

10 Steps to Being Mobile Friendly

The Ultimate Checklist

1. Ensure your organization is updated about the changes and potential impact.
2. Test your site to see whether Google views you as mobile friendly or not.
3. Double check your CMS specific recommendations.
4. Check speed and load times.
5. Optimize your images.
6. Check your redirects.
7. Ensure you haven't blocked Java, CSS or image files.
8. Check where you are sending searches (If you don't have a mobile page, send to desktop).
9. Ensure you have proper advertising for apps.
10. Monitor and report fluctuations.

