The Ultimate Guide to Website Optimisation:

# Website Optimisation for Mobile

Opayo
By Elavon

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Smartphones are becoming increasingly popular for shopping online. According to recent data, more than half (51%) of internet users around the world use their mobile phones to purchase products online, and two out of every three (66%) say they use shopping apps on their mobile devices – be it a mobile phone or a tablet.

For eCommerce business owners, this means they need to ensure that their online shop is mobile optimised. Optimising your website for mobile simply means ensuring that your site is formatted in a way that is easy to view and navigate on a mobile device.

Optimising your website for mobile can help to improve the customer's experience, making it easier to complete a purchase, therefore increasing conversion rates and revenues. It can also aid with improving website speed, which in turn, can improve how well your website performs in mobile search results.
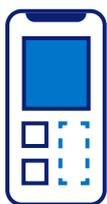
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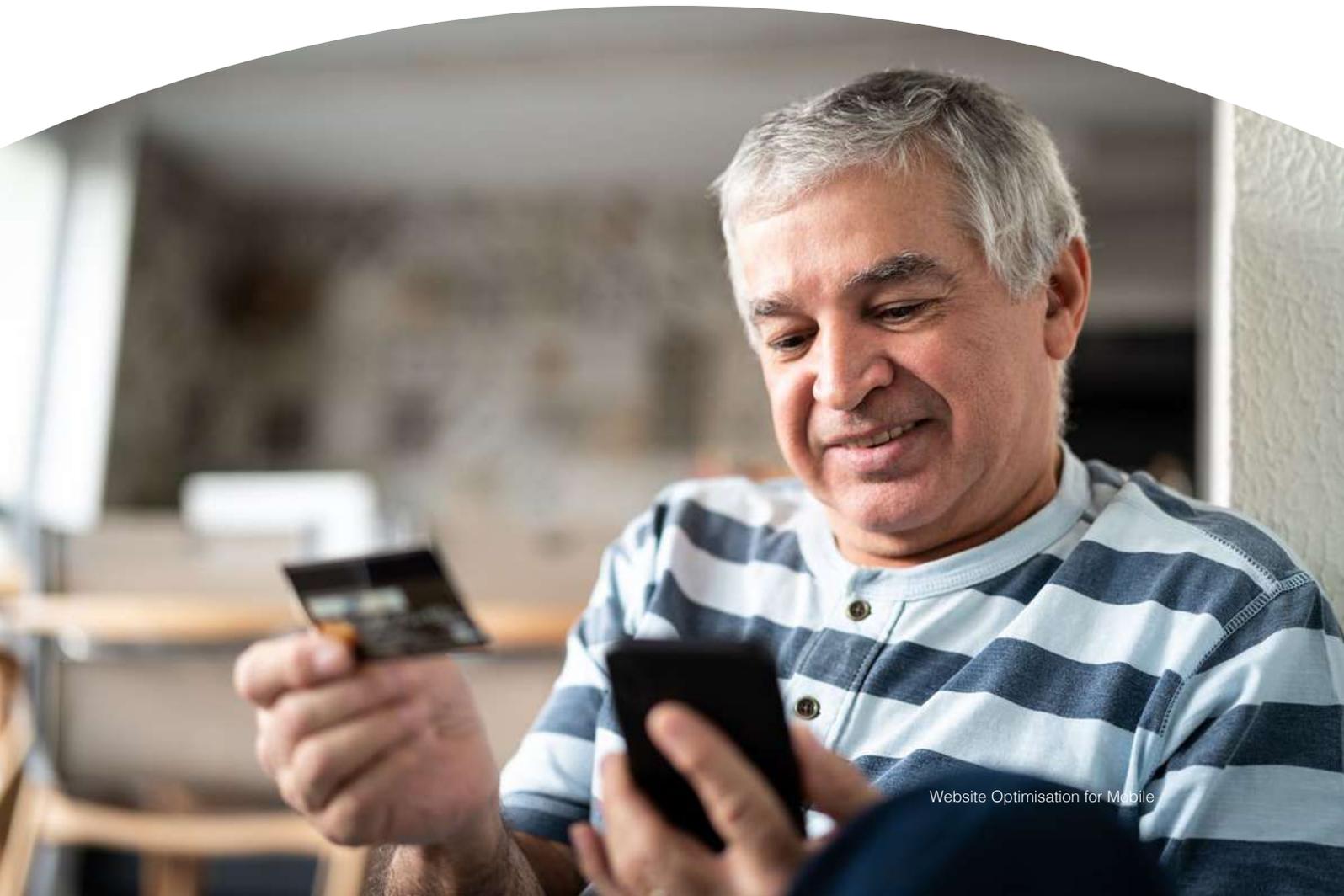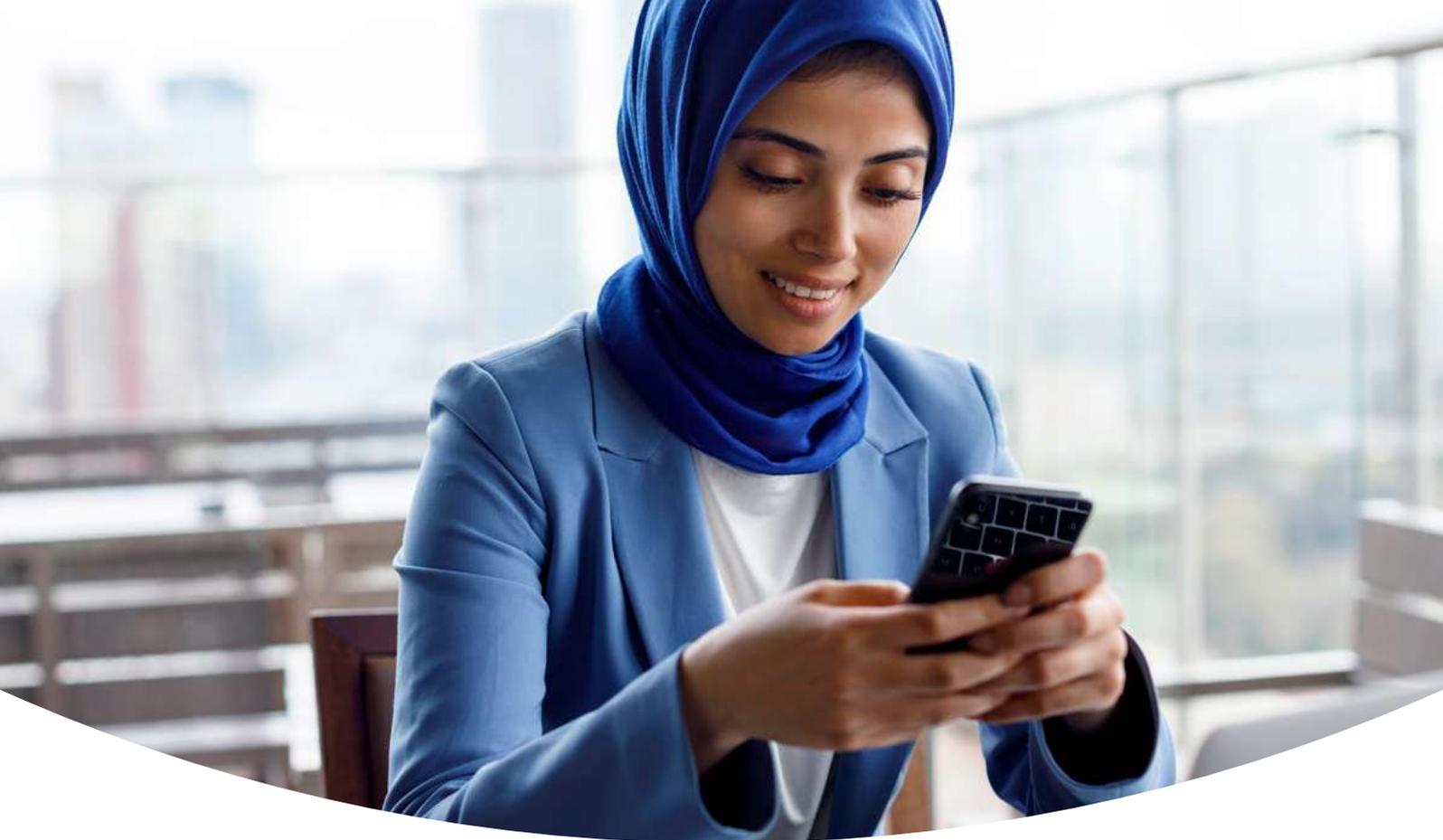
Why optimise your site for mobile

With the knowledge that more and more people are using a mobile to browse the internet and shop online, it's vital that your website is well optimised for smartphones. Essentially, you need to make sure there are no barriers or friction when a customer visits your website. In today's world, people are busy, stressed and impatient and will not wait for a page to load, or try to work out how to add a product to their carts. Therefore, you need to make their experience a positive one otherwise they will not convert.

