

SUES WEBSITE ASSISTANCE



Why make a website mobile-friendly?

Mobile is changing the world. Today, everyone has smartphones with them, constantly communicating and looking for information. In many countries, the number of smartphones has surpassed the number of personal computers; having a mobile-friendly website has become a critical part of having an online presence.

If you haven't made your website mobile-friendly, you should. The majority of users coming to your site are likely to be using a mobile device.

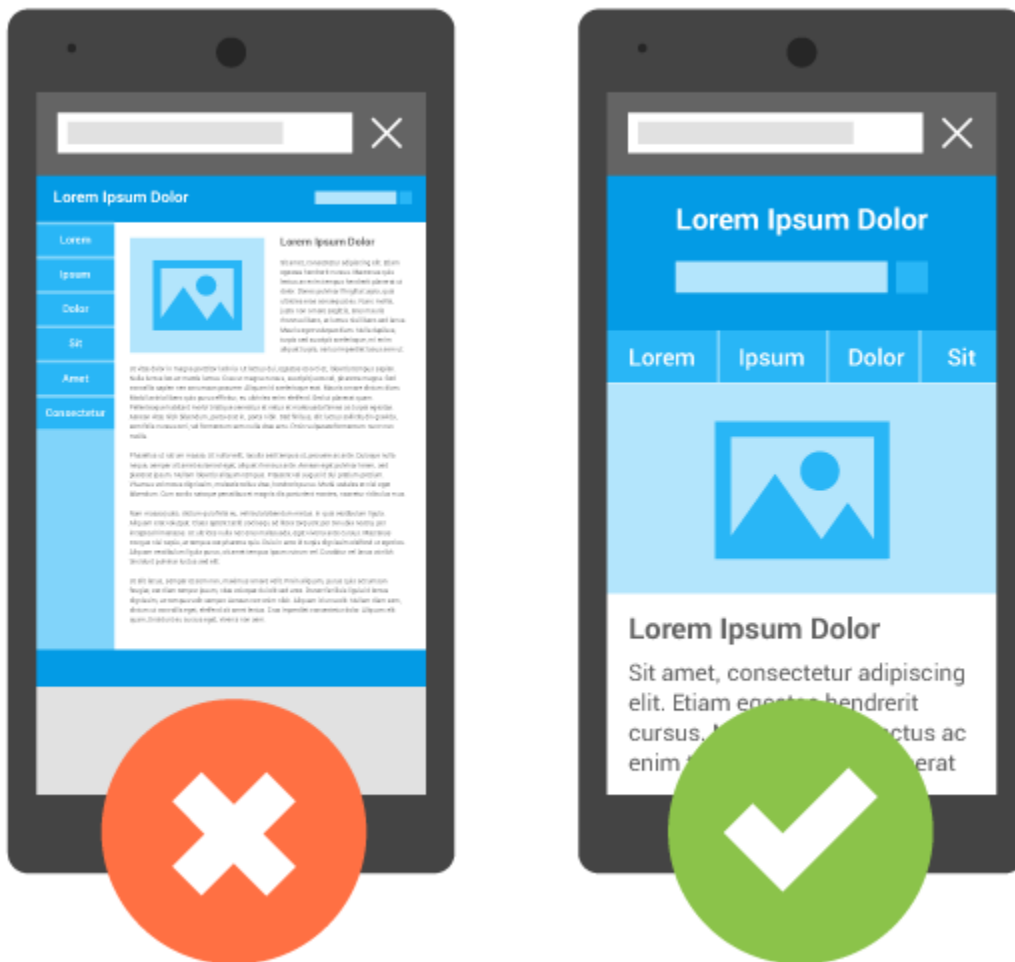
1. *If you don't know if your website is mobile-friendly, take the [Mobile Friendly Test](#) now!*
2. If you used content management software like Wordpress to build you website, Check out our [guide to customize your website software](#).
3. If you don't use such software, consider hiring a web developer. We have a [checklist of things to care about when doing so](#).
4. If you're technical enough to do it yourself, check our [Mobile SEO Guide](#).

If you want to know more about the reasons why you should create a mobile-friendly website, read on!

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The desktop version of a site might be difficult to view and use on a mobile device. The version that's not mobile-friendly requires the user to pinch or zoom in order to read the content. Users find this a frustrating experience and are likely to abandon the site. Alternatively, the mobile-friendly version is readable and immediately usable.

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In the USA, [94% of people with smartphones search for local information on their phones](#). Interestingly, [77% of mobile searches occur at home or at work](#), places where desktop computers are likely to be present.

Mobile is critical to your business and will continue to be so – whether you’re blogging about your favorite sports team, working on the website for your community theater, or selling products to potential clients. Make sure visitors can have a good experience on your site when they’re visiting from their mobile devices!

The work involved in making a mobile-friendly site can depend on your developer resources, business model, and expertise. For an example of how a desktop site might be redesigned to work on mobile, see the following diagram:



On a very basic implementation level, transitioning an existing desktop site to mobile entails using existing sections of content from the desktop site and organizing them in a mobile-friendly design pattern.

For more information on the technical implementation of a mobile site, whether you hire a developer or do it yourself, see our docs on [Mobile SEO](#).

No matter which step you choose next, choose to go mobile!

Source: Google Mobile Friendly Websites

<https://developers.google.com/search/mobile-sites/#why>