



CLICK.CO.UK®

A SIMPLE GUIDE TO MOBILE COMMERCE



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INTRODUCTION

Mobile is fast becoming the number one online sales channel for UK retailers, but many online retailers still aren't making the most of this opportunity. [Business Insider's eCommerce Industry Insider](#) reports that while mobile is continuing to drive the most sales growth for retailers, sales still aren't keeping up with retail traffic.

Why? Many retailers are still not using best practices for mobile websites and apps. For instance, [a recent Google study](#) found that only five of the top 20 UK retailers' mobile sites load in less than two seconds.

If you aren't yet optimising your web presence for Mobile-First Indexing on Google, you really aren't optimising at all.

This eBook is designed to help you eliminate barriers to your eCommerce site appearing in search results and optimise conversion rate.

GOOGLE NOW CONSIDERS MOBILE DEVICES PRIMARY TECHNOLOGY; DESKTOP SECONDARY

Google is now actively demonstrating the importance of mobile search (more searches take place on mobile devices than desktop) by basing their index on mobile, rather than desktop, versions of websites for the calculation of search engine results pages (SERPs). 'Mobile-First Indexing' means it will use the mobile version of your site's content to rank pages, understand structured data, and to show snippets from those pages in its results.

Google has emphasised that there is no separate 'Mobile-First Index' – it still has one single index it uses for serving search results. Before they crawled and indexed the web as a desktop browser would see the web page. Now, while still taking desktop into account, Google is crawling and indexing the web as a mobile browser would see the web page.

WHO ARE YOUR MOBILE SHOPPERS AND WHAT MAKES THEM DIFFERENT?

The way people use the internet on mobile devices is different to desktop – and so is their purchasing behaviour. Mobile buyers want to get information quickly and simply, compared with desktop users, who are more patient and cautious. Many mobile online purchases are impulse buys, and they spend more money on a single purchase than their desktop counterparts do.

The stand-out issues with the mobile buyer's journey is how regularly it is interrupted and how short the sessions can be – people often browse while waiting to do other things, or between tasks. This means you need to give your customers a leaner experience that's as fast and simple as possible if you want to increase conversions.

An effective mobile eCommerce (mCommerce) presence can also have benefits for you bricks-and-mortar stores: a [Nielson study Google](#) found that 72% of people who use smartphones for mobile shopping research items on their mobile before buying in person, while 70% use their phone to check the price of an item, and 60% use a store locator before their visit.

The respondents' priorities were the abilities to:

- See product images
- access mobile-friendly versions of the websites they visit; and
- being able to read product descriptions.

USABILITY

HELP CUSTOMERS TO FIND WHAT THEY'RE LOOKING FOR QUICKLY AND EASILY, AND COMPLETE A PURCHASE, WHEN THEY'RE ON YOUR SITE

A [PayPal survey of smartphone users](#) found that small screen sizes are the biggest challenge to mobile commerce growth, as they make it hard for shoppers to navigate websites and enter payment information.

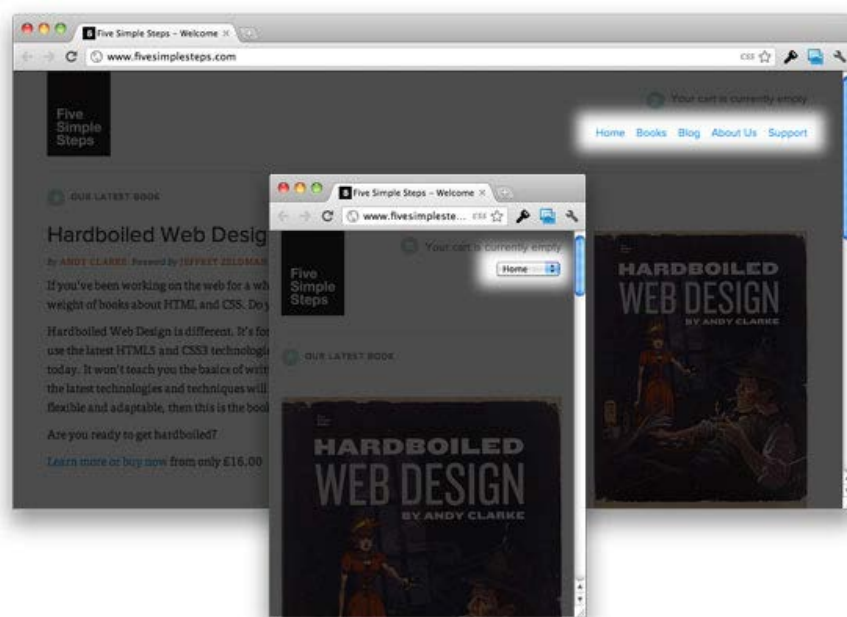
You're working with limited screen space so responsive design is crucial to offer users the optimum experience. If customers are confused or frustrated when they get to your site, they're unlikely to stick around to make a purchase.

