

# 7 BEST FEATURES OF A MOBILE-RESPONSIVE WEBSITE

Your clients must be able to access your website whenever — and wherever they are, even if they are on a smart phone in a parked car. Taking some time to update your website so it is mobile responsive will help increase its visibility, accessibility and functionality across multiple platforms.

Learn some of the major dos in making sure your website is mobile friendly.



Users should be able to find the information they are looking for with just **one or two clicks**.

Also, when an individual can find information quickly, they are more inclined to share it with others (i.e., prospective clients). 😊😊

Delivered

## 1 Simple Navigation

The longer it takes the person to find what they are looking for, the greater the chance is that they will simply leave your website.

Keep the pages on your website as **simple as possible** to prevent the user from having to scroll unnecessarily. 😞😞

## 2 Clean Content Layout

Simple is always better when it comes to a business' website.



## 3 Clear, Clickable Calls to Action

They should stand out from the rest of your content and redirect visitors to the necessary page so they can become a potential client.



Make sure that your calls to action are **large!** 💪

12:30PM

Also they should be easy to read and clickable. 🙌

Sending..

10:41AM

Most people will be on their smart phones when looking at your website. 📱📱

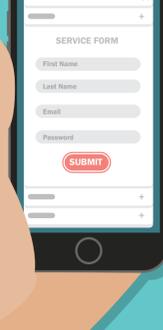
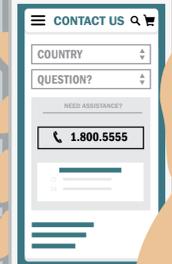
10:42AM

In fact, 80 percent of Internet users use smartphones to search on the Web. 🐱

(Source: <http://marketingland.com/12-mobile-marketing-stats-you-need-know-123484>)

## 4 "Click to Call" Functionality

They will be more inclined to take action and call you if all they have to do is click on a phone number to dial the call automatically.



Forms are better suited for desktop computers and not mobile device.

So keep the form submission process simple. 🙌😊

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## 5 Simplified Forms

Most people don't want to spend much time filling out documents while determining if your business is right for them, especially on a mobile device.

Always test your website updates on a mobile device

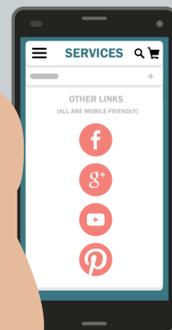
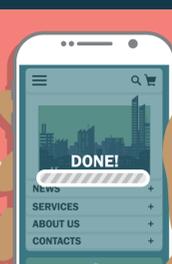
Why? 😞

1:23PM

to make sure it loads quickly and that there are no problems with the coding or layout. 😊

## 6 Quickly Accessible

Google penalizes websites that take too long to load on a mobile device, causing your search rankings to drop, even if you are trying to satisfy their search algorithm by making your website mobile friendly.



Yesterday 9:00PM

If you link to other websites, make sure they are also mobile friendly.

11:01AM

👍🙌🙌 THANKS FOR THE ADVICE!

## 7 Selective Links

If clients are viewing your page on the go, they will feel frustrated if they are directed to a page that isn't easily viewable on their phone.

## CONCLUSION

Make sure that anyone can access your website, from anywhere, whether they are using a desktop computer or a smartphone. By making your website easily accessible, viewable and highly functional on any type of device, you can improve your search rankings, increase your organic Web traffic, attract new clients and satisfy the ones you already have.