

## What do you think are the most important characteristics of an effective mobile site?

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Probably the most effective characteristic of a mobile site would be speed because nowadays, search engines are penalizing websites for being slow, especially mobile websites. So, when you're building your mobile website, what you want to do is ensure that there's nothing being displayed that's totally unnecessary to a mobile device.

There's a lot of user experience considerations that go into that. So, you want to lean on your user experience designer or even your visual designer to make sure that those elements, you know, aren't present or have been transformed for the mobile device. The more you can eliminate and scale back to get to the core of the experience for the mobile device, the more effective the website's going to be for mobile users.

If you think about your own experience as a customer, and you're going to Amazon or you're going to Wayfair, for example, and you want to buy a couch. It's not very helpful to you to see a bunch of, you know, animated carousels and a bunch of photography when really all you need is a list of products.

So, it's getting at that core experience that is really important in mobile. And as a result of that, you're going to have the page respond a lot faster. And at the end of the day, that's the business proposition--is getting the user to that down that funnel to check on something.