

Does your mobile website need renovation?

Convert more visitors into purchasers

As shoppers increasingly turn to the mobile device to begin their shopping experience, mobile conversion rates, from a retail perspective, remain at [a third](#) of the level of desktop conversion rates.¹ Some of this difference is expected. A different user intent (think of shopping while on the train vs at your desk) combined with lower latency on mobile networks may persistently keep mobile conversion rates below that of often very highly optimised desktop conversion rates. But, it's also important to recognize that smartphones connect the physical and digital worlds making mobile not only a conversion channel, but also a conversion driver.

Thanks to the work of our mobile shopping experts, we believe there is an opportunity to reduce the conversion gap by improving your mobile site experience with our retail-tailored recommendations built to enhance the [25 Principles of Mobile Web Design](#) for our retail customers. Along with these principles, we've outlined current guidelines which incorporate audits from global client sites and secondary research.

① Serving & speed²

The goal is “seamless serving” - let your potential customers focus on your products and not your website by delivering them to a landing page designed for their device.

Mobile version of site serves by default on mobile devices



Mobile site serves via same domain as the desktop site
(e.g. [www.example.com](#) not [www.hosting.com/example.html](#))

URL structure is one of:

- Responsive design
- Dynamic serving

- Dedicated site hosted on the same domain

Today's consumers won't wait for pages to load - so, ensure your mobile site delivers content quickly.

Server response time is under 200ms - i.e. from a network independent perspective, server returns html in <0.2 secs

Pages render in less than 8 seconds

Mobile test score is at least 60/100 on PageSpeed Insights tool

HTML payload for above-the-fold portion of a webpage is under 15kb (compressed)

Maximum 1 redirect on the homepage

② Product landing pages³

Help consumers find what they're looking for, starting with delivering a landing page experience customized for the product that brought them to your site in the first place.

Direct shoppers to the right place; update redirects & any links to detect if a shopper is on a smartphone

Do not use interstitials and block key feed elements or actions to convert

Attributes shown in Google Shopping are pre-selected in landing page options

Images are high-resolution and show pre-selected attributes (as applicable)

Multiple images / product images are easily viewable and expandable

Easy navigation to variants (e.g. alternate sizes, colors) through drop-down menus

Place price above the fold and include prominent "Add to cart" button

Recommend related products & increase choice through elements like "customers who bought this item also bought" below product

Offer a simple way to continue journey on other devices via social sharing, email or save-to-cart

Make fonts consistent across the page to allow user to focus on the product

Clear confirmation once product has been added to the cart

③ Checkout flow³

Eliminate purchase barriers by making it easy for shoppers to complete their purchases on their mobile devices.

Step 1 - Provide an obvious option to checkout as a guest. To promote signing up for an account, encourage registration with tangible benefits

Step 2 - Minimize content on checkout page by removing header/footer content & menus

Step 3 - In *guest* mode, offer 3rd-party payment options (e.g. Paypal, Google InstantBuy)



Step 4 - Make it easy for your customer to enter payment details	
● Field labels and their input boxes are visible at the same time ● Form fields and buttons should be touch-friendly (large enough so users don't select more than one field or button) ● Required fields are clearly labeled ● Use placeholders to provide format and content guidance to the users ● To help the browser auto-complete the form,⁴ use established names for elements and include the autocomplete attribute to fill in frequently used fields (name, email address, etc) ● Errors are flagged / validated user submits the order ● Fields with predictable value lengths (e.g. phone numbers, SSNs) automatically advance as soon as they're completed ● Number pads appear in zip code and phone number fields	
Step 5 - Instill confidence with trusted logos and seals	
Step 6 - Use tap to call to keep consumers from abandoning their cart	
Step 7 - Give clear confirmation that order has been placed	
Step 8 - Allow items in cart to be saved in case user loses connection or does not complete checkout	

④ Advanced optimization²

Use Google's [PageSpeed Tool](#) to score your site's user experience - aim for at least 85 / 100 and ensure the following checkpoints are satisfied.

Space between tap targets is >2 dp (i.e. 32 dp center-to-center)	
Font is at least 10px	
Site is max. 320 dp wide and is free of horizontal scrolling	
No actions / display elements are accessible only via hover	
All images / icons are clear and unpixelated	
Configure your website's viewpoint specifically for mobile devices.	
Declaration in document head defines how site will appear across devices	
Viewpoint configuration allows user scaling and is device-sensitive	

¹ Google Shopping Internal Data, published April 2015

² Google's 25 Principles of Mobile Design, published April 2014.

³ Google's 25 Principles of Mobile Design, published April 2014 and Google Internal Data, May 2015.

⁴ Google Internal Data (Developers), published April 2015