



HOW TO MAKE YOUR WEBSITE WORK ACROSS MULTIPLE DEVICES

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Your audience isn't on one screen anymore...



90%

of people move between devices to accomplish a goal, whether it's on smartphones, PCs, tablets or TV.¹



86%

of people use their smartphones while consuming other media.²



Average number of devices per person in UK **increasing from 2.3 in 2012 to 3 in 2013.**³

1. The New Multi-screen World: Understanding Cross-Platform Consumer Behavior; Google and Ipsos MetdiaCT; U.S; August 2012

2. What Users Want Most From Mobile Sites Today; Google/Sterling Research/ SmithGeiger, US, July 2012

3. Google Connected Device Study, UK, March 2013



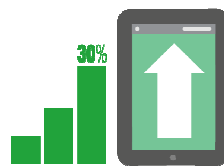
...and they love their smartphones and tablets



Smartphone usage in the UK has **more than doubled** in two years, rising to **62%**. ¹



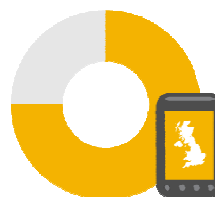
80% never leave home without their smartphone. ⁴



Tablet usage in UK **tripled in the last year** rising to **30%** from **11%** a year earlier. ²



People use their smartphone everywhere: **85%** use it on the go, **71%** at work and **72%** in stores. ⁵



Nearly three quarters of British smartphone users go online with their mobile every day. ³



46% of smartphone owners only use their phone to research. ⁶

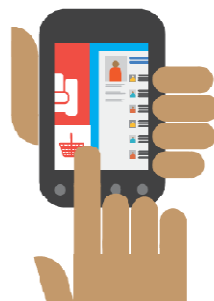


Sites that work across devices have a big impact



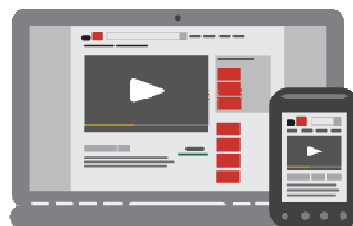
75%

of customers prefer a mobile friendly site.¹



61%

of customers who visit a mobile unfriendly site are likely to go to a competitor's site.²



Sites that work well across devices keep your customers **happy, improve the performance of your online marketing and build brand value.**



How to keep your customers happy

- ✓ Speed
- ✓ Usability
- ✓ Content
- ✓ Consistency
- ✓ Paths to Purchase
- ✓ M-Commerce





SPEED

People like quick



38%

say **speed** is the most important factor when using the mobile web.¹

74%

of people will abandon a mobile website that takes more than 5 seconds to load.²

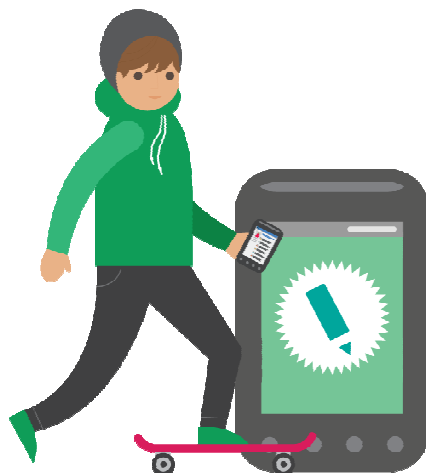
Keep page and image weight small.

1. The People's Web Report, Netbiscuits, UK, June 2013.
2. Mobile Websites and Apps Optimisation Best Practice Guide UK, Jan 2012.



SPEED

Design Considerations



Design has performance implications:

- Big speed concern especially for m-sites: **re-directs**
- Avoid over-downloading of hi-res images - consider **initial low-res download** then hi-res substitution later in session
- **Speed performance testing** is key to success



High performance web sites lead to **higher visitor engagement**, retention and conversions.



Amazon found every 100ms of latency cost them 1% in sales. Google found an **extra 5 seconds** in search page generation time **dropped traffic by 20%**.

