Has Your Website Been Optimized For Mobile Users?

Did you know that by 2014 there will be more mobile web surfers than stationary ones? That means more prospects are accessing your business website more through their smart phones, tablets or other mobile devices than with a laptop or PC. If you thought you had time to make the switch closer to 2014, you may want to reconsider in light of new research. A recent study revealed that around 40% of prospects move on to a competitor if they have a poor mobile experience. How prepared is your business for this change? Well, if you are just starting out, the following checklist will help.

- o Make sure your mobile site is different from your regular website - While you must stick to your branding standards, your mobile website should be simpler than your web version. The reason being is that complicated designs that load well and look good on computers are often distorted when accessed through a mobile device. Plus, mobile surfers don't really have the time to sift through a lot of content. Bottom line: your website's mobile friendly version should be short, simple and sweet...offering your viewers the most important and basic sections of your website.
- o Option to access the actual website - That said, do provide your viewers with the option to access your regular website through their mobile device, as some viewers will prefer to stick with what is familiar.
- o Sitemap - Whether it's your actual website or the mobile version, make sure you have a sitemap in place. A sitemap just makes it easier for your viewers to navigate through the site.
- o Get rid of flash - Most mobile devices don't support flash. Keep this in mind when optimizing your website for the mobile surfer. Simple images that load fast are your best bet.
- o Testing - Make sure you test your mobile website thoroughly on different operating systems, browsers and devices. What looks good on one device might be totally distorted on another.

You could also develop a mobile application instead of a website, but most SMBs find that option too expensive and complicated. So, for now, put the 5 tips mentioned above into use and get your mobile-friendly website into action