

# Is Your Website Mobile-Friendly?

**Answer These Questions To Find Out.**



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It can be daunting—determining how to incorporate mobile into your marketing mix. Remembering one fact is essential:

*The core of any successful mobile strategy is priority on the consumer experience.*

This is where your customer [persona](#) will prove beneficial. To determine your most effective mobile strategy, really putting yourself in the consumer's shoes is critical. What kind of information will he be looking for? Where will she be? e.g. in a store? car?

In order to determine if your website is mobile friendly, ask yourself these questions:

### What is my web site experience on a smart phone?

(If you haven't already, log on to your site from a phone.)

- How long does it take my site to load?
- Is the content easy to find and understand on a smaller screen?
- Is the navigation clear, clean and simple?
- Can a customer find what they are looking for?

### Can a customer find me?

- Does my site show up as a top result on a local search?
- Is my contact information easy to find? What about directions?
- Have I [claimed all my local places](#)?

### Am I taking full advantage of local offers?

- Have I tailored offers to appeal to prospects, existing customers?
- Am I rewarding the appropriate behaviors? e.g. Are the offers designed to drive traffic? To reward frequent purchases?

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### How am I engaging with customers?

- Do I encourage customer feedback? If so, am I responding and thanking customers?
- Am I encouraging them to sign up for offers, news, etc?
- What about other channels like email?

### Am I monitoring my sites performance through tools like Google Analytics?

- Do I know how consumers are interacting through the mobile channel?
- Am I adapting to their behaviors?



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