti and heightens the device diversity problem
- 4 Erodes social media sharing because of misdirection
- 5 Undermines email sharing between devices
- 6 Clashes with the philosophy of the web

The bottom line: m-dot websites were a good first attempt to solve the first major problem – mobile web growth – but they don't solve the second problem – device diversity growth. They make it worse because they create a mess of domains, links, redirects and user experiences on top of a weak foundation.

To play out the m-dot website approach, will you have a t-dot website for full-sized tablets, a mi-dot website for mini-sized tablets and a tv-dot website for smart TVs?

2. Build For Your Users

A commonly recurring piece of advice for web builders is to ensure your website always provides the same content to all visitors. This seems like sound advice.

Except in practice it can be a hindrance to providing the best user experience for people. It's worth questioning and it's worth putting to the test for each specific website.

We always recommend to start with the [3 modes of mobile user experience](#):

- Repetitive Now users are seeking recurring real-time information, such as stock quotes, sports scores and auction listings.
- Bored Now users are seeking distraction, entertainment or connection through a mobile device on services like Facebook, Instagram and Twitter, or in their email.
- Urgent Now users are seeking urgent information on their mobile device that is often related to location or activity, mostly through search engines and recommendation sites like Yelp or Foursquare.

Then review your analytics in-depth. Talk to your users and understand what they want to do on the website.

We're in a time of very fast change. Many people are seeking external guidance to help them make decisions. They think they should design "[mobile first](#)." They think they need to have the exact same website available to every users on every device.

These are provocative and interesting ideas that deserve to be considered as influences. But they are not complete solutions to the problems of mobile web growth and device diversity growth.

Web designers and developers need to survey the available options, analyze their specific context, take responsibility for the experience they build and make choices to deliver what the situation demands.

As David Ogilvy said back in the middle of the 20th century, "The essence of strategy is sacrifice."

3. Performance: Not Optional

Whether your website is served to mobile visitors by wifi or by cellular networks, its performance needs to be a foundational consideration.

To succeed in designing and developing for mobile, web builders will need to respect performance constraints, both in delivering content and in running content on the device.

Here are some best practices to ensure your customers get a snappy and satisfying experience.

- Cut down on HTTP requests. While a mobile user may try to do the same things as a desktop user, they have constraints. Their processing power is limited. Their bandwidth is unreliable. Additional on-page elements – like Facebook Connect and Google +1 – impact real-world performance and user experience can quickly suffer.
- Optimize your images. Different devices boast different display quality and size. It's tempting to serve the largest possible image to the device and then let it take care of downsizing the image. Don't be tempted! Not taking responsibility for your images is digitally wasteful and makes for a poor user experience. Serve the right images to the right device, full stop.
- Manage scripts and styles. You know all those JavaScript snippets in your web page and CSS styles, or stylesheets, that load for desktop visitors? Yeah, your mobile visitors don't want them slowing down the page and sucking up device resources. Use a service like [Jazzcat](#) to concatenate JavaScript and CSS.
- Choose CSS transitions. For animation effects on the device, use CSS transitions rather than JavaScript animations. They're faster.
- Bonus tip: Use 3D transforms to trigger hardware acceleration. Your users will thank you with increased usage.

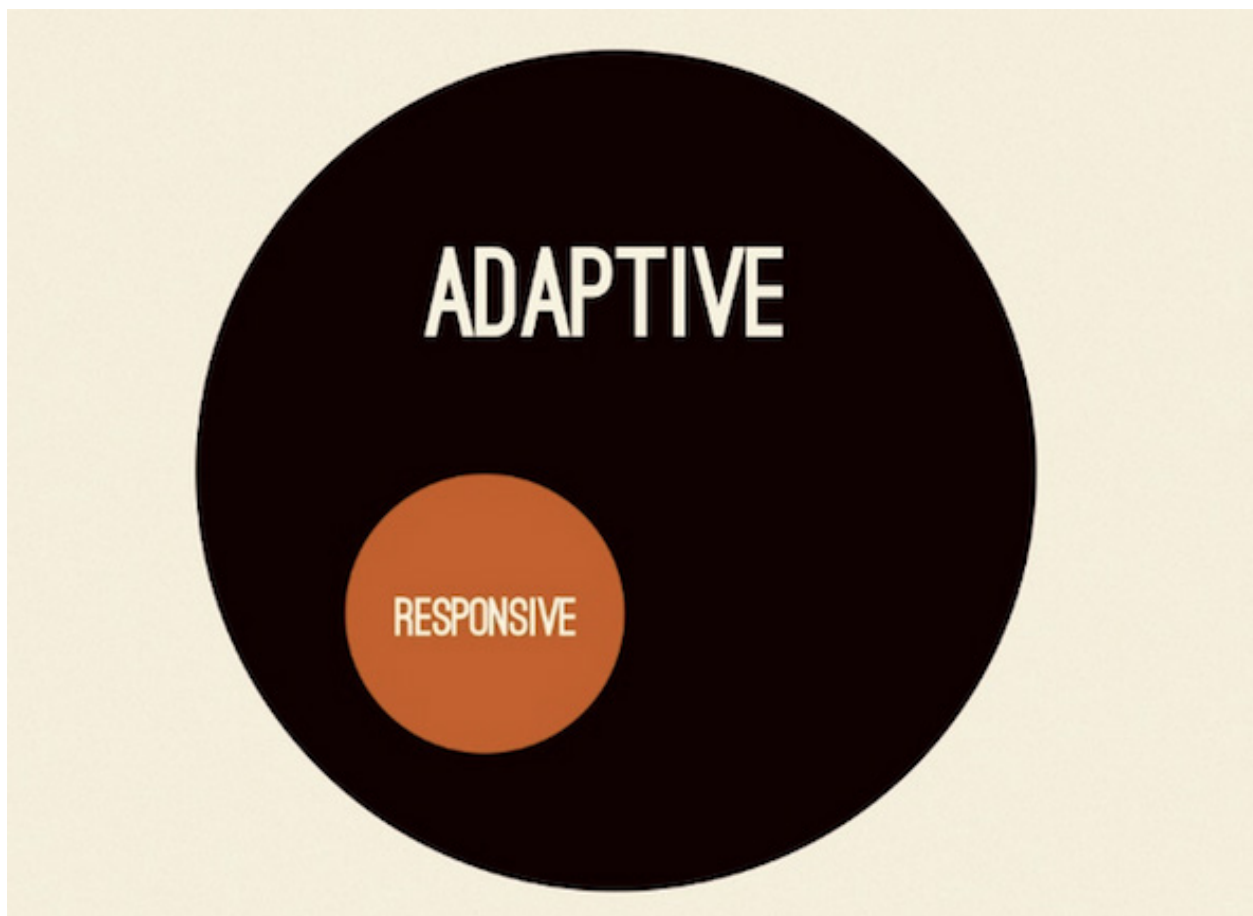
How you can follow these practices is explained in greater detail in the body of the e-book.

The last word in mobile performance is this common refrain – you can't simply deliver your desktop website and expect everything to be dandy.

4. Go Beyond Responsive and Get Adaptive

Responsive design techniques are almost certainly going to be part of your approach to building for a multi-screen world of devices. They are part of our approach, too.

But responsive design is just one element of an overall adaptive approach that incorporates more than just front-end CSS.