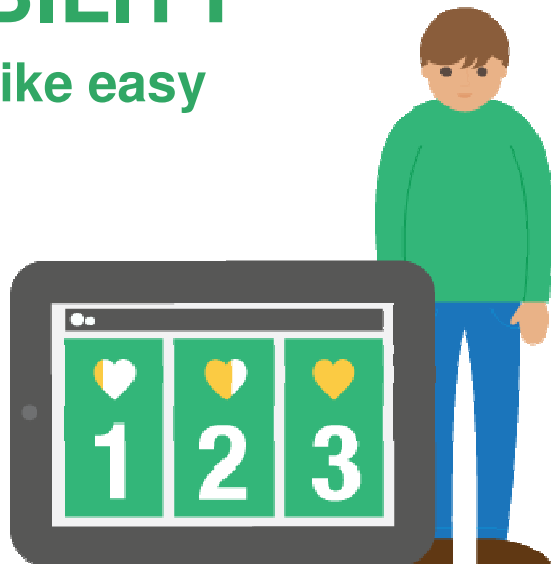


Google uses site speed in web search ranking



USABILITY

People like easy



52%

said that a bad user experience made them less likely to engage with a company.¹

66%

of people are more likely to order on a mobile friendly site.²

Make buttons big, scrolling simple and avoid pinch and zoom.

1. What Users Want Most From Mobile Sites Today, Google (conducted by Sterling Research and SmithGeiger), US, July 2012.

2. What Users Want Most From Mobile Sites Today; Google/Sterling Research/SmithGeiger, US, July 2012



USABILITY

Design Recommendations



Touch target size to be min **48dp** and space between targets min **8dp**



Use descriptive buttons (e.g. “Step **1 of 3**” versus “Next”), help users understand where they are



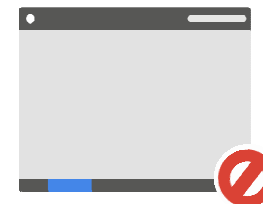
Font size to be min **10px**



No actions through hover



No Pop-Ups



No horizontal scrolling required (max width **320dp**)



CONTENT

People know what they want



61%

will leave if they don't see what they are looking for right away on a mobile site and quickly move on to another site. ¹

52%

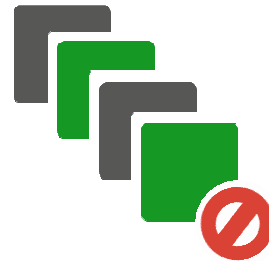
of adult mobile phone owners use their devices while in a store to get help with purchasing decisions. ²

Use analytics for the full picture on what your customers like.



CONTENT

Design recommendations



Don't overload users



Ensure videos work (Use HTML5 not Flash)



Easy navigation (quick access to key actions) Link to full desktop site



Minimise use of images for creating text – just use text!



CONSISTENCY

People like to be remembered



49%

believe the best thing retailers can do to improve the shopping experience is to better integrate in-store, online and mobile shopping channels.¹

67%

of mobile web browsers who are intent on purchasing, start shopping on one mobile device and finish on another device.²

Make key processes work across devices e.g. wish lists, shopping baskets.

1. Accenture Seamless Retail Study, US, April 2013
2. The People's Web Report, Netbiscuits, UK, June 2013.



CONSISTENCY

Design Recommendations

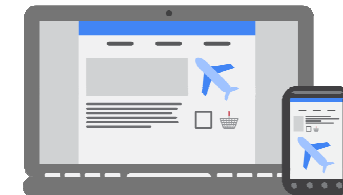


Save **shopping baskets** and **wish lists** on server side



Remember **user preferences** -
currency, language etc.

Com|plete



Minimise text entry by using
autocomplete and saved
details

Use **consistent icons**
across devices



PATHS TO PURCHASE

People like to make calls, download apps and visit shops



32%

of local mobile consumers visited a store after a search, 39% made a call.¹

80%

of mobile-searches triggered store visits and 85% of calls happen within 5 hours of initial search.²

If appropriate include store locators, call buttons and app store links.



PATHS TO PURCHASE

Design Recommendations



Ensure phone numbers are **Click to Call**



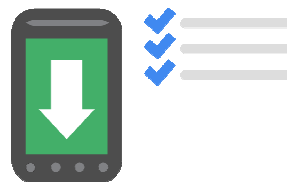
Include store locator & opening hours - use maps



If you display a phone number make sure you have answering hours next to it



It's not just about purchasing – **people check stock availability, in-store sales, or to confirm home deliveries**



App download - if you have an app make sure you promote on your site in best place, e.g. “thank you for order” page, with its core benefits / differentials stressed.



