

Mobile SEO Checklist

All items on this checklist should be completed before this website goes live, or is considered mobile-friendly for SEO.

Website: _____

Site Setup (please select one)

- ☐ Responsive design ☐ Different URLs serving mobile-optimized content ☐ Dynamic serving URLs

Technical

- | | |
|--|--|
| <input type="radio"/> Add a viewport meta tag | <input type="radio"/> Check all mobile-friendly redirects for 404 errors |
| <input type="radio"/> Allow crawling of CSS, JavaScript, and images | <input type="radio"/> (Local sites) Include name, address phone # in meta data |
| <input type="radio"/> Consider HTML5 for animations and videos | <input type="radio"/> Disable non mobile-friendly popups and ads |
| <input type="radio"/> Mobile sitemap submitted in Google Webmaster Tools | |

Content / Usability

- | | |
|---|---|
| <input type="radio"/> Page speed is less than 1 second | <input type="radio"/> Image sizes are reduced for fast load time |
| <input type="radio"/> Hide unnecessary elements from mobile view | <input type="radio"/> Pages are readable without zooming/pinching |
| <input type="radio"/> Content is visible without scrolling horizontally | <input type="radio"/> Clickable links are spaced out and easy to click |
| <input type="radio"/> Most important page elements appear at top of | <input type="radio"/> Website does not use flash |
| <input type="radio"/> Videos are responsive | <input type="radio"/> Mobile links point to the correct equivalent page |
| <input type="radio"/> Consider simple banners to promote mobile apps | |

Other

- ☐ Run mobile-friendly test: <https://www.google.com/webmasters/tools/mobile-friendly>
- ☐ Note that only the non-mobile-friendly pages on your site will be negatively effected in mobile search results
- ☐ Check that your mobile-friendly pages show a "Mobile-friendly" label in mobile search results