From Brad Frost's presentation [Beyond Media Queries: Anatomy of Adaptive Web Design](#), July, 2012

As Brad Frost puts it in his excellent presentation, [Beyond media queries: anatomy of an adaptive web design](#):

Responsive web design by definition is defined as fluid grids, flexible media and media queries. However, it's part of a much broader adaptive philosophy/strategy. Because the term has grown in popularity, it should come to define all that goes into crafting multi-device web experiences.

So call it responsive or adaptive, the critical idea is to maintain a [One Web](#) approach. That is, to use open web standards like HTML, CSS and JavaScript, and to deliver an amazing experience to your users through the same URLs.

If your website is not too complex, the simple tactics of responsive design may provide a full-enough solution – fluid grids, flexible media and media queries.

But, as soon as you get any complexity, big responsive design pain points arise, such as:

- Image management and optimization – Images for different devices and displays need to be available, but it's hard to manage images with responsive design. Here's a good overview of [responsive design image optimization issues](#).
- Resource management and optimization – Beyond image management, overall resource management – images, scripts and CSS primarily – is not part of responsive design but has a huge impact on a website experience.
- Content reflowing – Responsive design uses the property `display:none` and is very limited in how it can manage content display.
- User Interface (UI) elements – Many devices work best with specific UI elements tailored to that device. Form inputs, menus, image sliders all are examples of UI elements that work best when they're specific to a device type.

- Tables of data – Combine the pain of images and content reflowing and you have the problem of dealing with tables in a responsive design. Some [partial solutions](#) exist but they're very challenging to implement.

Responsive web design is a great series of techniques for front-end layout. What it needs now is better tooling and advanced functionality to address some of the gaps and pain points that remain.

The reason that [86% of responsive website simply deliver the same HTML pages – with all associated image, script and code resources](#) – to all devices – is because it's hard to do otherwise. Instead of doing the hard work, most responsive website spray their data to every device and pray it will work out in the browser.

5. Build your Tooling and Capabilities

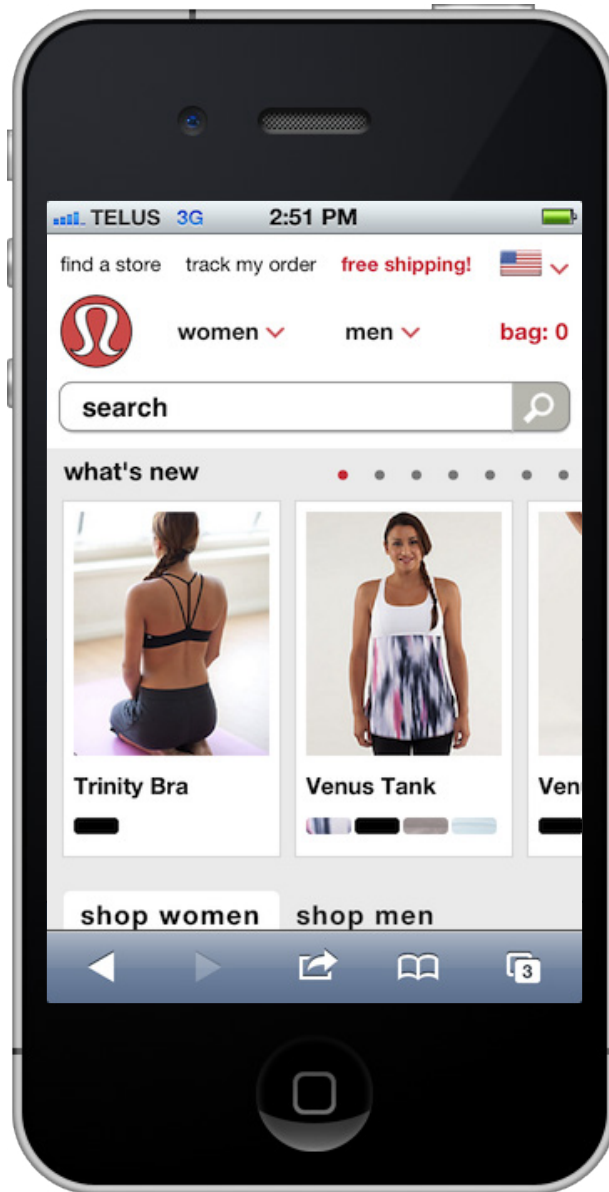
Technologies like [PhoneGap](#), [Sencha](#), [jQuery Mobile](#) and [Mobify.js](#) can all contribute to a complete solution for mobile in a multi-screen world. But it's essential that anyone building for the multi-screen world stays current with the latest tools and technologies.

Pretty much every platform now has a mobile facet to its product mix – CMSs, e-commerce platforms, CRMs, sales automation engines. Yet many of these deserve some suspicion. They have been quickly built and deployed to meet a market need. They are not stable, scalable, long-term solutions.

At the other end of the spectrum, many organizations are opting to build bespoke responsive design systems with in-house teams or consultants. These projects require long timeframes, broad changes to many website systems and large investments in time and materials.

Choosing the right approach for your organization is challenging. Mobile is a key piece but it's not the only piece. The bigger picture beyond mobile is a full-fledged adaptive website system. The promise is a website that is excellent on every device, yet doesn't handcuff your web team. Building your tooling and capabilities ensures you have a chance to fulfill that promise. Getting there is the challenge. Let us know if [Mobify](#) can help.

50 MOBILE WEB DESIGN BEST PRACTICES



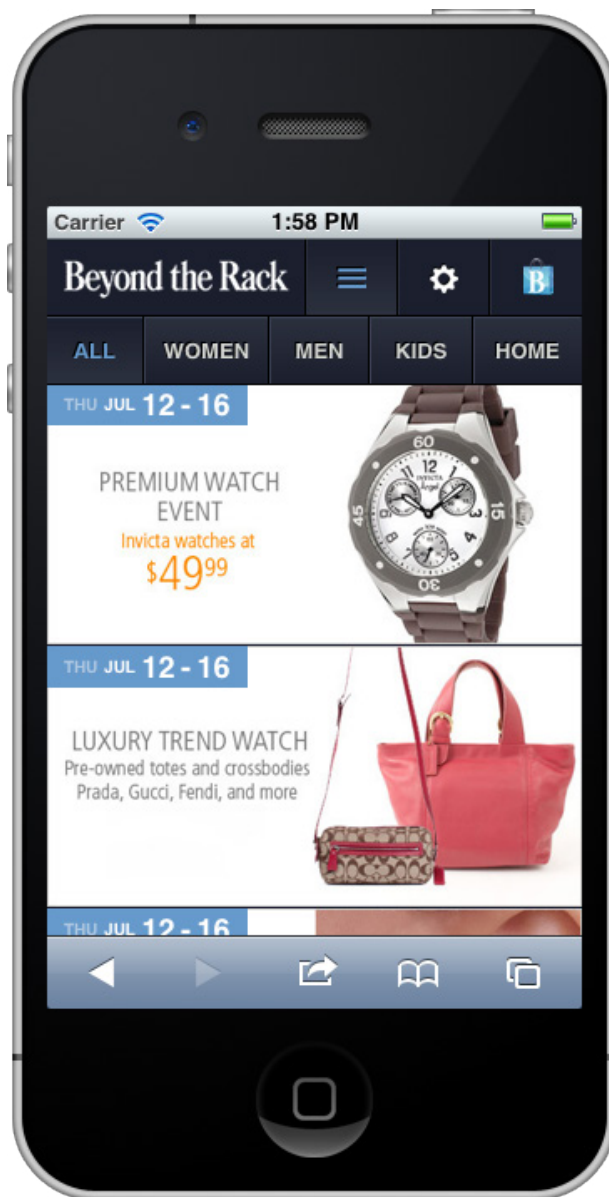
Users can pull images into the screen from the side and from the bottom on lululemon's mobile website.

