

# Mobile Conversion Optimisation Scorecard

This mobile conversion optimisation scorecard is intended to be a starting point to help you weigh up the strengths and weaknesses of your website when it's viewed on mobile devices. Once completed, you can work out where your efforts should be focussed.

<b>Technical</b>	Have you run a site speed report to check loading times on mobile?	Yes No <input type="checkbox"/> <input type="checkbox"/>
	Have you checked performance across different mobile devices?	Yes No <input type="checkbox"/> <input type="checkbox"/>
	Are all your pages mobile friendly throughout the conversion funnel?	Yes No <input type="checkbox"/> <input type="checkbox"/>
	Does your site layout scale for both landscape and portrait views?	Yes No <input type="checkbox"/> <input type="checkbox"/>
<b>Impact</b>	Are the key messages and call to action immediately visible?	Yes No <input type="checkbox"/> <input type="checkbox"/>
	Does the layout, imagery and content look good on a smaller screen?	Yes No <input type="checkbox"/> <input type="checkbox"/>
	Is the content displayed in a way that makes it clear users can scroll?	Yes No <input type="checkbox"/> <input type="checkbox"/>
	Is any key content from the desktop website hidden for mobile?	Yes No <input type="checkbox"/> <input type="checkbox"/>
<b>Experience</b>	Is the menu accessible and contain short & sweet content?	Yes No <input type="checkbox"/> <input type="checkbox"/>
	Are links and buttons big enough and far enough apart to tap easily?	Yes No <input type="checkbox"/> <input type="checkbox"/>
	Do users have to pinch and zoom to bring content into focus?	Yes No <input type="checkbox"/> <input type="checkbox"/>
	Is it easy to get back to the homepage?	Yes No <input type="checkbox"/> <input type="checkbox"/>
<b>Conversion</b>	Are forms streamlined so they only capture required information?	Yes No <input type="checkbox"/> <input type="checkbox"/>
	Do you have a prominent 'click to call' number or 'find us' map link?	Yes No <input type="checkbox"/> <input type="checkbox"/>
	Are you asking for data in the right format e.g. numeric, calendar etc?	Yes No <input type="checkbox"/> <input type="checkbox"/>
	Can users easily input their details via drop downs, toggles, etc?	Yes No <input type="checkbox"/> <input type="checkbox"/>

## More resources

Google Page Speed Tool: <https://developers.google.com/speed/pagespeed/insights/>  
Mobile viewport: <https://developers.google.com/speed/docs/insights/ConfigureViewport>  
Keeping forms simple: <http://usabilityhour.com/better-forms/>

The CRO team at Search Star are well versed in turning analysis into insight with over eight years' experience in optimisation. With our experience we can make your website work even harder. If you'd like to find out more call **Ryan** on **01225 58 38 38** or visit **[www.search-star.co.uk](http://www.search-star.co.uk)**.