NAVIGATION

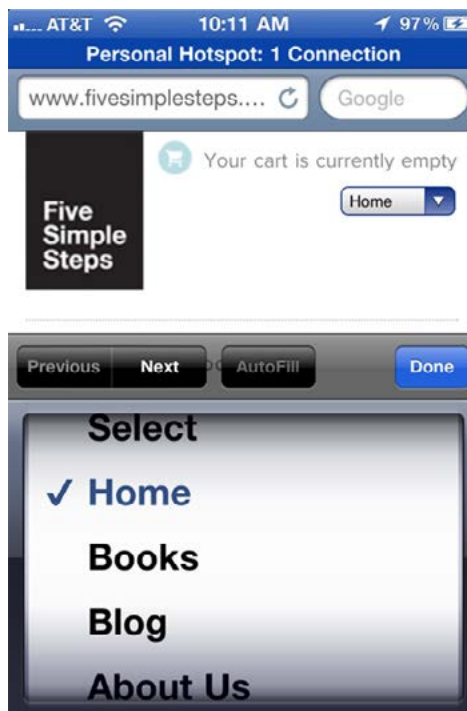
This is an issue that affects user experience (UX) and conversion rate: websites that are difficult to operate on mobile devices have a higher bounce rate, driving frustrated users to competitor sites: another factor Google takes into account when determining rankings.

Place the most important information at the top of the page, craft larger more tap-able buttons and use larger, clearer fonts and collapsible menus.

In the example below, the website has a responsive design meaning that the desktop menu converts to a dropdown when a browser screen is narrow:

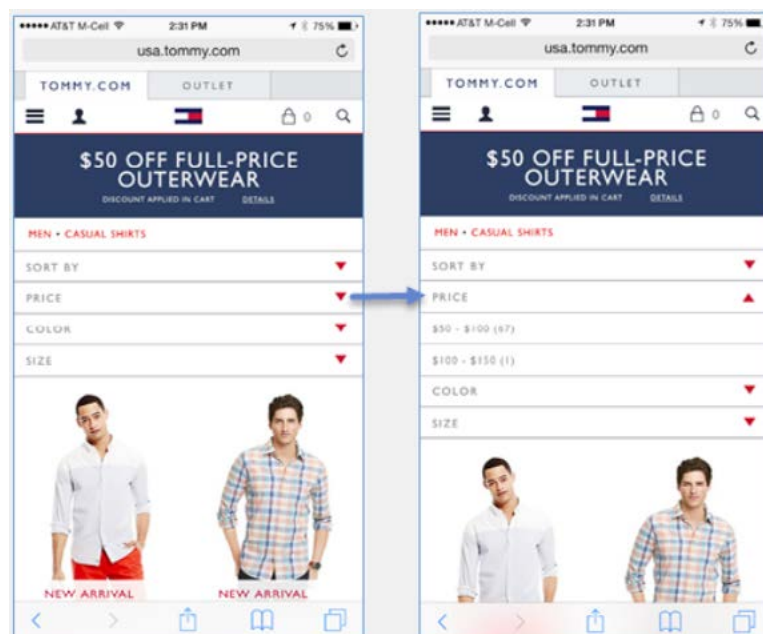


This provides the user with options that are big and easy to tap on, rather than having to zoom in to make the link big enough to select:



Use tabs and accordions (an accordion is a design element that expands in place to expose some hidden information. Unlike overlays, accordions push the page content down instead of being superposed on top of page content. This provides you with more options from a design and UX standpoint on mobile as tabs and accordions help organise larger pieces of content.

