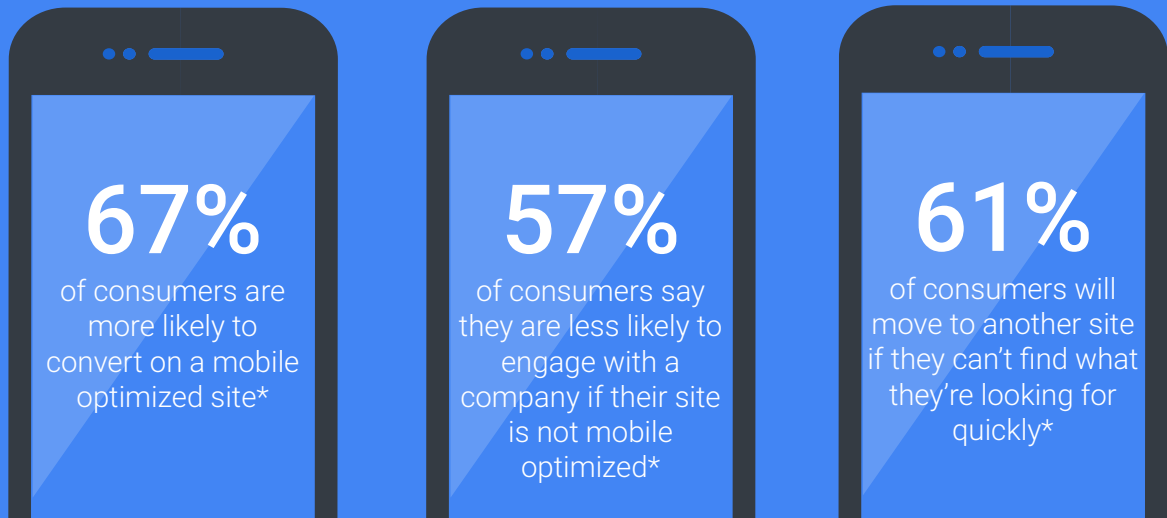# Building mSites Best Practices
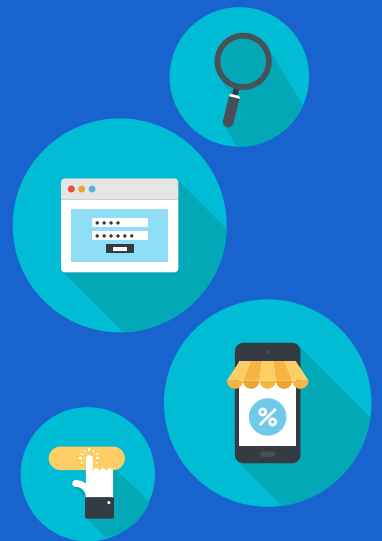
It's more important than ever to get the mobile consumer experience right. Learn the best practices of mobile site design in this infographic.

67%
of consumers are more likely to convert on a mobile optimized site*

57%
of consumers say they are less likely to engage with a company if their site is not mobile optimized*

61%
of consumers will move to another site if they can't find what they're looking for quickly*

*Source: Google, Sterling Research and SmithGeiger, What Users Want Most From Mobile Sites Today, July 2012. The report surveyed 1,088 US adult smartphone Internet users.

8 Principles of Mobile Site Design

1. Make site search visible and ensure results are relevant.
2. Implement filters to improve mobile search usability.
3. Design efficient forms with streamlined entry.
4. Minimize form errors with labeling and real-time validation.
5. Let users purchase as a guest.
6. Make it easy to finish converting on another device.
7. Keep calls-to-action front and center.
8. Use click-to-call buttons for complex tasks.

See the full list of mobile site design principles at
google.com/think/multiscreen/whitepaper-sitedesign.html

Multi-Screen Resources

Multi-Screen Resources is a one-stop shop for all mobile resources.
On this website, you can:

• Analyze and optimize your website with Page Speed tools.

• Get personalized recommendations for creating a more mobile-friendly experience.

• Find current mobile trends and mobile site best practices.

• Find a list of developers ready to help you build your mobile sites.

For more information visit: google.co.uk/think/multiscreen/