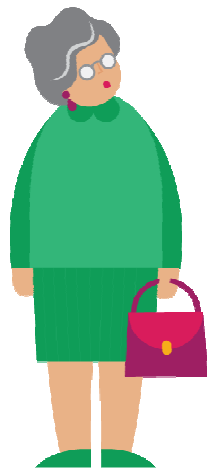
Analytics - track the above as KPIs





M-COMMERCE

People like buying to be simple



66%

have abandoned a shopping cart because of issues encountered at check-out.¹

20%

of web sales accounted for by mobile commerce in Q1 2013. Up from 15% in Q4 2012.²

Keep forms simple and minimize steps required.

1. 2013 Mobile Consumer Insights, JUMLO/Harris Interactive(R), US, May 2013
2. IMRG Capgemini e-Retail Sales Index, IMRG and Capgemini, UK, April 2013



M-COMMERCE

Design Recommendations

Address



Simplify payment process
payment details and shipping address auto-generated

Make search prominent.
It's the fastest route to discovery - use auto-complete to suggest products.



Don't use inline labels on forms.
Labels inside boxes disappear leaving users confused



Keep forms short and simple.
and provide the best keypad e.g. numbers keypad for phone number field



Allow people to use stored payment details from third party payment systems or social media profiles



Provide detailed product information. Reassure customers they've found the right product.



Three ways to build:

Responsive Web Design - Same URL, Same HTML

- ✓ Optimises experiences across different screen sizes without creating multiple websites.
- ✓ Responds to screen size and orientation to adjust images, layout and content visibility.
- ✓ Uses touch-screen acts e.g. dragging, swiping.
- ✓ Easier for people to share links that work well.



Dynamic serving - Same URL, Different HTML

- ✓ Server detects device type and presents custom page on same URL.
- ✓ Pages designed for any kind of device.
- ✓ Some code maintenance on a per device basis.



Separate sites - Different URL, Different HTML

- ✓ Mobile site independent of desktop site.
- ✓ Browser detects if visitor is on a mobile device and redirects them to the mobile site.
- ✓ Mobile sites tailored to needs of mobile user.





Three ways to build:

Responsive Web Design

Same URL, Same HTML

Configurations & their Pros & Cons



Pros



Single URL for a piece of content

Easier to share/link to content and build URL equity (SEO).

Content parity

Same content regardless of device being used, providing streamlined user experience.

No redirection

This will reduce load time. Breakpoints can easily be added for new screen sizes.

Cons



Limited flexibility

Challenge to develop a truly customized device-specific experience and fully address user's context.

Common mistakes



Data bloat.

Don't let users download full size images for small screens. Reduce HTTP requests, minify CSS/JS, load visible content first and defer everything else.

Blocking Googlebot

Do not unintentionally block Googlebot from detecting relevant page Assets.

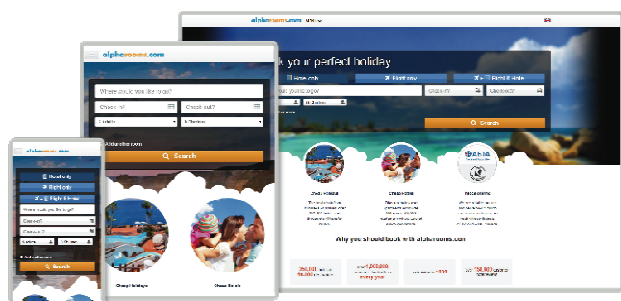
For more information visit <https://support.google.com/webmasters/answer/2387297?hl=en>



Three ways to build:



Overall conversion rate doubles, mobile conversion rate grows fourfold with **RWD**



Approach

- ✓ Designed a new site based on responsive web design (RWD)
- ✓ Used existing site to perform A/A/B testing on new developments
- ✓ Staggered rollout according to specific user journeys
- ✓ Drove traffic with AdWords enhanced campaigns

