

Search Engine Land

The Ultimate Mobile Site Optimization Checklist

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Basic mobile optimization

1. Responsive design
2. Page speed
3. Hosting speed

Homepage and site navigation

1. Keep calls-to-action front and center.
2. Keep menus short and sweet.
3. Make it easy to get back to the homepage.
4. Don't let promotions steal the show.

Site search

5. Make site search visible.
6. Ensure site search results are relevant.
7. Implement filters to improve site search usability.
8. Guide users to better search results.

Commerce and conversions

9. Let users explore before they commit.
10. Let users purchase as guests.
11. Use existing information to maximize convenience.
12. Use click-to-call buttons for complex tasks.
13. Make it easy to finish converting on another device.

Form entry

14. Streamline form entry.
15. Choose the simplest input method for each task.
16. Provide a visual calendar for selecting dates.
17. Minimize form errors with labeling and real-time validation.
18. Design efficient forms.

Usability and form factor

19. Optimize your entire site for mobile.
20. Don't make users pinch to zoom.
21. Make product images expandable.
22. Tell users which screen orientation works best.
23. Keep your user in a single browser window.
24. Avoid "full site" labeling.
25. Be clear why you need a user's location.

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