

Mobile SEO Checklist



SEO Basics

- Determine mobile importance
- Identify mobile goals
- Consult Google's Page Experience/CWV/PageSpeed Insights

Consider:

- Your trajectory of mobile traffic and it's importance
- Web or mobile app integrations with your site
- Setting up regular check-ins to monitor performance

Design

- Optimize images for web
- Implement responsive design
- Simplify primary navigation
- Use correct font sizes
- Utilize whitespace
- Make sure CTAs are clear

Think about:

- Using a CDN to load media faster
- Consulting Google's latest developer documentation for image optimization
- Adhering to WCAG guidelines (Accessibility)
- Working with front-end developers to insure its crafted lightweight HTML5/CSS
- Focusing on the user experience

Technical SEO

- Optimize for load speed
- Use dynamic serving
- Avoid intrusive interstitials
- Use clean HTML5/CSS
- Utilize lazy loading
- Use structured data inclusion
- Use a CDN for media
- Optimize render blocking JS

Remember to:

- Set up recurring crawls and monitor GSC
- Leverage log file analysis
- Focus on optimizing scores for mobile
- Perform regular mobile/desktop parity audits
- Have regular cadences with front-end developers
- Track important dates to measure effectiveness
- Focus on the user experience – make it clean, not clunky

On-Page

- Make social share buttons accessible
- Simplify form accessibility
- Use big, concise headlines

Don't forget:

- People on their phones are on the go, so make it easy to digest content
- The type of content (awareness, consideration, decision) matters for CTAs

Content

- Optimize titles and descriptions
- Craft concise headlines
- Make content accessible for all screens
- Use location-based keywords (if applicable)

It's important to:

- Craft content for users first, search second
- Diversify content types, people research in different ways
- Include useful subheadings for browsing, helps both navigation and SEO