

# 027 - Prepare Your Website for Mobiles with Justin Meadows

**Justin Meadows 0:00**

People are in a different headspace when they're on a mobile phone, like, there's a good chance that they might be lying in bed just before they go to sleep, or they might be standing in line at the post office or, you know, they're waiting to pick up the kids from school. They're sitting on the couch because they're, you know, finished for the day or something like that. So they're not often in a productive work mode like they are on the desktop. And that means that they have a much shorter attention span. And that's certainly the first thing that you need to think about. Everything needs to be simple and easy and, and quick. And so when you start making things a little bit hard for them to find things on the far end, people give up a lot faster. Like already people's attention spans are very, you know, limited and people get frustrated easy when they're trying to work out something on a website as an important factor but on a phone it's even moreso.

**Intro Music 0:56**

Welcome to the SEO Leverage Podcast, where we talk about search, marketing and conversion.

**Gert Mellak 1:06**

Welcome my name is Gert Mellak from SeoLeverage.com. We've been talking for years that mobile is on the rise today, I've got several clients getting more than 70, 80% mobile traffic and it's interesting when you think about what it really takes to convert a website into a mobile optimized version. And for this question, I'm really happy to welcome back a past guest on this show, Justin Meadows from tuned wp.com. Welcome, Justin.

**Justin Meadows 1:34**

Good day, thanks for having me back.

**Gert Mellak 1:36**

Thank you, thank you for taking the time, we're in touch all the time, because we very often refer clients to your technical services here. But today, you're going to address specifically user experience on mobile phones, which is a topic I think it's more more interesting in latest Google updates, May core update, December update in SEO. We see Google focusing more and more on user experience. And if you think about it, the behavior on a mobile phone is very different from a desktop. And always very often, it's just I think, based on the moment you're in when you're on a mobile phone versus when you're at a desktop. So just think of our last time I was picking up my kids from school, I was waiting outside taking out my phone, taking a few websites, and I just found probably just based on on what we're working in. I just found that

many websites get it completely wrong. There's just think you can adapt whatever is a desktop design to mobile just by showing it in one column. And I think there's a lot more to it. I know you've got plenty of experience here. And there. We'll just want to start with this question. What does it really take to have a good mobile user experience?

**Justin Meadows 2:46**

Yeah, sure. So I think you're absolutely right about the fact that people are in a different headspace, when they're on a mobile phone, like, there's a good chance that they might be lying in bed just before they go to sleep, or they might be standing in line at the post office or, you know, they're waiting to pick up the kids from school. They're sitting on the couch because they're, you know, finished for the day or something like that. So they're not often in a in a productive work mode, like they are on the desktop. And that means that they have a much shorter attention span. And that's certainly the first thing that you need to think about. Everything needs to be simple and easy. And, and quick. And so when you start making things a little bit hard for them to find things on the far end, people give up a lot faster. Like already people's attention spans are very, you know, limited. And people get frustrated, easy when they're trying to work out something on a website as an important factor. But on a phone, it's even more so. Yeah. And so there's there's a number of considerations, and it is definitely becoming more important with the mobile first updates a lot of in Google now. It's been I think it's now mobile only, or will be very shortly. But yeah, mobile first is where before considering the desktop layout of your website, it's looking at the mobile version first and assessing the website based on that. And and it's been the word mobile first has sort of come from design principles that have been around for a while, but it's been sort of slow to adapt. I know a lot of design website designs are still desktop first design so people are looking at laying out the desktop nice and big on their huge Mac screens while they are designing it. And then afterwards they try and squish it into a tiny little screen.

**Gert Mellak 4:41**

This is actually what you want to add here. It's just so important because I'm seeing this all the time designs are very often get from clients when they do the redesign. They're so happy about their the new design draft they forward me the first design draft from the plans. It's always desktop design. It's always desktops and even sites that get 85% mobile traffic I go into designer into designer doesn't care about data, they just put up the desktop design first. And then say, yeah, we just did this demo, it works on a mobile phone. Why? Why is it this way? Why? Why don't you start with where most of your people are. And very often people also don't realize that in Google Analytics, they can break down data by mobile or desktop. And for example, people know their bounce rate, most of them most of the times, but don't break it down, because your bounce rate on a mobile phone might be much higher, probably mine is much higher than on the desktop, just based on the fact that the user experience is just not the same.