Goals

- ✓ Improve conversion rates on smartphones and tablets

Results

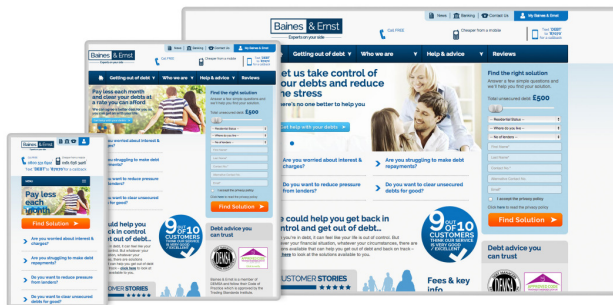
- ✓ High brand engagement at low cost
- ✓ Cut time required to price itineraries by half
- ✓ Doubled overall conversion rate
- ✓ Increased mobile conversion rate fourfold
- ✓ Improved usability on all devices
- ✓ Reduced mobile bounce rate by 35%



Three ways to build:

Baines & Ernst

After moving from a separate mobile site to a **responsive web design**, mobile conversions leapt 51%.



Approach

- ✓ Initiated mobile marketing
- ✓ Created mobile-optimised site
- ✓ Conducted user research and derived insights from Google Analytics
- ✓ Replaced existing sites with new website built using **responsive web design (RWD)**

Goals

- ✓ Deliver a consistent user experience across all devices
- ✓ Enable potential customers to find the right information on any size screen
- ✓ Drive conversions, measured as enquiries

Results

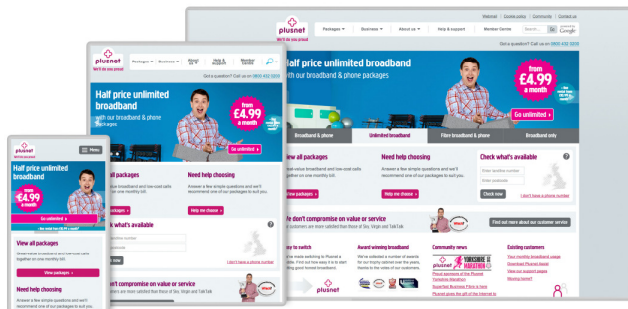
- ✓ Following launch of **RWD** site, pages per mobile visit grew 11%
- ✓ Average visit duration on mobile increased 30%
- ✓ Mobile bounce rate decreased by 8%
- ✓ Mobile conversions increased 51%



Three ways to build:



RWD site doubles traffic and increases sales tenfold on smartphone and tablet



Approach

- ✓ Built website using responsive web design (RWD)
- ✓ Increased investment in mobile search marketing

Goals

- ✓ Facilitate site conversions on all devices
- ✓ Improve user experience and customer journey

Results

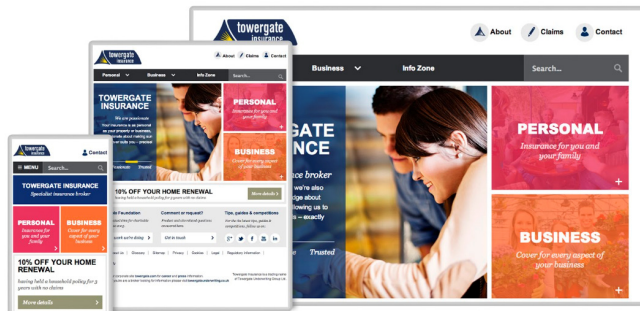
- ✓ New site converts smartphone and tablet users at higher rate than old site converted overall
- ✓ Time to convert metric on smartphones and tablets has decreased 40%
- ✓ Duration and number of pages viewed persmartphone and tablet visit have increased
- ✓ Online sales via smartphone and tablet devices have grown tenfold year on year



Three ways to build:



Responsive web design and enhanced campaigns boost mobile visits 218%.



Approach

- ✓ Launched responsive web design (**RWD**) site
- ✓ Upgraded to AdWords enhanced campaigns
- ✓ Implemented bid adjustments according to time of day and device

Goals

- ✓ Increase lead volume
- ✓ Deliver user experience tailored to device
- ✓ Future-proof for new smartphones, tablets and other web enabled devices