Mobile eCommerce or 'mCommerce' is taking off in a big way globally. According to recent estimates, mCommerce is expected to account for as much as 72.9% of eCommerce purchases by 2021. Global mCommerce leaders are emerging, particularly across South East Asia in Chinese, Japanese and South Korean markets.

Here are some additional reasons why you should consider optimising your site for mobile:

Improves user experience

You need to ensure your customers can navigate your website with no no problems and friction, so you must make sure that the appropriate mobile optimisations have been made (see tips on page 6). If you create an all-round positive user experience your customers will come back!

Increases the average time spent on your site by mobile users

A mobile optimised website will keep your smartphone users on your site for longer and see them engage a lot more.
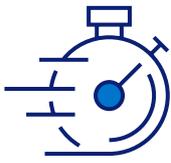
Websites load faster

When you optimise your website for smartphones, loading times greatly decrease. This is because pictures and text will automatically render at the correct resolutions.

Better search results for your site

If you have two versions of your website, traditional and mobile, the smartphone version will be displayed first for mobile users. This means that you will be way ahead of your competitors if they do not have a mobile optimised site, by being further up in the search results.

Increasing mobile website traffic is not the only reason to ensure that your website is mobile optimised. Google has recently introduced mobile-first indexing, which means that sites that have been optimised for mobile users will rank higher in search engine results. This can allow eCommerce stores to reach a wider pool of potential customers.

Taking the time to invest in mobile optimisation techniques can also help to increase conversion rates on mobile devices. As many online stores are seeing more mobile traffic, ensuring that their site is easy to navigate on via a smartphone is becoming increasingly important for sales revenue. Optimising for mobile also creates a more consistent user experience, and can serve to enhance your brand image and ensure your customers keep returning to your store.
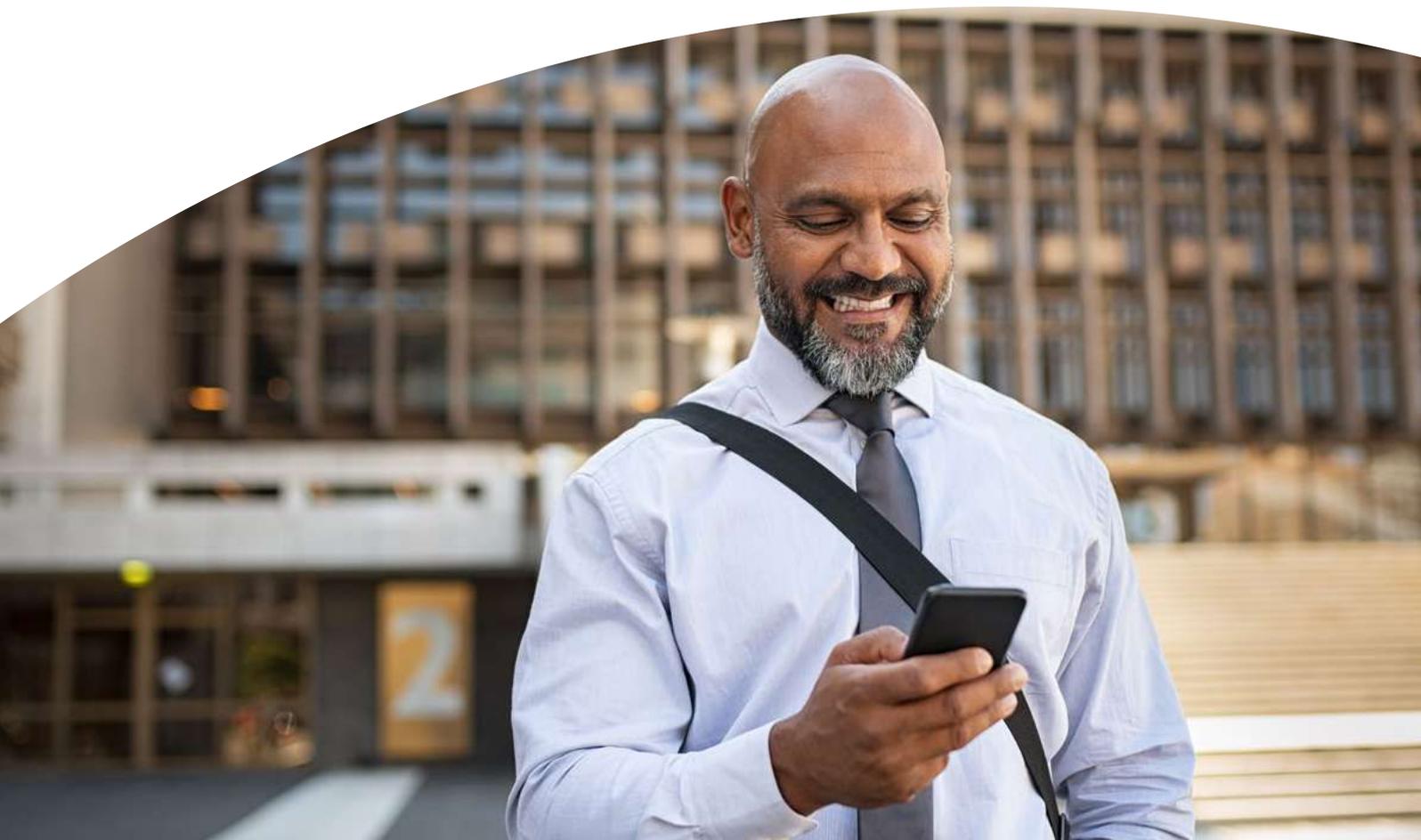
6 ways to optimise your site for mobile