**Justin Meadows 5:37**

And I think apart from apart from the comparing the different devices, it's worth digging into the bounce rate number on your website, because looking at it on different types of pages on your site, a lot of people associate the bounce rate with being really bad. On a landing page, on a sales landing page, if you're paying ad traffic to come to a page, and it's got a high bounce rate, that's bad. But if you're looking at your content pages, it's actually pretty common to have a high bounce rate because that means that people have come, they've read the article, they got what they wanted, and off they went. So it's it's common to see a higher bounce rate on those kinds of pages. And if you're looking at the whole website as a whole, then it can be a bit misleading, you've got to dig into what's happening on each page.

**Gert Mellak 6:23**

Absolutely. I just had a call with a client yesterday evening, I think, where we also said, Look, this is the overload traffic evolution and this has been specific going to specific articles. Very often, if you don't drill down on Google Analytics you don't really get the full picture. But the only thing people might be looking at is, is the overall number going better going or going up going down. But you really need to draw or drill down to channels to conversions as well, etc. That is definitely definitely important. I remember working this was years ago as a programmer in a company. They were offering those ringtone downloads and we had to program this was this is really dates me this sounds like ancient time is because you had to offer a specific ringtone for a specific mobile phone model. But the reason I remember this now is because we spend, our my boss back then spent a lot of time in getting the statistics, right. And he would know exactly which version of which model of which brand of mobile phone converted at which percentage. So automatically, I think probably from from back then I always drill down into into the last level which name, which browser they're using, or which version is this in which phone has a higher bounce rate. Let's check this out with a simulator on this phone. Let's see what it looks like on this phone. Maybe there is an issue with a certain version or something like this, especially when you just take it from priorities. I think these days we don't have the compatibility issues anymore. We had real really serious issues back then. These days most browsers render pages rather decently I will, I will assume but still sometimes there is just a big difference in conversion rate for example. So you definitely want to know your data here to make them make the right decisions and definitely focus on the mobile if mobile is your your top traffic source, everything should really search around the mobile phone.

**Justin Meadows 8:19**

Yeah, and I think another thing that gets left out as well is the tablet and it's not a it's not a usually a large traffic source, but it is you know, it is sometimes around 5,10 percent and quite often the design is just made for either desktop or mobile but in between it's all looks horrible.

**Gert Mellak 8:49**

After the the vertical format than the horizontal format on tablets very often is pretty simi pretty similar. But then you turn the tablet and you have to leave the page because everything is just really either looking ugly or misaligned or just doesn't work. You're absolutely right, absolutely right. So the tablet I very often referred to the tablet is like the intermediate device. So I might

find something on their on their mobile phone check it out in the evening on the on the couch on the tablet and then maybe convert in the next day on a desktop. So very often we will see tablet could be potential meme device it might not be necessarily the device where people convert but it might be the device they just use to further explore your offer, your services etc compare read your content etc. And then either convert on the on the mobile again or convert on the desktop.

**Justin Meadows 9:39**

Yeah when it when it comes to the different sort of layout things to consider, I think on the on the tablet and on the phone it's it's quite often to have good to have the same same type of menu going on with the especially the the portrait tablet Do you want to start using the hamburger menu rather than the the desktop version, because quite often, that's when it starts to run out of space at the top of the screen for all the navigation items. Actually, one, one thing I've been curious to get your take on is with a sites that have a lot of content and a large, large number of different pipe pages around, you know, different topics. And that's something so they need to have on desktop, a mega menu, where they you know, where you hover over and a lot of lot of pages drop down underneath that menu, what is the best way to handle that sort of navigation, especially on a on a phone with that hamburger menu structure, it can get ridiculous and you're better off not having so many sub pages in the in the menu structure, is there a better way to approach that?