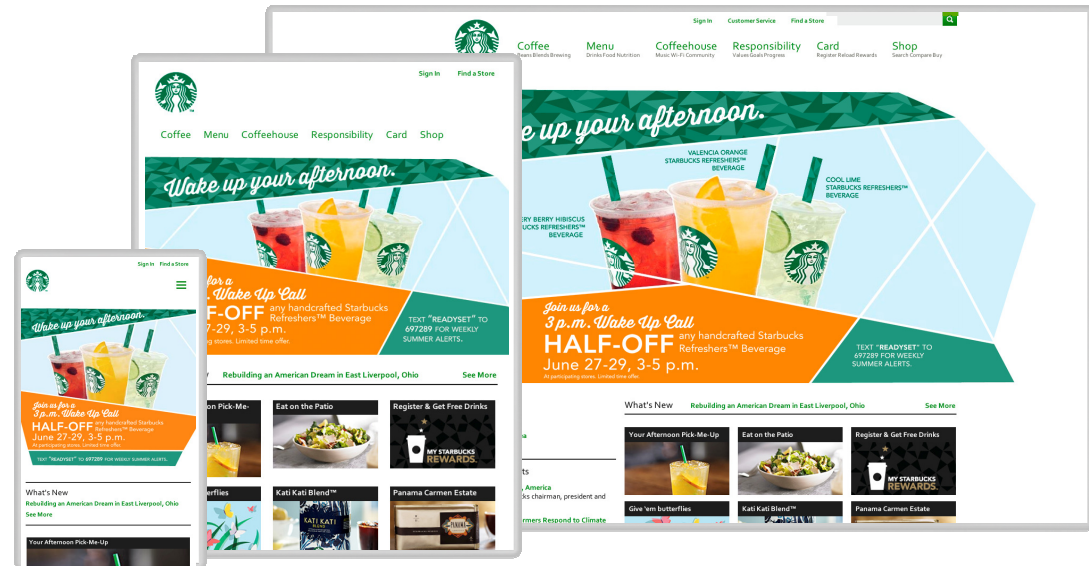
Results

- ✓ Since launch of RWD site, visits on mobile have grown 218% and on tablet 236%
- ✓ Click to lead rate has improved by up to 5% on some product categories



Three ways to build:

Responsive web design: **Starbucks**



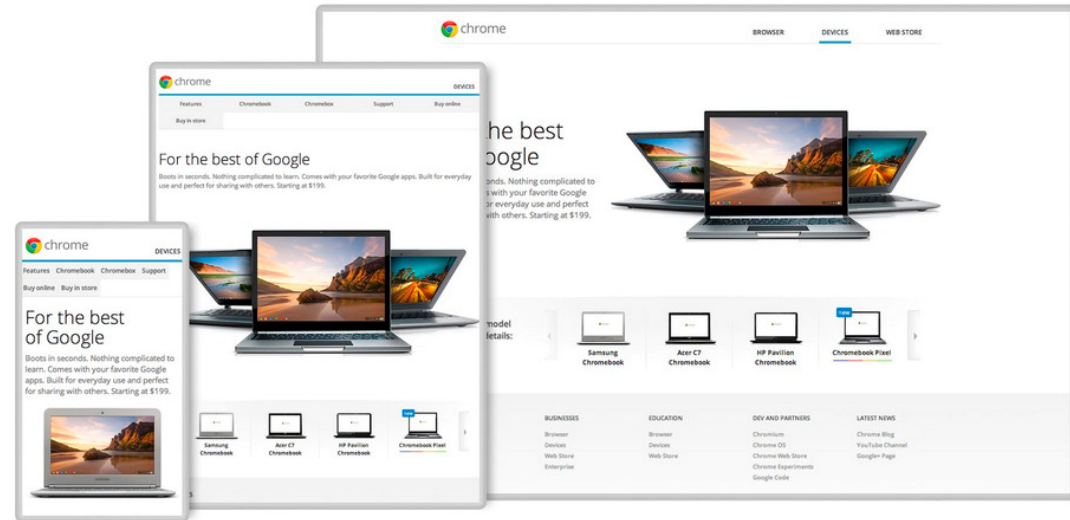
What the **Starbucks** site does well:

- ✓ Content optimized for mobile (Find a Store option prioritized)
- ✓ Consistent, touch-friendly experience across devices
- ✓ Easy to navigate, regardless of screen size
- ✓ Menu reduces to become prominent dropdown on mobile



Three ways to build:

Responsive web design: **Chromebook**



What the **Chromebook** site does well:

