Handy Extreme Checklist For Mobile Friendly Website

☐ Check individual pages on your website for mobile friendliness.
http://goo.gl/7bOmui

☐ Plan Your Investments and Allocate Your Resources for Mobile Development. Ideally it should be directly proportional to the amount (in percentage) of your present organic traffic from mobile environment.

☐ Use Google Analytics to find out your present footfall from Mobile devices.
http://goo.gl/77Kn1X _____

☐ Determine if getting an App will enhance the customer experience. Plan portion of investment and allocate resources accordingly. _____
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☐ Decide what website configuration you want to opt for – Responsive, Parallel or Dynamic.

☐ Optimize Contact-Us pages for enhanced and easy user experience by displaying mandatory details like (Map, Address, Contact Information, Working Hours and Stock Goods in hierarchical manner before other contents).

☐ Create a Mobile Wireframe before starting mobile website development:
-Create Mockup Website
-Ensure Metaview Port Tag in all pages
-Easily Readible Content
-Optimal distance between touch elements
-Clear and accessible CTA Buttons http://goo.gl/csy37d

☐ Avoid horizontal scrolling across all WebPages to enhance website usability.
Check with Google Webmasters Tool http://goo.gl/csy37d

☐ Optimize Website for faster loading by compressing Images, minifying css codes and leveraging browser codes. Use Google PageSpeed Insights http://goo.gl/KqCXHU

☐ Don't Block JavaScript, CSS and Images from Googlebot. (All these are important and there is no reason for these elements to be blocked anyway).

☐ Avoid using any kind of Flash Elements on website for best mobile performance. Replace Flash with HTML5 where ever possible or remove it.

☐ Display relevant keypads for form fields. (Example. Show 'number keybad' for contact numbers and 'email keypad' for email form fields).

☐ Ensure Contact Numbers open in Mobile Dialers App. To avoid messy website experience and make it easy for people to contact you.

Lastly, get your website tested by various people or in-house staffs and collate their suggestions into a single file. Work on a steady strategy by focusing one aspect at a time and make your website as friendly as possible for mobile phones.

Good Luck and Have Fun tweaking your website.