**Gert Mellak 10:55**

My personal opinion or I don't have the data to back this up my personal opinion is that many people are not going to use the hamburger menu and just scroll down and see what the page is about. So we try to recommend what we recommend our clients is that they make sure that everything that's accessible for through the hamburger menu is also accessible easily by just scrolling down and and I can easily press some icons and some some buttons really, to access those menus. If it's a mega menu with we just had a client with like 58 menu items, I think it gets tricky. And you probably need to just rely on the internal linking then and just highlight really the entry points. So I come to this page, I go to the entry point. And then internal linking. And maybe another hot link tech very often called is a hot link section at the top of the of the pages where you just can press the different icons, the different buttons. So this could could be a way that you just link to this main, to the main category or main pillar page, for example. And then you have a hot link section to the to the pages below, I would probably expect people to press multiple icons in this case. We have seen many mobile hamburger menus that then switch or drop down or something like this. And it gets really complicated. And you want to scroll down because the menu is too long. So you have to scroll down on the sub menu and this is this third level already it's get crazy. So I think I would probably just cut and say, Okay, this is the main menu, maybe a second layer if it fits, but probably only just the first one, and then rely on an on page hotlink navigation on top and just allow people to then to find what they're looking for in general. And I think this is really interesting. I think for me, in this case, I there are like two parts there is this overall design, where you have the navigation header and footer, and then you have the content structure on the other hand, and I think we're going to touch upon this

afterwards as well. But in any case, we always want people to find what they're looking for on the top or know that this is going to answer their questions. That would be for example, I just was auditing yesterday, a website would have really good articles and a lot of subsections. But you've got no idea at the top that there is a sub section coming. Okay, so whatever you can do in terms of navigation towards the top, so people know that they're on the right page and can really jump rather than browse and search and read is probably going to be good. So going back to that back to the menu, I think really make it as easy and simple as simple as possible. And easy for clients to to head in the right direction and just pick the main category they know this is for them. And then allow them internal navigation.

**Justin Meadows 13:38**

Yeah. And so on that on the page itself. If it is a long page with a lot of stuff in that one article having a table of contents towards the top to to easily just scroll down to the top.

**Gert Mellak 13:49**

Absolutely we can figure figure this out very early, right. We can figure out very early, way way ahead of time. Now everybody, everybody's trying to put a table of contents. And we have plugins for WordPress that do this automatically in a more and better or worse way, but at least you get some something to jump to I think I think we need to see that people are not reading from top to bottom. And this is something that really gets forgotten. So people add a paragraph because they think this is an important information. They just edited the end of the article. But they don't think and we have done a lot of cultural studies with scroll tracking and click tracking etc. There might only be 10% of people really scrolling down on this page depends on the niche and then the industry. And then if you don't tell them at the top that this section is coming, there's they just think that this page is not for them.

**Justin Meadows 14:42**

Yeah. Yeah. So it's important that they find the bit that they're looking for as early as possible.

**Gert Mellak 14:49**

What do you think a good header looks like for a mobile phone?

**Justin Meadows 14:52**

Yeah, so, I've uhm, I think it's it's best to really simplify it down to as little as possible so all of the all of the pages should be in in the navigation. But we make sure that the primary call to action, when we're, when we're doing a design, we always identify what is the primary goal of the whole website and have one clear call to action for the whole site. On a on a shop, this might be your, your shop now or your Checkout button, or something like that. But quite often, for service businesses, it's something like get a quote, or, you know, it might be a link to their main, the main service that you want to highlight, or the first step that people are taking. And so we'll have that button sitting sitting at the top. So just sort of one word with a button. And having that follow you as you scroll down through the page. So if you're reading through an article in the blog, that button to get started or take the next step with this company is always there hovering at the top of your screen, and the the menu as well. And then your your logo uhm, depending on the type

of logo that you have, it might be a good idea to only have that at the top of the page. And when you scroll that disappears. And then as you're going down the page, the only thing that's following you is that the main call to action, the main step that you want people to take next, and the the menu to go to other other pages.

**Gert Mellak 16:19**

That's interesting. I've seen this, especially in the footer as well on ecommerce sites where when you have something on your shopping cart, the next action they really want you to take is Checkout, pay, and get your order settled. So as soon as you add something to the cart, they would have this in the footer rather than the header. But you would always have in the footer like this is in your cart, this is the amount you can check out. So this would be they call this a sticky footer or sticky header. I think what it was what you said is just follows you this is always available. So you don't have to think about where is the next call to action when as soon as you're ready, right?

