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