- ✓ Content optimized for mobile (Find a Store option prioritized)
- ✓ Consistent, touch-friendly experience across devices
- ✓ Easy to navigate, regardless of screen size
- ✓ Menu reduces to become prominent dropdown on mobile

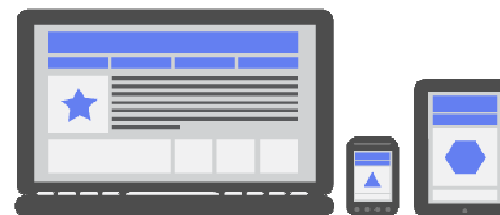





Three ways to build:

Dynamic serving

Same URL, different HTML

Configurations & their Pros & Cons



Pros 	Cons 	Common mistakes 
<p>Fully customized device experience Content and layout created for a specific user segment.</p> <p>Easier to make changes Changes can be limited to specific customer segments.</p> <p>Faster load times Opportunity to streamline and optimize content for optimal load times.</p> <p>Single URL Builds brand equity across devices and makes sharing easy.</p>	<p>Content forking Several sets of content which can make management more complex (unless CMS is used).</p>	<p>Faulty Device Detection Dynamic serving requires device detection which is unreliable. Ensure detection methodology is up to date.</p>



Three ways to build:

Separate mobile site Different URL, Different HTML

Configurations & their Pros & Cons



Pros



Fully customized to mobile users

Content and overall experience created for a specific user segment.

Easier to make changes

Changes can be limited to the mobile version of a website, other devices do not have to be considered.

Faster load times

Opportunity to streamline and optimize content for optimal load times.

Cons



Multiple URLs

Sharing a web page requires flawless redirecting integration.

Content forking

Two different sets of content which can make management more complex.

Common mistakes



Faulty Redirects

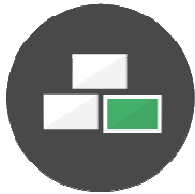
Avoid redirects from deep desktop pages to a generic mobile homepage. Also avoid smartphone-only 404s.

Annotations for desktop and mobile URLs

Use appropriate tags to indicate device specific content so your sites can be indexed correctly.

Consistent user experience

Avoid unintentional differences in user experience across devices. It might lead to bad user experience (especially missing content).



Three ways to build:



Since moving to a **separate site**, AutoTrader receives more than 30% of all traffic from users on mobile devices.



Approach

- ✓ Use **separate site** to put emphasis entirely on search
- ✓ Emphasis on making search as easy and effective as possible
- ✓ Speed of response and minimal download times essential

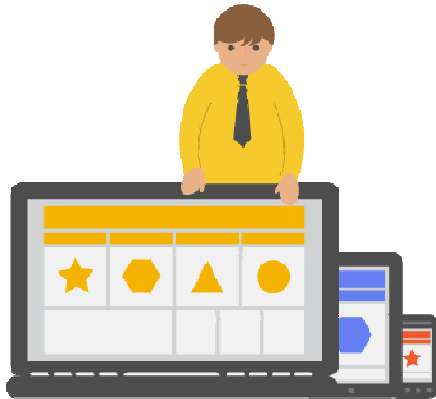
Goals

- ✓ Create a seamless experience across all channels
- ✓ Provide increased convenience for dealers and customers
- ✓ Make the most of mobile and its unique capabilities

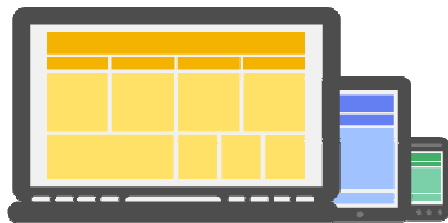
Results

- ✓ Approximately 80% of mobile users are using AutoTrader more because of improved experience
- ✓ 2.2 million unique visitors per month across all mobile channels
- ✓ Mobile advertising solutions deliver growing mobile vehicle views, website visits

Summary



Sites that work across multiple devices give your customers **better experiences**.



Three ways to build: **Responsive Web Design, Dynamic Serving and Separate Sites**



Key considerations are **SPEED, USABILITY, CONTENT, CONSISTENCY, PATHS TO PURCHASE** and **M-COMMERCE**.

YOUR BRAND

Benefits include **better search visibility, performance of your online marketing campaigns** and **brand value**.

For more information on how to make your
website work across multiple devices:



www.google.co.uk/think