**Justin Meadows 16:54**

Yeah, and I think that's really good as well on a on a shopping cart, on a shop page on the actual product page itself, the Add to Cart button, having that sitting in the the sticky footer. So as you're reading about the product, the button is always there, you don't need to find where the button is on the page. Because sometimes on a product page that can be become quite long, and you read about the product and you're like, yeah, I want it, when do I find the button, you want to have that sitting there the whole time. So you can easily just go for it. But one thing to consider with the footer is quite often there might be other things that are interfering, for that, that bottom part of the screen on your phone. So one thing is you might have like a scroll to top button, you might have a chatbot button sitting there, there might be a pop up offer, they might be the GDPR privacy notice. And so there's a lot of things that that quite often end up in that bottom part of your screen. So it's something that you need to really rationalize and think about what's the most important things there. And if you're going to have that add to cart button bottom, you want to make sure that the chatbots not covering over it. So when you try to click it, you're clicking on the wrong thing.

**Gert Mellak 18:09**

So I had had all of these possible options in one site the other day. I was called to talk there was a chat bot, there was the pop up offer. And it was the cookie banner grid of all these things just to finally start scrolling the page. Very, very often the pop up offers, we ask can't to delay them a little bit to give them time to accept the cookie banner, or the privacy rules or the chat chatbot, maybe, not the first thing I need to see is the chat bot can open up 30 seconds a minute later. Where I'm already maybe in a in a moment where I have a question. So sometimes we just ask them to put a question in, they don't even know if this page is what they're looking for. So we people are kind of very aggressive, I think sometimes with the chat, chat feature there. And one thing I found really interesting, I received very rarely a site doing this, I think because it's not implemented in themes, is that they use this, this bottom right corner for the menu rather than the top and rather than the header, because with the thumb, it's just easier to press on the right hand side. So they have this on the right bottom side. You press it, it drops up, you can easily



select what you're looking for, you always have this with the same icon with the same hamburger icon really. But you have this on the on the on the bottom right. I'm really curious why this didn't take on. I think it's just much more user friendly. But I think developers not didn't really jump on it. So certain themes don't really come from with a normal header menu here. But you're right, yeah, getting crowded might be part of the reason getting crowded very often in the footer. So, so you

**Justin Meadows 19:44**

I think probably the the main reason is that people are not considering the mobile experience and making an awesome ran down experience. They're just converting their desktop version into small and that's why it ends up at the top because that's where it is on the desktop. But I think you're absolutely right especially if you've got a small child in one hand and you're trying to do something on you phone on the other hand or something like that, you know, you, maybe you've got a coffee, I don't know. And if that's in your left hand, there's no way you're getting your thumb up into that top right corner. But if it's in the bottom of the screen, you can you can do it. So I think that's absolutely, yeah, a great idea to design it that way.

**Gert Mellak 20:22**

No, they definitely it goes together with what you say with a sticky call to action. So you always want you to have this ready and available, you don't want people to scroll, very often, if you don't have this sticky header, we tell people just to add a call to action after what every two paragraphs, for example, within the text. So if I read the two, first two paragraphs, it might not be ready to convert or to opt in, but then I continue reading, and then it might be ready. So I don't want to have to scroll back up or down to the footer to find a call to action, because the default very often is just an entire article and at the bottom, now you know what you need to do. But people might already be ready to do what you want them to do after the first paragraph. So we tried to give them at least several options, which is essentially a no development, or no programming task, just to add this image stream more often. So people can can press the button and, and convert, but obviously, if you can make this sticky, this is a completely different level, and absolutely makes sense to make sure people cannot miss it.