Your website is often the first place of contact that your customers will encounter. You are far more likely to make a sale or retain a customer if you provide your mobile visitors with a site that is accessible and as fully functional as on a PC or laptop.

With the above in mind, here are our six top tips for optimising your website for mobile:

1

Optimise your page loading speed

Customers often expect website pages to load in just a few seconds, and even faster for mobile pages. Compressing media files, reducing the number of videos and images, or opting for pre-loading or lazy loading will help to speed up your website for mobile users. Faster page loading times can reduce your bounce rate and can connect your customers to your products sooner.

2

Resize images and icons
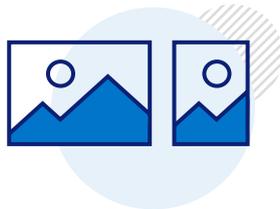
To allow your website visitors to easily view your mobile site content, resize images and icons so they are still easily clickable on a touchscreen, but don't take up valuable space. Reducing image and video size can also help to improve your page loading speed.

Optimise checkout for mobile users

3

The checkout process on mobile devices needs to be simple and easy to navigate. Many mobile shoppers are often looking to complete a sale faster than desktop users as they may be shopping on the go or multitasking. Including payment options that give customers instant access to their payment information, can also help to speed up the mobile payment process. To achieve this, your checkout process could offer payment via PayPal wallets, Apple Pay or offering auto-save for credit card details for faster future checkouts. Additionally, consider using methods such as autofill for address fields or copying shipping addresses into billing address boxes to make form-filling easier on mobile. Offering the option to checkout as a guest can also allow for faster checkout and prevent mobile users from having to fill in lengthy forms on smaller screens. Although many mobile checkout optimisation principles are similar to desktop checkout optimisation, ensuring that your website is tailored to mobile purchases can help to improve your conversions and sales revenue.

Simplify navigation

4

Touchscreens are much less accurate than a mouse or trackpad and your website navigation needs to accommodate for this. Compress navigation bars into 'hamburger bars', this allows visitors to expand the site navigation menu on when they wish to view other pages. This can save valuable space on your mobile site for more product information.

5

Make all of your content available to all of your users

Although images and icons may have to be smaller and some text rearranged for easier mobile navigation, this does not mean that you need to sacrifice any of your website content. Giving your mobile users access to all of the same content and information that is available on your desktop site, can ensure that mobile visitors do not become frustrated and leave your site, costing you potential sales.

6

Test your website

Before you make your newly optimised mobile website live, run it through a mobile testing tool so you can identify and correct any problems that could affect your mobile user experience.

Conclusion

Mobile online shopping (or mCommerce) is quickly becoming the new normal and ensuring that your eCommerce website is optimised for all of your website visitors, will allow your site to remain competitive and ensure that you keep making conversions.

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Mobile-friendly checkout optimisation tips

Mobile website optimisation

With more than half (51%) of online shoppers now making their purchases on their mobile devices, the need for a seamless mobile-friendly checkout process is becoming increasingly important.

Shopping on a mobile device offers quite a different experience compared to shopping on a desktop computer. Mobiles have smaller screens making it difficult to enter lots of information and can often have an unreliable internet connection.

Ensuring that your online store offers both an efficient and speedy mobile checkout will help to improve your customer's experience and allow transactions to be completed as fast as possible, keeping pace with your customers' online shopping expectations.

