

# Is your site mobile friendly?

It's no secret that the mobile web is growing, and growing fast. It seems impossible to go out in public without seeing someone with a smartphone in their hand. What many may not realize is just how powerful the mobile web is actually becoming. With more and more people accessing the internet from their mobile devices, websites that aren't optimized for mobile may become lost in the fold.

Did you know that in 2019 the percentage of all global web pages served to mobile phones was 52.6%, making it more likely that your visitors are now accessing your website via phone rather than desktop or laptop? So, how do you know if your site is mobile friendly, apart from the obvious and looking at the site on your own smartphone or tablet?

Visit <https://ready.mobi/> and test your website for free. This software displays your website on a variety of smartphones and tablets so you can see what your visitors will be viewing.



Sometimes it is not necessary to have a fully responsive website, but there are some key elements that you do need to consider:

- Can the text be easily read without scrolling, pinching or zooming?
- Can customers call you with a single press of a button?
- Are page links large enough to click with your thumb?
- If you are a retailer, is your store locator visible on the Home screen?
- Does your website look professional and inviting to use?

**Did your website pass the mobile-friendly test? If so, then please allocate yourself a point in the checklist at the end of this chapter.**