**Justin Meadows 21:19**

Yeah. And I think with regards to the pop ups and that sort of thing. Yeah, you're absolutely right about putting off the timing of when those things appear. And when those scripts fire, that also goes into helping with the speed factor as well, which is a big one on mobile. And for for pop ups. Another thing that we are going with these days is making sure instead of taking over the bottom of your screen or taking over the whole screen, once again, quite often that the desktop pop up is just displaying over the whole screen on the mobile. And that's a horrible user experience on the phone. You firstly, you want to make sure that it is very easy to close all of these pop ups and things with a nice big x that's not like tiny, but you need to get a pen out just to click it. But yeah, you want to we start using the top of the screen. So instead of it taking over the whole lot, we're just taking over just a small part at the top of the screen for that call to action

or pop up for people to opt in or whatever get, you know, get their claim their 20% discount or whatever it is, and making it very easy to close that if they're not interested. But also making sure it's not taking over the whole screen and you can still read what's going on.

**Gert Mellak 22:34**

Absolutely. A lot of a lot of great advice here. When it comes to to then texture formatting, do we have any, any guidelines here? What could be that could be followed? If I have an article of 5000 words article isn't rare these days very often because a few couple of years back probably ranked better than a short article. But these days, it's a little bit different. But very often we come across long articles, what can I do with a long article to make this easier to consume on a mobile phone?

**Justin Meadows 23:04**

I think it's yeah, it's it's a tough one, because it is there's going to be a lot of scrolling. But making sure that the formatting is using the full width of the screen so that you're not, you're making you're using as much of your vertical height as possible, you want the text to go all the way out. And making sure that your the way you're using your images and stuff is also not forcing too much extra vertical space. So you have to do a lot of scrolling past big images or whatever. I think that's definitely a good thing. And using that table of contents so that I don't need to scroll through the entire page to make sure to get to the section that I wanted to read. And I think when you do have a long page like that, making sure that you have a scroll to top, or even a scroll to bottom button, sometimes you can, you can have both of those. So you can speed up the scrolling that way. But I think yeah, clear, clear headings and table of contents are definitely the most important things. There's a few few other things that we look at, apart from just articles, but other sort of common elements on websites, where you have, it's common to have sort of tiles, so you'll have maybe three or four things across the page. And the common thing is to just then have them exactly the same, but they're on top of each other and you need to scroll through two pages of stuff to get past that one section. I think it's important in most cases, to think about rearranging how those are laid out. And maybe if they have an image with them displaying that image really small, so it's only taking up like a third of the screen and that in the text can be next to it. Generally that works. It might depend on the images or the icons that you have. Also having things like you might have meteor appearances with a whole bunch of logos, and by default, that will just turn into a massive screen that you need to scroll past. And that's annoying as a website user. Even the blog feed, it's quite common to have the blog feed with a nice big square image for each one, and text in the title under it and read more button. And you can do away with a lot of that, once again, just have the the thumbnail image really small on the side of the screen and stack them on top of each other. So you can see the whole, you know, three or four blog items all on one screen. So there's a lot of things like that. Also using it's called a accordion, so that there's that FAQ, style, collapsible content that can be really good, especially on like product pages and stuff like that, where you might not want to read all of the different, you know, technical specs and descriptions and that sort of thing, having that stuff inside collapsible tabs that you can click on. And speaking of clicking on a common sort of thing is to have a hover state to in the design to be able to tell whether something's a button or not. And that just doesn't work on a phone. So it's important that you do make sure that everything's



that is click enable is is very easy to visually see that without having to hover over it to realize that it's a button. So that that's something to consider on the mobile as well.