HINT AND REVEAL (AKA: PROGRESSIVE DISCLOSURE)

Mobile devices are small and most websites present a lot of information. Use progressive disclosure to show users which actions they can take to discover the content they're after. Don't overload them with mountains of information at all once. Instead, let them expand or reveal content as they need it. Read more: mobify.com/blog/mobile-design-tip-hint-reveal

THINK OUTSIDE THE SCREEN

The device screen is a frame to pull content into, not as the boundaries of what can be designed. Users will swipe both horizontally and vertically and happily scroll vertically. Give them the hints that more content is available and they'll find it.



Beyond the Rack uses momentum scrolling and hint and reveal to show users lots of items without crowding any individual item.

LONG PAGES ALMOST ALWAYS BEAT LOTS OF CLICKS, EXCEPT WHEN THEY DON'T

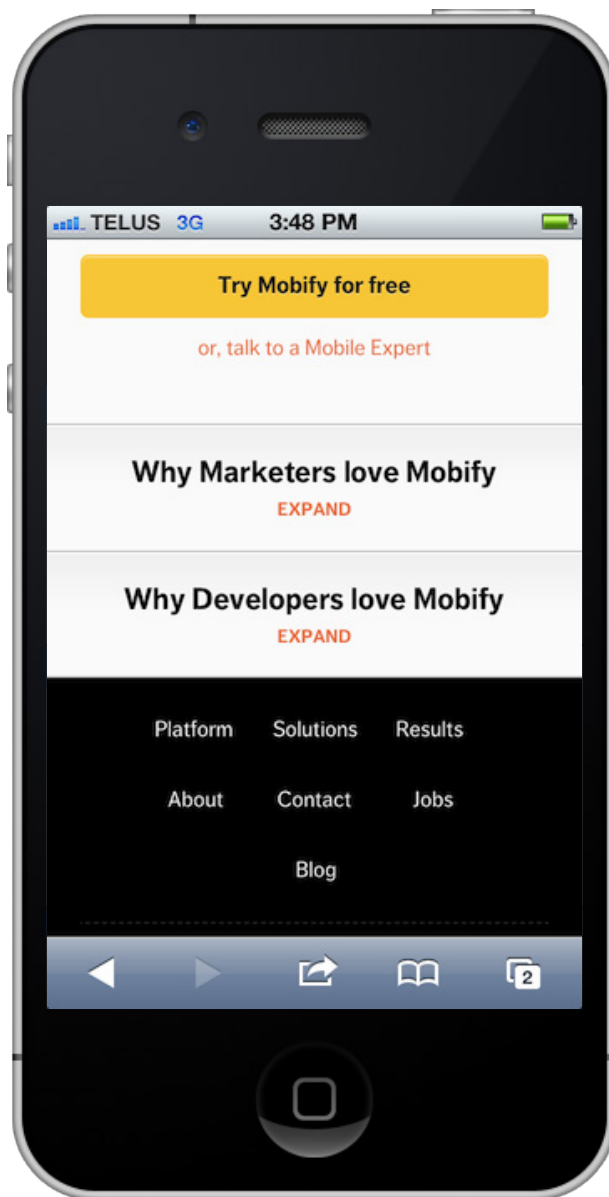
Momentum scrolling makes navigating long pages, lists and well-constructed pages with a visual hierarchy of information a lot easier than we're used to on desktop PCs. Pair momentum scrolling with hint and reveal (progressive disclosure) for an even better effect.

USE ANCHORS IN CONTENT TO JUMP DOWN PAGES

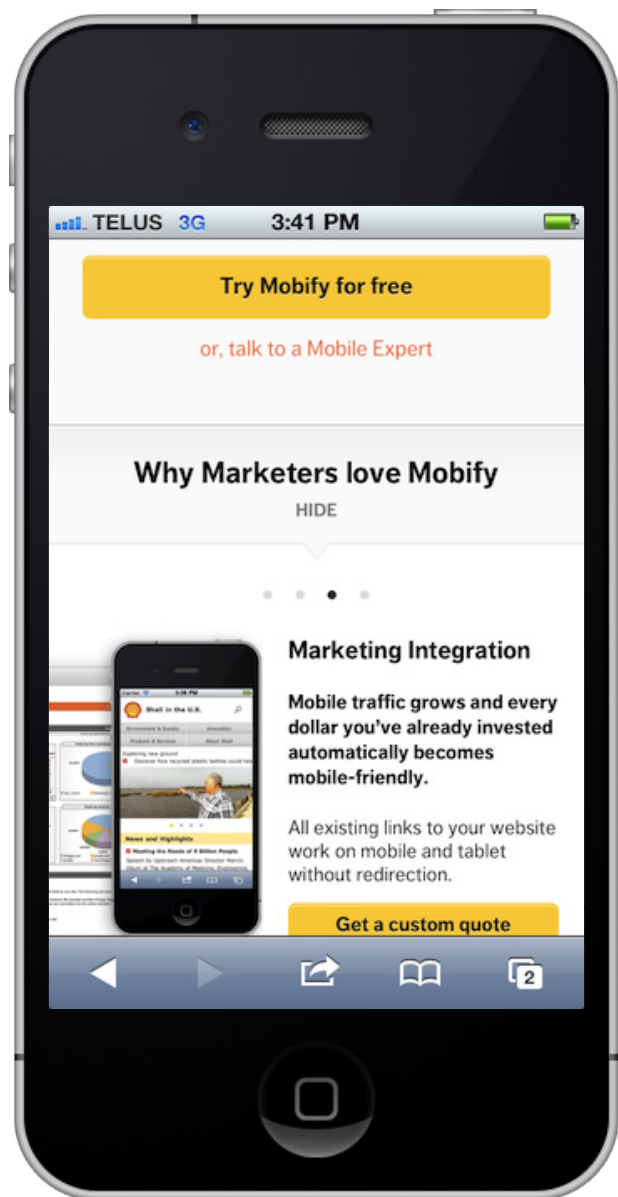
Use anchor links throughout pages to make jumping from section-to-section easy within the same page.

VISUAL HIERARCHY IS ESSENTIAL FOR CONTEXT AND COMFORT

With anchor content and long pages that scroll horizontally and can be swiped both horizontally and vertically, providing people with a structured, consistent and clear visual hierarchy is essential. Make differences between levels of text and document hierarchy distinct. The classic reference point here is Robert Bringhurst's [Elements of Typographical Style](#).