In the example below, the price filter was implemented as an accordion that expands in place pushing the page content down:



SITE SPEED

This is a biggie that, like poor navigation, can impact how your site ranks as well as being a UX and conversion issue. The ‘three seconds-or-less’ rule means users will abandon sites that don’t load quickly enough (especially on non-wifi connections), which can again drive up your bounce rate – a big SEO (organic search) no-no. Reducing the excess JavaScript, using the minimum number of fonts, reducing the file size of images and streamlining the element load order.

Use [Google PageSpeed Insights](#) to discover if your page has any issues that can slow your pages down, focusing on the ‘Speed’ sub-section. Try to address the issues marked as ‘Should Fix’. Reducing the excess JavaScript, using the minimum number of fonts, reducing the file size of images and streamlining the element load order, you can ensure that the site is reduced in excess weight and also loads in a more consumer friendly (and, importantly, readable) way.

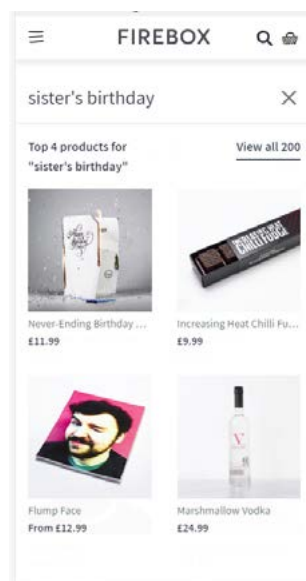
According to a mobile page speed report by Google, fewer images on a mobile page result in more conversions. While you shouldn’t eliminate all images, it’s worth noting that the more images you place, the heavier your site will become and the slower it will run.

SEARCH BOX

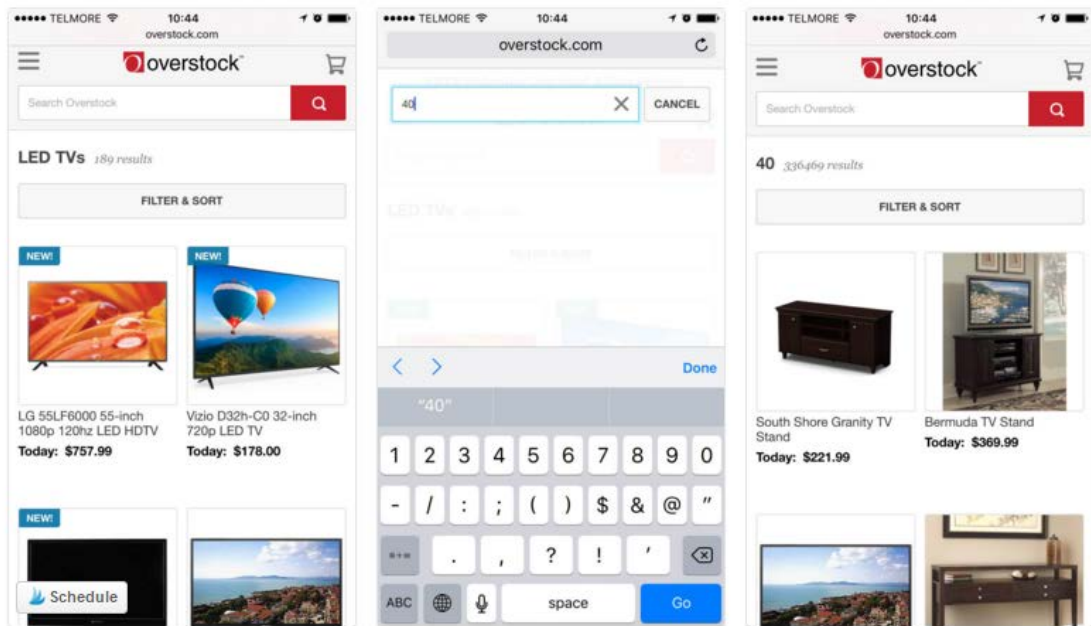
Try experimenting with different colours and sizes of buttons, or varying the position or copy, as part of a CRO exercise.

Ensure your site search can handle long tail semantic searches, as customers who search in greater detail are likely to be much closer to conversion. [According to MyTotalRetail.com](#), sites with a semantic-based search bar experience a 2% abandonment rate compared to the 40% abandonment rate reported by sites that feature a text-based search bar.