### **Gert Mellak 26:27**

There's a new thing, definitely an important one, a moment back to the to the longer long articles. One thing we really recommend people also is to, to kind of highlight in the longer, especially on a longer text, highlight a few words in every paragraph. So don't have the feeling I need to read from the top to the bottom to really get what this is about. But I can just read essentially, the bold words both quickly scrolling down and and then maybe read the sub section or sub headline you might have on top and decide, okay, these two paragraphs I really want to read and then I continue skimming. Or another thing I've seen, which I really liked is that if you already assume that people on a mobile phone might not be ready to read the entire article, or maybe even in a desktop sometimes something that looks great is if there is some sort of progress bar where you see how far do I really scroll and the further the further you go down, the longer the progress bar. So like I'm in a video really where you have a sense of how far am I going to scroll which is hard to have sometimes on a mobile phone, or when people just offer directly an opt in could really be download this article, or get this article by email or something like this was okay, this is the best article I've ever seen about about this topic, but I'm not in a position to read this right now. Some people might send this send a URL to their to the email address or or safeties, with some some bookmarking app or something like this, but maybe offering a call to action and say look at this article by email, especially on longer articles might be an interesting way to solve this, definitely the Table of Contents is probably one of the main things my clients already know that we definitely need. And I think it's very often it's, it's just really about taking a mobile phone, I asked clients to switch Wi Fi off to not cover any speed issues or big images, etc. and just really navigate your phone and assess the importance. And really like when you talked about the icons showing like really big. Very often we give certain icons, a very low extreme importance on our website on the desktop, like the media appearances or the blog feed etc, or social media, we've seen really screen filling social media icons on mobile versions. So you scroll down and you say Facebook, Twitter, they won't be the most important thing. And then you click on those icons, they don't have engagement, they don't have comments, they don't have shares, there's really not more behind this then then the icon under facebook.com page is like you give it you have a tiny little icon in the footer, you don't really you don't even need it but you just have it there because it was part of the theme. But then you make it screen filling on the on the on a mobile version just because nobody cared about a mobile version enough to really readjust priorities. This way also the tiles came in, I think those the tile designs really came from the tablets when the tablets came came about everything was in tiles and there were different, different layouts that were easy to press and on and on the tablet and and from there, we still have a lot of a lot of designs left. But also for example, the sidebar very often people rely on the sidebar for everything and is now my call to action and my my lead magnets, my conversion, my opt ins, everything is in the sidebar anyway, the sidebar isn't there. The sidebar on a mobile phone is is at the very end of the page by default. So whatever you have in the sidebar, there's a chance only 5% of your mobile users might see it, if at all. Everything else you need to make sure that in the main content stream I'm seeing when I scroll down is coming up because otherwise it's going to be completely invisible.

**Justin Meadows 29:53**

Yeah, I would absolutely. I'd recommend getting rid of the sidebar altogether. I don't think it's worth having any more at all. And yeah, as you mentioned on the on the, if you do have it on the desktop version on the mobile version, it's just gonna be pushed down to the bottom of the page. And then people are reading through the article, and then they just get to a great wall of, you know, your sidebar stuff. And it's not not a very good experience, once they get to that stage. So you are better off not having that and trying to try to work, whatever it is that you're trying to do in the sidebar, really need to rationalize what parts of that do the visitors need to actually see. And you probably shouldn't have three or four different call to actions in your sidebar, should only have one. And that should be the main call to action for that page which you you've you've made your highlight at the top and the bottom. And, you know, your testimonials or things like that, it is good to sprinkle testimonials throughout your site. But perhaps not on a on an article page, or that's something that could go towards the bottom. Yet, things like your category navigation can just sit at the bottom of the article. Quite often now, the related post is, is a better thing to have, then category navigation sometimes depends on the on the blog, and also the search that's another sort of common one to have. And I think if you've got a lot of articles and a lot of great information that people might want to search through, I think that's a good one to perhaps put in the in the menu. So in the hamburger menu at the bottom of the page as you can put the search function there. But yeah, I've seen a lot of designs where the search goes into the header. And I think that that that is something that sort of clutters up the header unnecessarily. I've also seen, you know, service business websites that have not got very many blog posts and just a few handful of pages, and they've got a search bar in the top of the website, and what do you, why do you need that?

**Gert Mellak 31:57**

Just came with theme it was already there.

**Justin Meadows 32:02**

Yeah, I think with all these sort of elements of the page, you really need to justify whether, why it needs to be there, does it really need to be and if if, if it doesn't need to be there for the customer to get what they need, and to make the decision to buy from you, then just get rid of it. And like you're saying the social media icons, definitely, I would recommend only ever putting them as small things in the footer. And even then you don't really need them. Because the idea of social media is you get people to come from social media to your website, not the other way around.