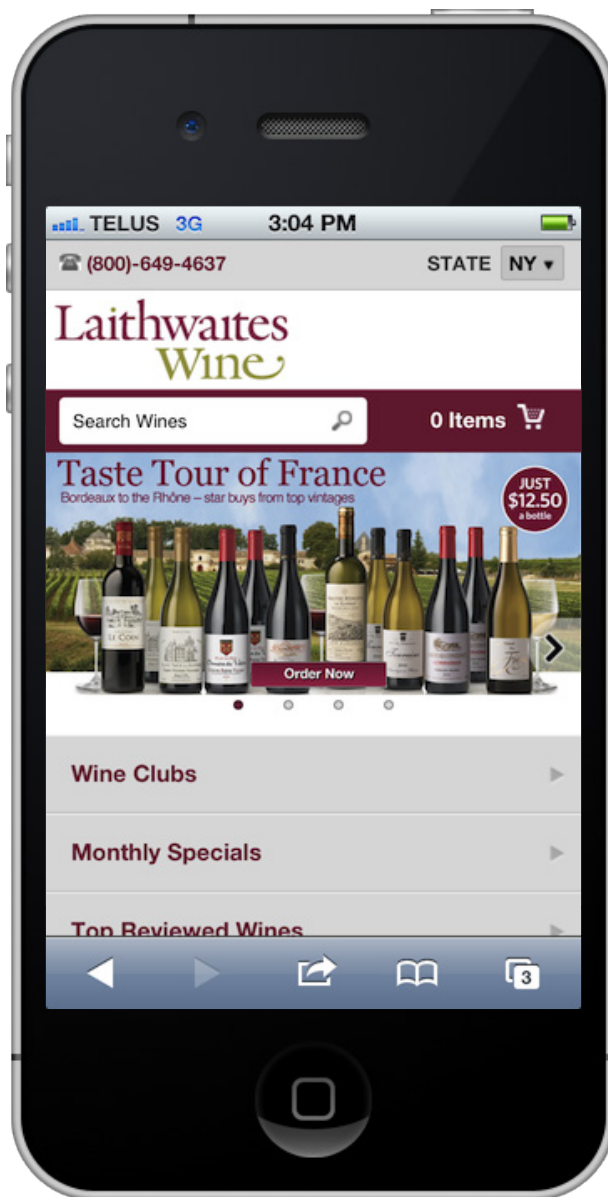
Mobify.com uses accordions that expand to give users control over how much content is on the page.



Mobify.com accordion expanded has an added element – a carousel that pulls in even more content when users want it.

ACCORDIONS CAN PLAY SWEET MUSIC

Accordions (user interface elements that show more content when a user taps to expand and reveal it) can prove to be an effective tactic to show content without stretching the page to infinity and beyond. Use them in the right context. Maintain that context. Make sure you provide a consistent expand / collapse cue.



Laithwaites Wine uses swipe-enabled carousels to showcase the latest product specials.

CAROUSELS MAKE USERS HAPPY

Carousels (user interface elements that show more content when a user swipes horizontally to pull in more content) can prove to be perfect for image showcases, hero images and related content. Be sure to show your users how many items are in the carousel and their current place in those items. If you are auto-advancing your slider, make sure you stop auto-advancing when the user starts interacting.

GO TO FULL SITE – THE MOBILE WEBSITE ESCAPE

Always include a link to the full site for your users. No matter how good your design, some people just want the experience they're used to. The only thing that likes change is a wet baby.

KEEP COPY SHORT

Be brief. Be brilliant. Be gone.

KEEP HEADINGS SHORTER THAN SHORT

Headings that wrap over more than 2 lines push your content down the page and often out of frame for users. Keep them short, focused and descriptive without telling the whole story.

USE PLACEHOLDER TEXT ON SMALL, COMMON FORM INPUTS

On small forms where context is obvious, use placeholder text instead of labels (eg. login forms, search boxes or address forms).

USE LABEL TEXT ON LARGER FIELDS OR UNUSUAL FORM INPUTS

If the user needs a label to understand what the context of the input is, don't rely on placeholder text. Make sure the label is always present, even after they've inserted content.

PLACE LABELS ABOVE FORM INPUTS

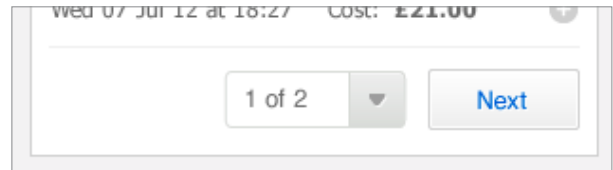
When you use labels they should be placed above form elements. Using top-aligned labels makes sure that if the mobile browser zooms in on the input, the user doesn't lose the context of the input.

SELECT TO USE SELECT BOXES,

Mobile screen real estate is precious. That's why when it comes to pagination blocks and long navigation lists, select boxes are your best friend.

DON'T INVENT NEW WHEELS

Avoid creating new user interface (UI) elements when designing for mobile. Excellent UI elements already exist on the device and your user is used to them. Each time you present a non-standard element, there's a chance you will confuse them.



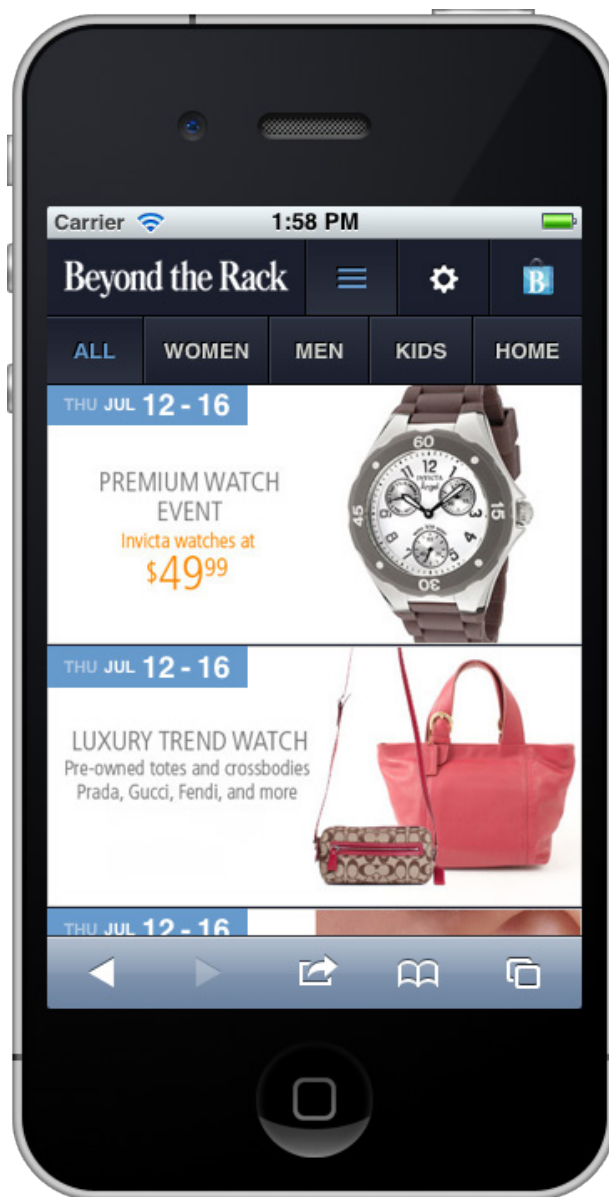
Use the excellent UI elements already on the device, like the drop-down arrow.

POPUPS SUCK ON MOBILE

Window management on mobile still sucks. YouTube, Maps, anything that opens native applications takes the user outside the website's flow and out of context. Do your best to integrate these elements on the page so that users can stay with the website they're viewing.

DON'T GET MODAL HAPPY

Modals are primarily meant for notices and alerts and most of those are triggered by the phone, not your website. Limit the number of interactions forced by modals to keep your users happy.



Beyond the Rack uses their branded shopping bag as a visual cue to their checkout.

