75 Ways to Optimize Your Mobile Experience

Here are 75 recommended solutions to improve your mobile site experience, straight from Google. Implement where applicable and appropriate for your mobile experience.

Accessibility

- **Key Actions:** Are your key actions are visible on the homepage?

- **Deep Linking:** Users are deep-linked to the most relevant page.

- **Visible Search:** On-site search field is above the fold on all pages.

- **Scan Results:** Info is easy to scan.

- **Relevant Results:** Search results only contain relevant results.

- **Filtering:** Filtering is both available and prominent.

- **Filter Reset:** Filtering can be cleared or reset after selections are made.

- **Autocomplete:** Autocomplete suggests the most popular searches.

- **Number of Results:** Users get a clear indication of the number of remaining results.

- **Intuitive Navigation:** The IA/content grouping is clear, distinct and prioritised.

- **Selection Support:** An interactive comparison tool is provided.

- **No Search Results:** Users are offered guidance or help if no search results.

- **Subcategories:** Users are offered subcategory choices at the point of search.

- **Later Date:** The return calendar defaults to a future date.

- **Load More Results:** A very prominent 'Next' or 'Load more' type button is available.

- **Map View:** Accommodation options can be viewed as a map as well as a list.

- **Calendar View:** Calendar view is full width so users can easily move between months.

- **Spelling Correction:** Spell correct is used to find the right search term.

- **Saved Searches:** Previous searches are automatically saved, even for users who don't have an account.

- **Next Steps:** Users are offered next steps at the bottom of each search results page.

- **Search Again:** Users can edit the search term or even remove it completely.

- **Search Populated:** The search field should remain populated.

- **Page Load Time:** Does your page load fast enough?

Products Page

- **Key Information:** Key information is easy to find and clearly displayed.

- **Multiple Filters:** Multiple filters can be used at once, without reload.

- **Call to Action:** Main Call to Actions should be near the product and very prominent.

- **Credible Reviews:** User reviews should be credible and easy to find.

- **Availability Data:** When a product is out of stock, this is indicated immediately.

- **Scarcity Principle:** When availability is low, users can see in real time how much is left.

- **Swipeable Images:** For multiple images, users can see how many and easily move between them.

- **Swappable Images:** Images have the option to swap colours, fabrics, etc.

- **Zoomable Images:** All product images should be zoomable without pixelation.

- **Easy to Compare:** Users can easily compare products and services.

- **Scroll Position:** The website remembers a user's scrolled page positions.

- **Shareable:** Users can easily share products via a copyable URL or CTA button.

- **Recommendation Engine:** Upsell prompts such as 'Complete the look' are provided.

- **Guest Wishlist:** Products can be favorited and saved to a guest wishlist.

- **Relevant CTA:** The main Call to Action should fit the context.

Registration & Conversion

- **Plenty of Time:** A countdown is visible throughout the checkout process.

- **Account Access:** Users can easily start creating an account via any page on the site.

- **Quarantined:** There are no unnecessary elements or buttons that take users elsewhere during checkout.

- **Progress Bar:** If a form is spread across many pages, progress should be indicated at each step.

- **No Hidden Costs:** As early on as possible, prices should include all unavoidable costs.

- **Visible Price:** The current final price is clearly shown throughout the conversion funnel.

- **Time to Pay:** It should be very clear whether users pay now or when they arrive.

- **Form Field Etiquette:** Field labels and input boxes are paired, visible simultaneously, and left-justified.

- **Simplified Payments:** Simplified payment is offered.

- **Form Fields Explained:** Form field requirements are clearly explained.

- **Saved Data:** Users can navigate back and forth without losing information.

- **Optional Fields:** Optional fields are clearly labelled as such.

Registration & Conversion Continued

- **Human Help:** Users can get instant and responsive support, such as phone & web chat.

- **Benefits Explained:** The benefits of opening an account are clearly explained.

- **Suggested Content:** In address forms, the system makes suggestions based on the user's postcode or regional equivalent.

- **Real-Time Feedback:** Mistakes made in forms are clearly highlighted, with required actions shown in real time.

- **Autofill:** Autofill is supported for all form fields.

- **Keyword Types:** The appropriate keyboard for the field type is shown.

- **Selling Points:** Selling points are reinforced throughout the conversion funnel.

- **Guest Checkout:** Users can book without having to create an account.

- **Shopping Cart:** The shopping cart icon should automatically update and show the quantity.

- **Free Delivery Top Up:** Users should be told how much more they need to spend to get free delivery.

Mobile Design

- **Page Design:** All pages should align with the brand's look, feel, colour and logo.

- **Consistent Experience:** The brand experience is consistent between mobile and desktop sites.

- **No New Tabs:** Links never open new browser tabs, unless clearly indicated.

- **Legible Labels:** All labels and headings are clear and easy to read for smaller screens.

- **High Quality Images:** All graphics, videos and images used on the site are high-quality but mobile optimized.

- **Landscape Friendly:** The mobile design lets users view images and videos in landscape.

- **No Pop-Ups:** There are no unrequested pop-ups or interstitials.

- **Show Activity:** When users are waiting, demonstrate activity.

- **Secure Site:** All pages should be served over HTTPS protocol, not just for PII.

- **Uncluttered Pages:** Landing pages are clear with well-spaced content.

- **Thumb Friendly:** Touch targets are large enough for thumbs and easily tappable.

- **Icons Explained:** Icons have text labels or explanations.

- **Carousels Avoided:** Carousels are generally avoided, but acceptable if done well.

- **Clickable Numbers:** Users can click or tap a phone number to dial it.

- **Uses GPS:** A smartphone's GPS feature can be used when helpful.

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