25 Principles of Mobile Site Design
Have your call to action front and centre so that it’s easy for people to see.
Keep menus short & sweet.
Three.

Make it easy to return to the homepage, use your logo to link back.
Don’t let promotions take over the homepage or interfere with navigation.
Five.

Make site search clearly visible on all pages.
Six.

Make site searches relevant so that users can find the information they need.
Include search filters to help users get accurate results.
Segment your search audience before they search, if possible.
Allow users to explore your site before asking them to supply personal information.
Ten.

Allow users to purchase as guests but encourage registration where possible.
Make it easy. Use registered users’ information by pre-filling their details.
Use click to call buttons so that users can speak to an operator if they need help.
Make it easy for users to finish conversions on another device.
Offer users a number pad for fields requiring number entry.
Fifteen.

Choose the easiest ways for users to enter information, drop downs, tick boxes etc.
Sixteen.

Provide a visual calendar to make bookings and planning easy.
Use clear instruction and real time validation to minimize errors, tell users when they have not entered correct information.
Design of forms is important - short and easy to read is key.
Design all your website pages so they are optimized for mobile.
The images and layout should always be legible.
Twenty one.

Include high quality close-ups of key images like product photos.
Tell users if your website is better viewed as portrait or landscape.
Twenty three.

Keep users in a single browser window, do not allow them to navigate away from your browser.
Use mobile/desktop labelling.
Twenty five.

Allow users to locate stores or products ‘near me’.