Mobile Website Audit Checklist

1 – Optimise

Are you using a responsive website template?

If not, have you created separate pages for the mobile version of your website?

Have you ensured all resources are crawlable?

Have you signalled that your page is formatted for mobile to Google?

2 – Design

Are all fonts appropriately sized for a smaller screen, including headers and menus?

Does your every page display well on a vertical screen rather than landscape mode?

Have you removed any interstitials that disrupt the user experience?

Is the homepage link visible?

Have you shortened menus?

Is the site search easy to find?

Have you eliminated all need to pinch-and-zoom?

Have you changed all open-in-new-window links to redirect links?

Is the website generally easy to navigate?

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3 – Plugins

Are all plugins compatible with mobile?

If your site uses Flash, have you switched to HTML5?

Have you installed plugins for search filters?

4 – Get AMPed

Have you enabled Accelerated Mobile Pages on your website?

If not, have you built separate Accelerated Mobile Pages?

Are you using AMP-compatible extensions?

Have you removed all forms from Accelerated Mobile Pages?

Have you implemented structured data?

Does your site's logo meet Google's AMP guidelines?

5 – Test it out

Have you run your domain through Google's mobile-friendly test tool?

Have you verified your mobile site in Google Search Console?

Have you run Google's AMP test tool?

Have you run Google's mobile speed comparison and revenue estimator tool?

Still have questions about how to optimise your website for mobile?

Get in touch with the Emote developer team and see how we can boost your web presence for you.