USE VISUAL CUES AND ICONS AS HELPING HANDS

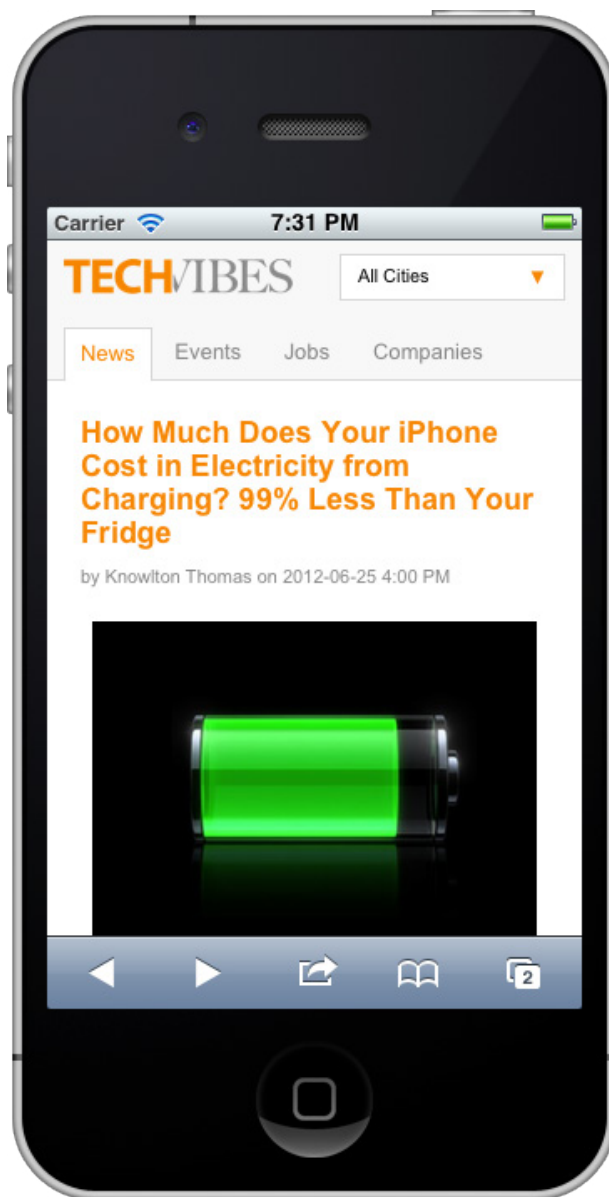
Icons go a long way in helping visitors understand how to make their way around your mobile site. Swap text navigation with illustrative icons, or just lend users a helping hand with visual cues.

IMAGES NEED LOVE TOO

Images tell a story and should be carefully resized to ensure that their story translates seamlessly onto a new screen size. Avoid simply sizing down images. Their context has changed and they should too if you expect them to properly tell their story.

MAKE SURE THAT TEXT IS ALWAYS TEXT

No image-based text. Nope, none. Learn to use CSS as it's meant to be used because different screen dimensions and display densities will wreak havoc with your text if you flatten it into an image. Added benefits to using text for text include accessibility, performance, graceful degradation and general usability. Services like [TypeKit](#), [FontSquirrel](#) and [Google Web Fonts](#) make it easy to design beautiful text.



Techvibes uses a simple layout and design because their content is the focus of their site.

TREAT YOUR CONTENT LIKE IT'S A KING

Think long and hard about the job of each page. Then make sure that all the content on that page helps your users accomplish that job. Simple beats pretty. Simple also tends to be pretty.

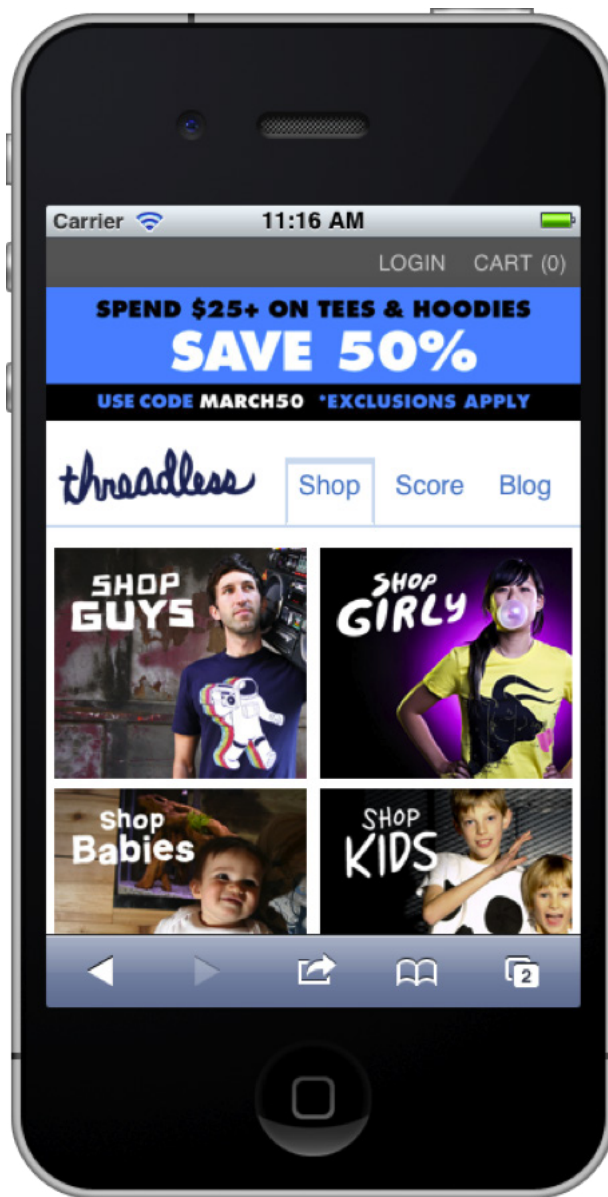
GO EASY ON THE IMAGES

Drop your gradient images and buttons and make them lovely with CSS.

Mobile devices support some of the most advanced CSS functions of any browsers so pretty much anything you want to do in imagery you can do with styling. Additional benefits: better scaling, better load times, happier users. Yays! all around.

SAVE TIME WITH FONT-BASED ICONS

We love icons! They spice up your designs. To avoid managing a sprite sheet with both retina assets and smaller icons, opt for a font-based icon set like: Font Awesome; glyphish; iconsweets; or symbolset. Or, make your own. [Here's how.](#)



