

# Get mobile ready

In 2019, mobile and tablet devices accounted for 64% of Black Friday traffic to ecommerce stores- that is a more than a 16% increase year-over-year.

But even more important than their contribution to the the traffic is the sales they drove - with over a third of purchases being attributed to mobile devices, an increase of 35%<sup>1</sup>. We've said it time and time again but having your website be mobile ready is no longer an optional extra, it is a must if you want to compete. As these figures show, the sales season is no exception.

## To make sure your site is ready for mobile users check off the following:

- Check if your site passes Google's basic mobile test, [click here](#) - it is particularly important to get on Google's good side as they penalize those sites who they don't deem mobile-friendly. While being top of their search results should always be your aim, being pushed down during the busy sales season could cost you greatly.
- Make sure your text, images and navigation adjust accordingly for use on smaller screens.

If you're interested in learning more about mobile sites, check out Google Webmaster's Mobile Guide<sup>7</sup> or their Principles of Site Design<sup>8</sup> on Web Fundamentals.





## **Could your business do with a boost for the holiday season?**

Personalization could be the answer. Why not speak to one of our  
ecommerce specialists to find out more?

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