10 Steps Mobile Friendly Checklist

☐ **Test whether your pages are mobile friendly or not.**

Google has a simple **tool** to help you check whether your website is mobile friendly. This test will analyze a URL and report if the page has a mobile-friendly design.

☐ **Check in Google Webmaster Tools for messages pertaining to mobile usability.**

Login to your Google Webmaster Tools account. Go to Search Traffic > Mobile Usability. Here you will also find steps on how to fix these issues.

☐ **Check your CMS specific recommendations.**

Google has given **specific recommendations** for the popular CMS. You can check whether your CMS is in the list and implement the changes accordingly.

☐ **Check site speed and load time.**

Page loading time is now one of the pivotal factors when it comes to mobile optimization. Visit Google's **Page Speed Insights** to find out what on your site is responding slowly for desktop and mobile and fix it.

☐ **Ensure that your website doesn't use Flash.**

Flash based content is not mobile friendly. If you want to include animations you may consider using other technologies like HTML 5. Also make sure that your website doesn't contains scripts that do not work on mobiles.

☐ **Make sure that you use standard fonts for the content on your site.**

Fancy fonts might take time to load on user's mobile device. Use standard fonts for content. Also make sure that your font sizes scale properly within the **viewport**, and the users don't need to pinch to zoom.

☐ **Optimize your images.**

Again, anything that takes long time to load should be avoided. (Refer to point 4 again!). So optimize your images accordingly to avoid further difficulties.

☐ **Keep a tab on your redirects.**

Ensure that you maintain a 1:1 URL relationship if you have a mobile version of the desktop website. Checkout **Google guidelines** for the same.

☐ **Make sure that you haven't blocked Javascripts, CSS or image files.**

You site's content would not be indexed properly if the Googlebot will not be allowed to retrieve JavaScript and CSS, so it is recommended to allow Googlebot to retrieve the same. Double check your robots.txt for issues if any.

☐ **Use Mobile centric 404s.**

Ensure that the pages of your site opens on both desktop and mobile so that desktop pages doesn't show an error page to mobile users while redirecting.