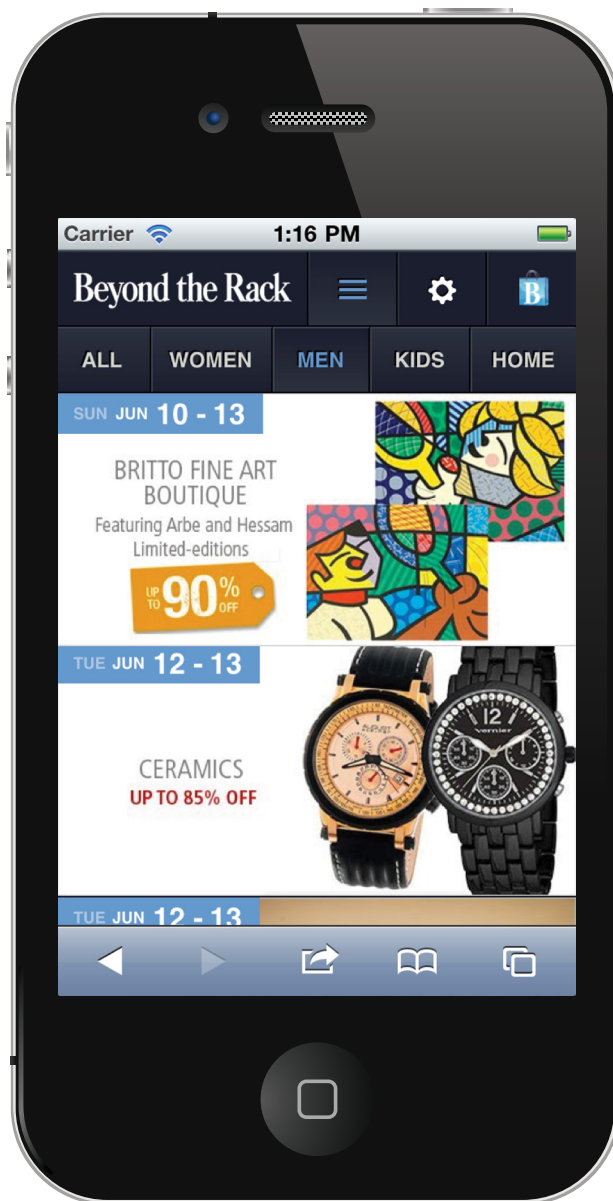
Threadless adapts all the main elements of its much-loved social shopping presentation.

MAKE IT SMALLER AND KEEP IT SMART

Mobile users expect to be able to do the same stuff on their smartphones as they do on their desktop PC. If your desktop site includes a critical piece of functionality, you need to include it on your mobile website. That may be hard because of constraints and a lack of examples to follow. But don't dumb it down on mobile – make it smarter! For example, rethink your maps and use the location-awareness of the device.

GIVE YOUR MOBILE WEBSITE A MOBILE-FIRST MAKEOVER

Going mobile is about more than just squeezing an existing website into a one-column format. Examine your analytics and your user feedback. Tackle the opportunity to re-imagine your website for mobile and to focus on the important elements. Reorganize content so that it makes sense to the user. Drop extra content blocks. Move elements up or down the page. Add new elements for mobile devices. It's your site to make amazing.



With its long pages accessed through momentum scrolling, Beyond the Rack is a perfect place to 'lazy load' images as they're requested for maximized performance.

AVOID PLAYING HIDE AND SEEK

Navigation that can be toggled open and closed can be awesome. But it should avoid covering up content when it's open. Instead, push content down the page. Then, if your user wants to refer to that content, they can pull it into view without closing the navigation and losing their context.

WEB FONTS, USE 'EM

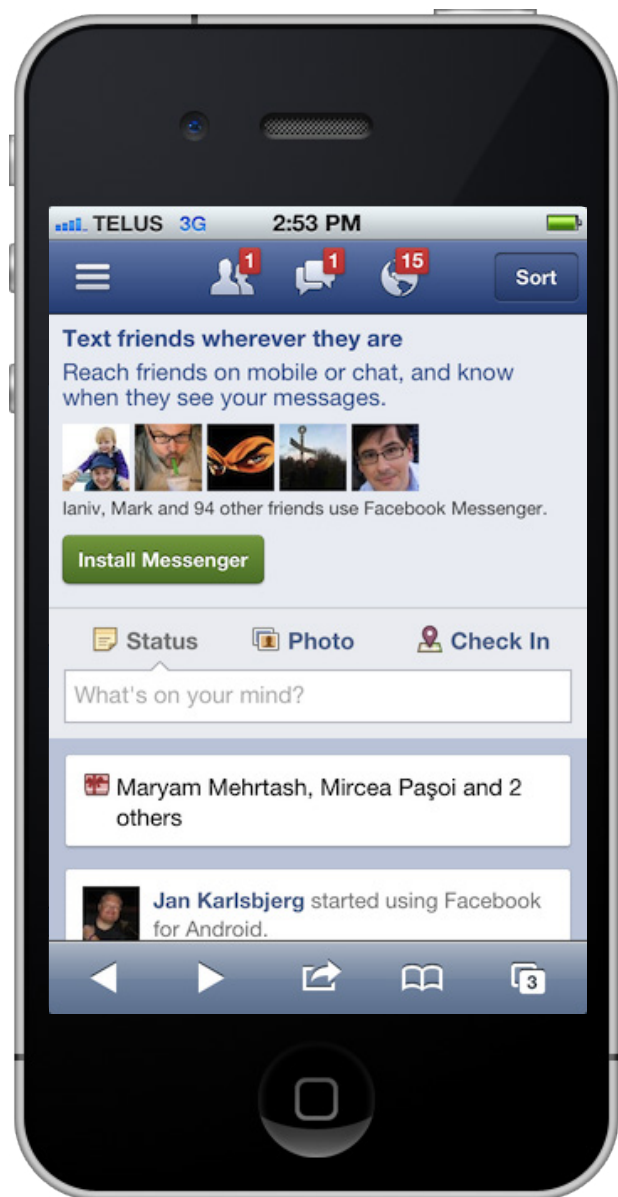
Most mobile web text looks pretty much the same right now. That's because most folks feel the only good looking font on Apple's iOS is Helvetica. So Helvetica is everywhere! If you need to go beyond Helvetica, check out services like [Google Webfonts](#) or [Typekit](#).

USE SOME ASSET MANAGEMENT MAGIC

Generate retina icons and use the CSS background-size attribute to size them down for non-retina devices. They'll still look great and won't take up that much more space than the smaller versions.



Facebook uses a horizontal slide to its navigation to reveal its full functionality.



Even with the full functionality revealed Facebook still hints at the homepage for its users to return to.

LET FACEBOOK SHARE ITS DESIGN IDEA WITH YOUR DESIGN

Facebook provides a great design pattern with their “left nav flyout.” A billion people use Facebook so it seems wise to Like this pattern as a good guide to your own design. A user taps to navigation and the web page reveals both navigation and important page content while maintaining a visible section of the page on the right side of the screen.



Siemens uses a simple and element menu for quick access and familiarity.

CHOOSE THE RIGHT ELEMENTS FOR THE MOBILE CONTEXT

Some actions in a mobile design need a completely different interface for mobile than they do on desktop. For example, date pickers. Free yourself from the desktop and make sure your mobile user gets the best experience for them.

RESPECT THE FAT FINGERS AND TIPSY TAPS OF YOUR USERS

None of us are as dexterous as we'd like to be on our mobile devices. We can all have a touch of "fat fingers" symptoms. So design your actions accordingly. Make the touch targets big. We recommend 40px by 40px. Give targets lots of margin too. We recommend at least 10px margins around the targets. Primary actions should always be big and tappable.

SHOW DON'T TELL

Don't make users guess how your site works, show them. For example, if the menu is typically hidden, make sure it's open on the first page or first visit so users know it exists. Then, show them how to open or close it in the future. If you present a carousel or slider, set it to auto-rotate until the user's first interaction with it.



Starbucks uses common design patterns while also breaking the rules to create new ones.