Gift site Firebox returns the following results for the long tail search ‘sisters birthday’:

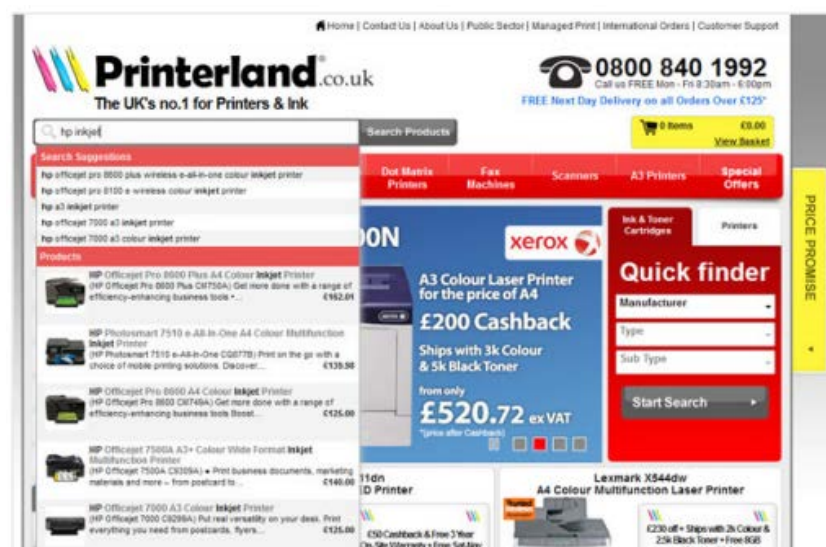


A mCommerce usability [study by Baymard Institute](#) found that 94% of mCommerce sites don't allow visitors to 'search within' their currently navigated category path, even though more than half of customers attempt to filter results in this way. Many sites instead perform a site-wide search, potentially yielding a list of highly irrelevant results. An example is Overstock.com (an attempt to search for '40' within 'LED TVs'):

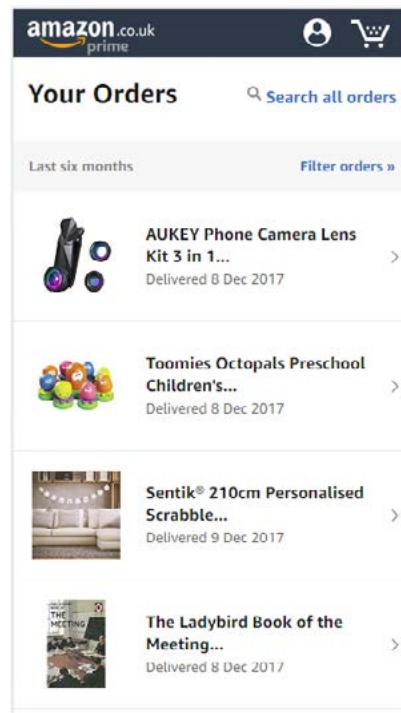


AUTOCOMPLETE

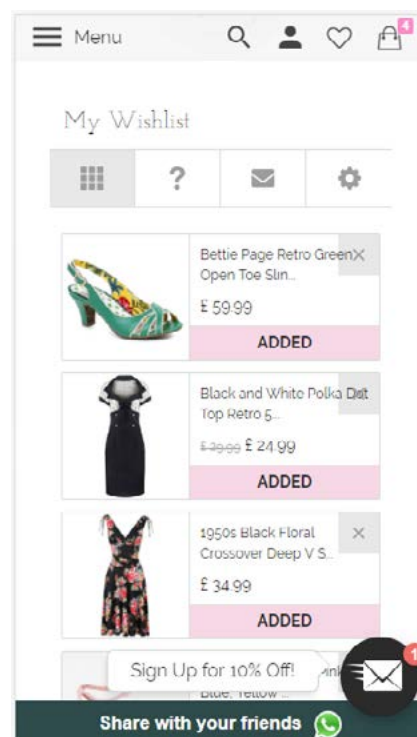
This allows customers to search smarter. Printerland.co.uk found that customers who landed on an autocomplete page were four times more likely to convert than those who didn't, and six times more likely if the autocomplete included product photos and prices.



