

## What is the mobile-first design approach?

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So, mobile-first has to do with planning your website. And the best way to start is to plan your website for a mobile device. This assumes, of course, that your website's going to be used on mobile devices, like phones and tablets, in addition to desktop formats.

So, in that case, if you start designing your website with the mobile form of that website, there's only so much room. So, you have to think very, very carefully about your content and make sure that that content is really what you want to say. Because as the screen gets bigger, right, it's very easy to slot in a whole lot of other extra junk. It's really hard to go from lots of stuff down to very little, but you can potentially scale up by adding some content, or you can keep the same content and just expand and keep lovely white space and make it look open and beautiful.

So, that is why we recommend people start with mobile first. Plan your content for your mobile device and make sure that it works well there. And then, it will work on all of the other devices.