BREAK THE RULES

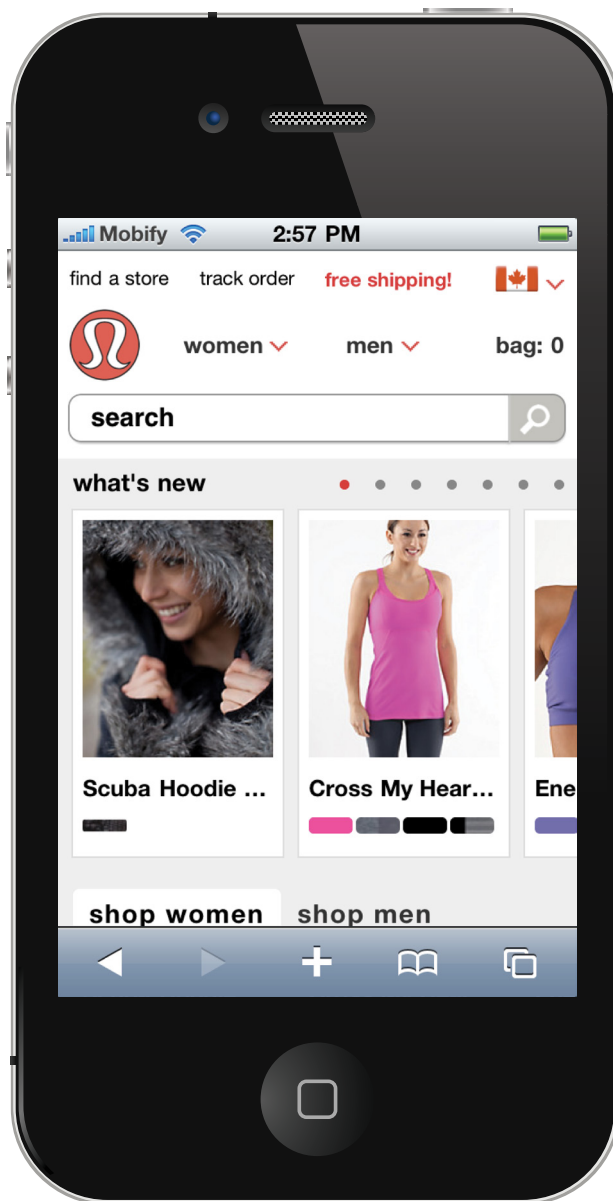
Rules (especially design rules) are meant to be broken. When typical design patterns don't work for your users, make your own!

USE COMMON MOBILE DESIGN PATTERNS FOR COMMON MOBILE DESIGN PROBLEMS

The simple truth of mobile design is many of the complex design problems have yet to be solved. So there's lots of room to get creative. At the same time, many of the common design problems have already been sorted out by your esteemed colleagues. Follow their lead and use common design patterns. For instance, a three-line icon in the top of a page is visual shorthand for navigation. A plus (+) icon means more content exists in an expandable accordion.

DEEP THOUGHTS AND CONTENTMENT

If you've removed content for your mobile site, you might not really need it on desktop either.



Lululemon keeps their fonts big, clear and readable at a glance.

MAKE YOUR DEFAULT FONT SIZE AT LEAST 14 PX

Even if that seems really big, it's the right thing to do. The only time to go smaller (and just to a minimum of 12 px) is on very precise labels for forms.

FEEDBACK IS THE BREAKFAST OF CHAMPIONS

When site elements require complex user interactions – swiping, sliding, dragging – give your users lots of feedback. If they pull a drawer open past a certain point and let go, set the drawer to its open state. If they touch while it's rotating, turn off auto rotation. Let users choose how they want to interact with your mobile site.

DECLARE YOUR FONT SIZE IN PIXELS FOR PERFECT CONTROL

We recommend you use pixels (px) for font-size because it offers absolute control over the text. In addition, we recommend using a unit-less line-height because it doesn't inherit a percentage value of its parent element. Instead, it's based on a multiplier of the font-size.

KNOW YOUR USABLE VIEWPORT SIZE THEN KEEP IT FLUID

Sure the screen size on an iPhone 4 may be 320px by 480px (or 960px by 640px of pixel density in Apple's marketing) but what's the real screen size with the browser chrome? That's actually what your user will experience. (Answer: 320px by 414px.) Know your usable screen size and keep your design fluid to take advantage of it in both portrait and landscape orientations. Use it and make your users happy.

JUMP PAST THE ADDRESS BAR STRAIGHT TO THE CONTENT

Use a little JavaScript magic to load your mobile web pages at the top of the pages, below the browser chrome, for some bonus real estate. Just make sure you don't hijack scrolling.

USE YOUR GOOD FRIEND AUTOCOMPLETE

Form inputs on mobile are hard and fussy. Whenever possible, use autocomplete to help your users find what they're looking for much faster by presenting possible results before they've finished typing.

RANK YOUR AUTOCOMPLETE SUGGESTIONS BY POPULARITY

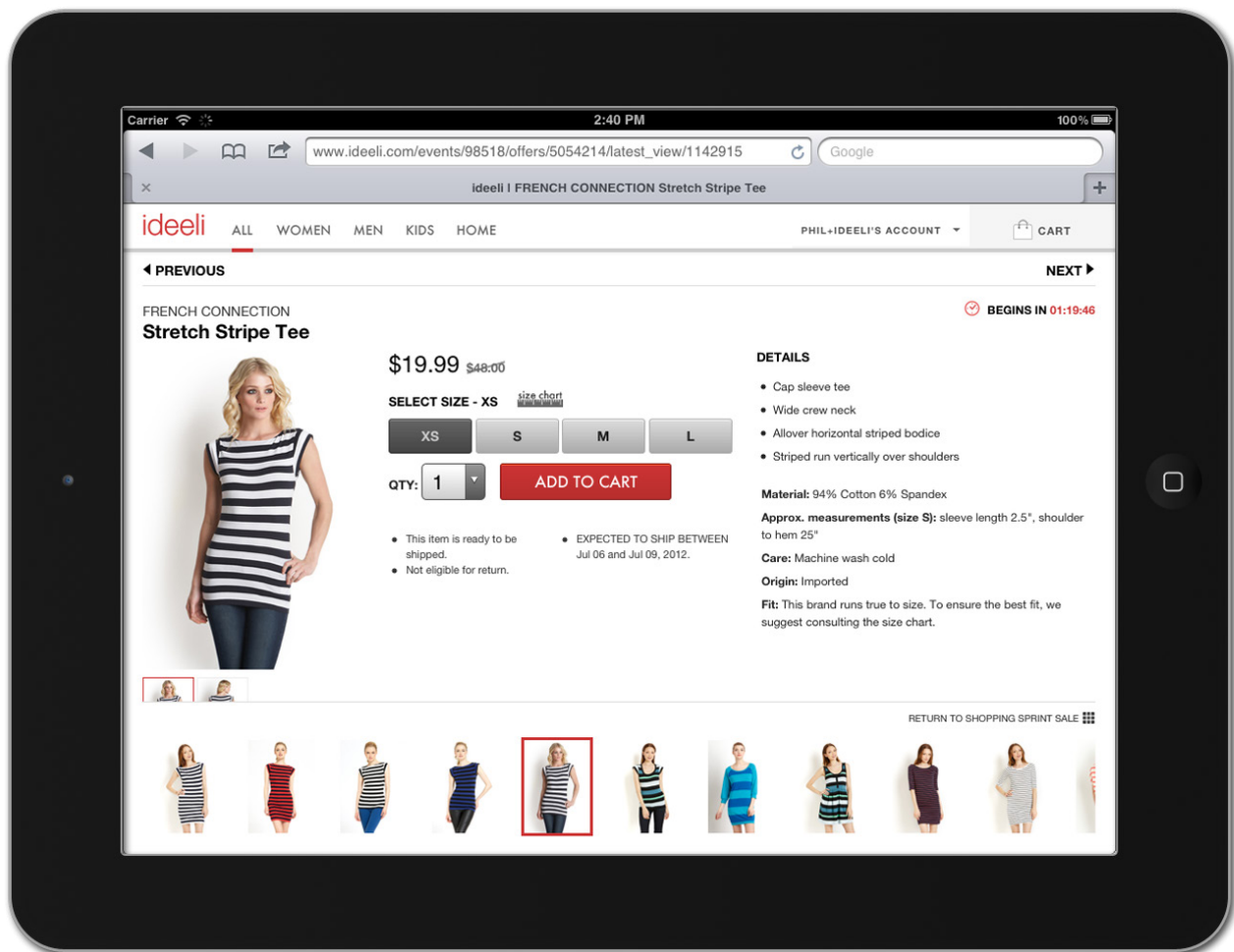
When a user is typing in a search field, rank the autocomplete results by popularity. It turns out that more people are searching for "Jelly Belly" than "Jelly Bean 4.1 for Android." Your users will thank you with greater usage, deeper sessions and better conversions.

