# Mobile SEO Checklist

Save and download this checklist to make sure your web pages are properly optimized for mobile search. Mobile optimized pages rank higher in Google mobile search results.




## Site Set Up

- [ ] Responsive Design
- [ ] Different URLs serving different mobile optimised content
- [ ] Dynamic serving URLs

## Technical

- [ ] Add a viewport meta tag
- [ ] Allow crawling of CSS, JavaScript, and images
- [ ] Consider HTML5 for animation and videos
- [ ] Mobile sitemap submitting in Google Webmaster Tools
- [ ] Check all mobile friendly redirects for 404 errors
- [ ] (Local sites) include name, address, phone number in meta data
- [ ] Disable non-mobile friendly popups and ads

## Content / Usability

- [ ] Page speed is less than 1 second
- [ ] Hide unnecessary elements from mobile view

- [ ] Content is visible without scrolling horizontally
- [ ] Most important page elements appear at the top of
- [ ] Videos are responsive
- [ ] Consider simple banners and promote mobile apps
- [ ] Image sizes are reduced to fast load time
- [ ] Pages are readable without zooming/pinching
- [ ] Clickable links are spaced out and easy to click
- [ ] Website does not use Flash
- [ ] Mobile links point to the correct mobile page

## Other

- [ ] Run mobile-friendly test :https://search.google.com/search-console/mobile-friendly
- [ ] Note that only non-mobile friendly pages on your site will be negatively affected in mobile search results
- [ ] Check that your mobile-friendly pages show a "mobile friendly" label in the mobile search results

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