**Gert Mellak 32:32**

I think I think the footer is going to be the place where you search where people search for this anyway. So if I want to follow you and I want to be able to click on and Facebook icon or, or Instagram or YouTube, I can I'm going to scroll down to the footer anyway to see if I can find it there. One thing I do think could be interesting for the header, especially when people are on their phone, a phone number. So if I have customer support, and I have a business where I'm used to getting calls or calls might be even the goal of my website to drive those calls, having

the phone number in the header seems to be a good conversion. So the call to action is you say should be on top. In this case, this could be relatively placed by the phone number, I have a phone in my hand in my hand, I might make the decision right now to call you. So let me just press this phone number there is a space for calling, you can, you can use it to have phones react to those phone numbers. So and you can also we do sometimes we do conversion tracking on clicks and phone numbers. So you can see how many people clicked the phone number how many people ah, where did those people come from how many people came maybe from articles then clicked on the phone number or something like this to get an idea how this really works out also based on on data? I've got, I think we have I'm going to do a recap at the end of here because there was a lot of information. I was just wondering right now. But we usually have this normal transition from desktop to mobile design. If I do a mobile design first. How do they transition a mobile design to a desktop version?

**Justin Meadows 34:02**

Yeah, so it's, um, it's generally a lot easier because you've got all the elements already there and easy to use format. But you might, you might consider spacing things out in the reverse. So where you have your blog, items stacked on top of each other, to make it fit nicely on a little screen, you might space that out into that tile, tile, layout for the desktop and things like that. I think that's still on the desktop version, things like your sidebar, you're still better off putting a lot of that stuff into the footer, and really using the most out of your footer space for that for anything that's not essential. And obviously, with your menu, you still want to keep your menu to the minimum number of pages. So instead of it being in the hamburger, you still want to really, really think about all those pages and do they need to be there, if they're not crucial. Especially for the first time experience or the I think that's most of the traffic on a lot of sites is first time visitors. And so the the, the pages that you have across the top really need to be the important ones for those visitors returning visitors will look for things that they want in the footer, if they know that it's there somewhere. So I think that it's sometimes not as crucial, always depends on the business. But another big thing as well is, it's quite common to have a large hero image across the whole screen on the desktop. That's definitely a big one on your homepage and that sort of thing. You want to avoid that as much as possible on the mobile, if you're going to have an image make it a smaller one, that's just, you know, in there next to the text rather than being a background image behind the text because you either lose the text or you lose the image. And so there's no point and, and you're just loading a large image that slows down the page from loading. So for that initial load time, you want to keep your images to a minimum, but then on the desktop version, you can, you can probably get away with that. So you can have one sort of layout and a set of images loading for the mobile version and different different image loading for the desktop version.

**Gert Mellak 36:11**

Amazing. I want to mention here when we talked about speed, we had an episode 22. We talked a lot about the technical side of things. And also more about caching, plugins, speed optimizations, etc. So if anybody's interested in in these kinds of things, you were generously giving a lot of advice on episode 22. This is under [Seo leverage.com](http://Seo.leverage.com) forward slash podcasts and then select 22. I want to recap a little bit because we have got a lot of a lot of information