MAKE YOUR SEARCH BOX BIGGER

Make it big and make it prominent for people to find. Nothing frustrates people more than hunting around a mobile website for something specific and not finding it – even though they know it exists. Additionally, the magnifying glass has become a standard icon for search.

MAKE ALL YOUR BUTTONS BIGGER

It's hard to make your buttons too wide on the screen. Full width is excellent. At a minimum, we recommend 40px by 40px. Give targets lots of space too. We recommend at least 10px margins around the targets.



Ideeli's tablet web experience shows related searches on each product page in a swipeable image carousel so users can easily see related products.

EMBRACE THE WILD AND WONDERFUL WORLD OF DEVICE APIs

When making a desktop site mobile we sometimes forget that smartphones and other mobile devices access user location, can make phone calls, take pictures and much more. Don't confine your creativity to what's on your desktop site.

SUGGEST RELATED SEARCHES AND REFINEMENTS WITH SEARCH RESULTS

Showing your users related searches makes it easier for them to find what they're seeking without requiring them to do additional input. Show related searches on your search results page, preferably below the search results.

SHOW ADVANCED SEARCH OPTIONS WITH SEARCH RESULTS

Make it easy for your users to scroll through search results at the same time as they see that advanced search options are available for them to use. Accordions and sections that expand when your user taps them work well to reveal your advanced search options.

BE TRANSPARENT WITH YOUR PURPOSE

If you must ask for a user's information, be transparent and tell them why you need it. Then, be kind and save their information for later (with an opt-out option) so they don't have to fumble with logins the next time they're on your website.

DON'T MAKE PASSWORDS MORE TEDIOUS THAN THEY HAVE TO BE

If you require a password for an account login, show some mercy and make the password login process as easy as possible. That means giving users the option to show or unmask the password so the most recent character entered shows to them.

LESS IS MORE

Entering information into forms is much harder on a mobile device, right? So, ratchet down required fields to a bare minimum. Or, better yet, don't include form inputs you don't require. Ask your users to enter the information later or omit it.

MAKE SHARING A CALL TO ACTION

Make social sharing tools easy to find and use when people ask for them, but not by default. That's because loading sharing tools – Like buttons, Tweet buttons and Pin This links – can impact page load time and work unevenly on mobile devices. Instead of loading them by default, ask your users to share. When they tap your call to action, then load the share functions.

MAKE SIGN-IN SIMPLE, STUPID

Stop asking for all those details. Seriously. Do you desperately need to have both a user's email address and password? Must they create a password when they sign up? How about asking only for the email address and assigning them a password instead? Think outside the box!

MAKE MARKETING MOBILE

Landing pages are old school for desktop sites, but they should work on mobile too. When sending email campaigns or running online ads make sure your landing pages with matching messages display gracefully on mobile devices. The result is happier customers and more sales.

HAVE THE NEED FOR SPEED

A slow website—especially on mobile—can kill conversion rates and is bad news for your brand. Optimize images; optimize web resource pre-loading; optimize everything for speed.

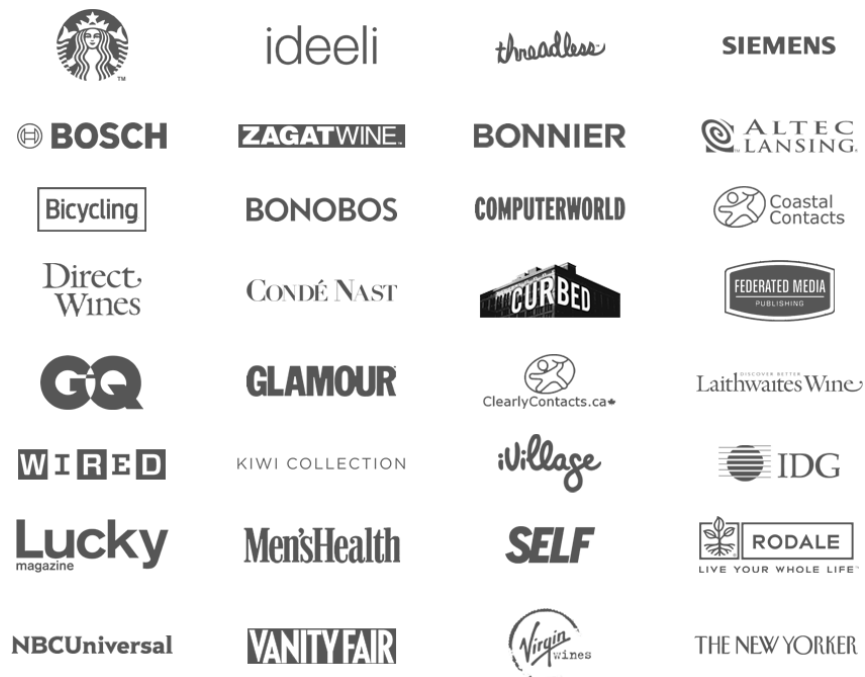
ABOUT MOBIFY

Mobify is a technology company focused on building an open platform to make any website adaptive to any device: mobile, tablets and more.

We work with enterprises and developers to mobify the web – to make it adaptive and amazing on any device. We power over \$100-million in mobile commerce and over 75,000 designers and developers use our products.

We believe in a vision of “One Web” and we build products to deliver on that vision.

[Visit mobify.com to learn more.](http://mobify.com)



ABOUT THE AUTHORS



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James has been working in software and e-commerce for 15 years and has led digital marketing in travel and tourism, telecommunications, software and consumer packaged goods. He's the VP Marketing at Mobify, an open platform for building websites that work on any mobile device. Today, that means adapting desktop sites for any smartphone or tablet, like the iPad. Tomorrow, that will mean adapting websites for TVs, cameras and devices we haven't even imagined yet! James delights in sharing the mobile marketing lessons he's learned at Mobify with other digital marketers.



BEN TERRILL, DIRECTOR OF CUSTOMER SUCCESS

Ben Terrill is the Director of Customer success for Mobify, an open mobile platform. Ben has been working with digital agencies for over 10 years creating award-winning campaigns for brands like Nike, Electronic Arts and Palm. At Mobify Ben leads the professional services team that helps Mobify's customers including British Telecom, Starbucks and Expedia achieve adaptive web success on mobile and tablets.

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