

The Mobile Web

As increasing numbers of browsers access the web with their mobile phones, it becomes increasingly important to have a mobile friendly version of your website.

Mobile friendly websites should be specifically designed to best meet the needs of your website visitor. They will not contain the full information that's found on your regular website, but the core requirements that a visitor needs.

The layout should be adapted to greatly reduce the need to scroll, zoom and navigate your website. If visitors have to put a lot of effort into finding the information they need on your site, they will return to the search engine and find another site to visit.

It is no longer a case of should I have a mobile friendly website, but what should I have on my mobile friendly website? One example is a DIY store that has a main website with all the usual features. Having conducted customer research, their mobile website simply has a header with their company name and logo, with a 'Product Search' button and a 'Store Locator' button.

This worksheet helps you to plan the content and you will find some templates in the resource section to assist with planning the layout. It would also be a really good idea to get feedback from your customers on the points below.

My mobile website

What is the key information that visitors to your site need to access? _____

What additional information would be useful for visitors to see? _____

Which of your company's core values should be communicated? _____

What information on my main website is not required on a mobile version?