Website Optimisation for Mobile

Benefits of mobile checkout optimisation

Offering an efficient checkout experience is crucial regardless of what platform your customers are using, as it has a direct link to your store's revenue. By optimising your mobile checkout, your eCommerce store could benefit from:

Reduce cart abandonment

The checkout is where most customers decide to abandon their purchase. Therefore, offering an easy checkout experience can increase the likelihood of customers completing their purchase at your store. This is particularly important with the increased use of smartphones for online shopping, as without a mobile optimised checkout, your cart abandonment rate may begin to increase, resulting in an increase in conversion rates.

Increased conversion rates

Optimising your checkout process for mobile devices also makes your products more easily accessible to a wider range of customers. If new customers discover that they can complete their purchase more easily on their preferred device at your store, they can be more likely to make a purchase, resulting in an increase in conversion rates.

Improved customer experience

Offering a checkout experience that is tailored to your customers' online shopping preferences can improve your customer's experience, which can in turn, lead to customer loyalty encouraging repeat purchases, all of which has the potential to increase your store's revenue.

Useful tips for mobile checkout optimisation

Here are some of our top tips for optimising your checkout process for mobile devices.

Offer multiple payment options

With more and more people doing their shopping on their phones, it's important that your eCommerce site offers a wide variety of options for mobile shoppers. Mobile shoppers are often looking for a fast and convenient way to complete a purchase, therefore, providing credit and debit card payment options combined with a digital wallet like PayPal, will allow you to cover the majority of transactions. The more payment methods you have available, the higher the chances are that your customers will be able to pay via your online store.

Simplify forms with autofill

As mobile phones have much smaller screens, it can be difficult for customers to enter lots of information into checkout forms. Offering features such as autofilling address information, postcode lookup menus or duplicating shipping addresses into billing address columns, can help to simplify and speed up the checkout process. It might also be worthwhile to offer the AutoFill Credit Card feature, which allows users to take photos of their credit cards to populate information; the details are scanned and the information is then added to the website's credit-card field. Similarly, having the ability to store your customers' credit card details without them having to enter their card details each time will make their next purchase less 'painful' meaning they'll be happier with their purchase and more likely to return.

Include bigger CTA buttons

It's important to make sure your call to action buttons on your mobile site are significantly bigger than those on your desktop site. They need to be readable and work properly to allow the customer to go straight to checkout. Most users use their thumbs on mobile, and no thumb size is equal so it's critical to design with that in mind so mistakes are avoided. It's also worth ensuring that there is a suitable amount of distance between them. Clicking 'back' instead of 'next' can be frustrating for mobile web users.

Offer a one-click checkout option

If your customer has already set up an account with you, then you may have their shipping and billing information already stored. For these customers, consider offering a one-click checkout option that uses the information they have provided you with for previous transactions.

Provide larger spaces in text boxes

Mobile phone screens are narrow therefore you should make sure shoppers have a big enough field in order to fill in the information related to their order, such as their address, this helps reduce the risk of errors and customer frustration.

Display relevant keyboards

When a mobile customer clicks on a form field you need to ensure that they are being presented with the right keyboard to input that information. For example, when asking for a telephone number, make sure that the number keyboard appears for your customer.

Offer guest checkout or social logins

Consider offering a guest checkout or option to sign in using a social media account such as Google or Facebook. These checkout options can make the payment process faster and reduce the need for form-filling, which can be challenging on a mobile device.

Include a progress bar

Placing a progress indicator bar near the top of your checkout screen can show customers how long it will take for them to complete their purchase. This is an especially useful feature for mobile checkout as mobile shoppers are often looking to complete their purchase more quickly. Progress bars can be implemented on both email and on-site. Either after a shopper has abandoned to let them know just how close they are, or on-site to prompt and increase conversions.

Vertically align information boxes

Ensuring that your checkout process is formatted vertically means that customers do not need to use 'pinch and zoom' to orientate themselves on your webpage. If your customers are able to easily swipe through to the next stage it can reduce the frustration caused by poor website navigation, which can often lead to cart abandonment.

Reduce checkout page content

Mobile screens can accommodate less content than desktop screens, and because of this you want to ensure that you are only displaying relevant information to your customers. Less content throughout the checkout process can stop your customers from becoming distracted and abandoning their purchase.

Conclusion

Ensuring that your checkout process is suited to your customers, regardless of what device they are using, can help to increase your store's revenue and allow you to reach a wider customer base.

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The Ultimate Guide to Website Optimisation

A **FREE** and complete guide to help you get the most out of your business' eCommerce website. Includes everything you need to know about:

- **The checkout process**

- **Website design**

- **Optimise your website speed**

- **Website optimisation for mobile**

- **Sales**

- **Upselling and cross-selling**

- **What is a good conversion rate?**

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Speak to an advisor today:

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