here. I think people are going probably taking notes here, we started saying that the moment on a mobile phone is very different is you might be in bed just checking your emails before you go to sleep or checking your social media taking the following link on social media and maybe reading the article, then the moment is very different. You might not be in break mode, you might not have the time to really engage with a particular type of content. The layered in general, the header footer need to be in line, you made a great suggestion with a call to action being sticky. Always on top. Even if I scroll down, it can be the call to action on top the logo, it could essentially disappear. The menu is usually a hamburger menu anyway, but should be limited to the most crucial elements. So the navigation is really easy. You talked about the layout where we try to not rely on the sidebar, to present important content but rather forget about the sidebar, the sidebar will be on the bottom anyway, we hardly anybody sees it. So we focus more on embedding those elements into the main section where people can really feel, see them. We talked about icons being adjusted in size, so they don't get more importance than does it serve on a mobile phone. And things like FAQ sections can be in an accordion style where you can just drop out the question answer you are really interested in have a status and important one, many people definitely recognize on websites what to click on just because the color changes when you move the mouse over it, it does work on mobile phones. And in general, I think this is also something thankfully Google puts out more and more that we need to just care about mobile user experience. Google would point out if there is text that's too small to read on a mobile phone Google would point out if there are elements too close together, so you can't really press them with a thumb easily. We need to make it crystal clear we need to make this a mobile first approach more I think there are I have probably two or three clients that read less than half more mobile traffic. And they're usually in b2b spaces. And really in spaces where the only people coming to this specific offer are like usually sitting in front of a computer anyway. But everybody else gets at least half or more mobile traffic. I usually recommend my clients during the week, taking out their mobile phones switching off Wi Fi, trying to establish a normal user task on their website they expect users to do and just make a note of everything that bothers them. This can be a huge spaces. This can be huge icons, this can be like you say those media mentions, we have to scroll four times just to go across all that. Well then media mentions people are going to give up early I really like this when you say this in at the beginning, people are going to give up faster on a mobile phone than on the desktop because they're not in an environment where they're going to spend too much time to just hit the back button, click on another Google result and see if another website does a better job. One thing we mentioned where we can make sure we communicate that our website is giving the information they're looking for would be the table of contents on top. I think this is definitely one of the main things everybody can implement really quickly with some plugins and proper styling formatting on the articles. And we talked about long articles really needing some formatting highlighting, make it easy to skim. People are not going to read an article on your website like to read a book on them or on their mobile phone, maybe on the Kindle app or whatever. They're not going to dedicate the same time. Everybody expects to be able to skim a text really quickly find what they're looking for, then maybe leave your page, we talked about bounce rates. You mentioned not necessarily a higher bounce rate on a content site is a bad thing. People might just have found exactly what they were looking for. And we also have already have them and might be able to do some remarketing retargeting afterwards anyway, or maybe they were not in the

moment to opt in any way. This was really lots of information, I think, really appreciate you sharing this. Did we forget anything? Anything we should mention here when it comes to mobile layout, design, user experience you think people should take into account?

**Justin Meadows 40:46**

I don't think so. I think we sort of covered covered a lot. I think we really covered all the main things. There's a lot of, you know, small bits and pieces we could talk about. But I think that's really the the main things you need to think about and worry about definitely having a look at your site right now on your phone. Because you probably haven't for a while is a good first step.

**Gert Mellak 41:07**

Absolutely. Yeah. Thank you so much. It was really great value, if people want to get in touch with you, but we'll be heading over to [tune wp.com](http://tunewp.com)?

**Justin Meadows 41:17**

Yeah, yeah. Or you can send an email to support at [tunewp.com](mailto:support@tunewp.com). And, yeah, if you have any questions or want us to take a look at your site and see what we can suggest to improve. Yeah, absolutely. Feel free, we can do a free audit for you.

**Gert Mellak 41:33**

Amazing. Thank you so much, Justin. If you're listening to this, and you think this could be interesting for someone else who has a little bit of a crappy site on mobile phones, definitely forward this episode to them. Definitely encourage you to check out your your website more often than your social media on a mobile phone, so you are aware of what's happening. What is the situation people are faced to face with when they are on their website. I just yesterday had a call with a client who gets 75% of their traffic on a mobile phone from mobile phones, and never literally never checks out his website on a mobile phone because he likes navigating it on a desktop. We really need to put ourselves in our prospect's shoes, and figure out what is it they are confronted with what could be a deal breaker for them, what could be provoking them or trigger them to give up and head over to another site. So make sure you have a good idea about what your mobile version looks like. When we do our ERICA consultings, this is just part of what we do on a regular basis anyways. We try to navigate clients websites on a mobile phone and point out that just earlier prepared a session where we just pointed out a few with a few screenshots really big icons, the header and the footer, just like you said the media mentions are just a very likely candidate to take up much more space than they should. But we also pointed out like large text sections very second, nobody's going to read this just to figure out what it is they're going to scroll past this or leave the page. So just make sure you have a very good idea what your mobile your what your site does on a mobile phone. And whenever there is a change, revisit those changes. And really for speed optimizations or general technical advice head over to the episode 22 where Justin generously gave a lot of advice named plugins etc. you can use on your websites and for any technical advice I honestly can recommend Justin's services. Many clients come up come back happy with faster sites and and technically better improved sites. So definitely [tune wp.com](http://tunewp.com) check it out. Thank you so much, Justin, great to have you on the show again.

**Justin Meadows 43:29**

Cheers Gert, thanks for having us.