Remembering information about previous orders (such as on Amazon) makes it even quicker and easier to make a repeat purchase:

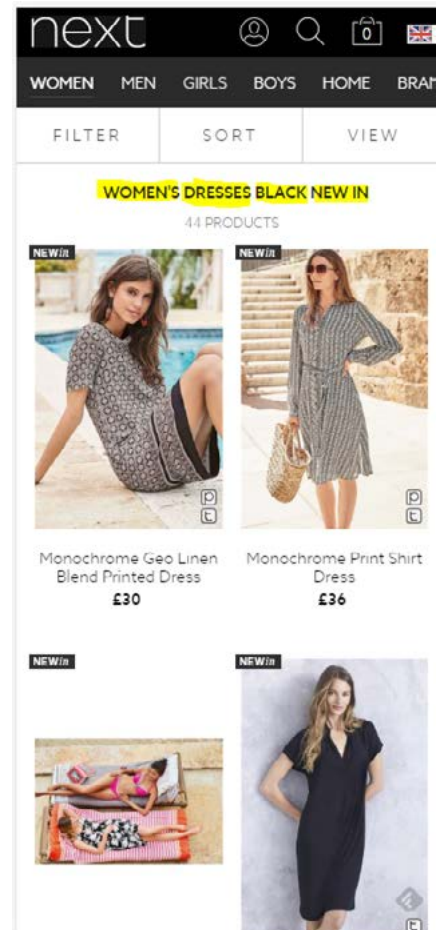
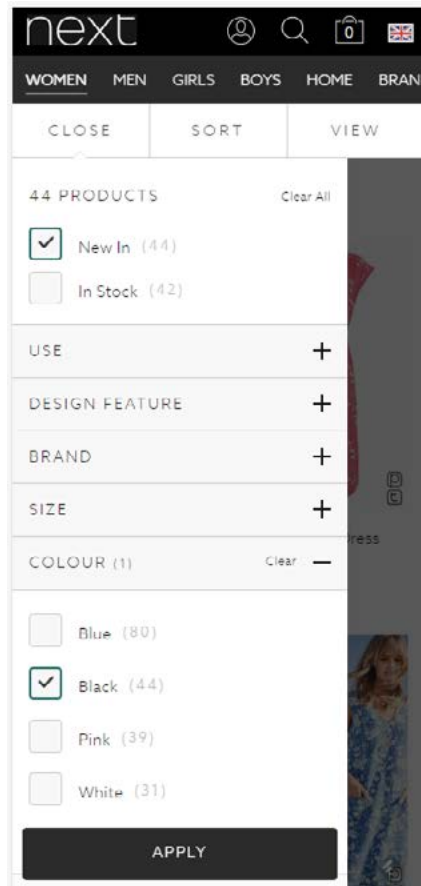


Another way to encourage purchases is to allow people to save 'favourited' items or create a 'wishlist'. See the example of items added to my wishlist on the clothing website Pretty Kitty. This also includes two clickable CTAs for money off when you sign up to the newsletter, and an option to share your list with friends (which serves as a recommendation of the brand and the products to a wider, audience likely to share similar interests):



MAKE IT EASY TO FILTER RESULTS

Asos.com's responsive site allows users to filter by a number of features (and include or exclude several options within each).



COPY

As real estate on mobile is limited:

- Use succinct, straight-to-the-point, actionable language that will directly answer users' queries
- Avoid using font size too small to be legible on a mobile device, forcing visitors to have to zoom in to read it.
- Avoid setting touch elements such as buttons and links so close to each other that a mobile user cannot easily tap a desired element with their finger without also tapping a neighbouring element. Make sure to size and space buttons so that they're easy to navigate via touch.

CHECKOUT EXPERIENCE

EVEN IF YOU OFFER THE BEST QUALITY AND VALUE ON THE MARKET, AND THE REST OF YOUR SITE IS A DREAM TO NAVIGATE, YOU'LL FALL AT THE FINAL HURDLE UNLESS YOUR CHECKOUT PROCESS IS SECURE, AND QUICK AND SIMPLE TO USE.

According to eCommerce platform provider, [ChannelAdvisor](#): “To get more people buying from you on mobile, you must offer consumers an easy, frictionless way to pay. Preferably without having to enter detailed information.”

- **Strong calls-to-action (CTAs)** on your checkout page to entice your customers to do what you want them to do. Make your call to action clear

For a retailer, your ‘add to cart’ and ‘view cart’ CTA’s should be prominent, for entertainment the same is true for ‘book now’. Whether on mobile or desktop, your website is your primary interaction with your consumer, so make it easy for them to do what you want them to!

- Prominent **shopping basket buttons** on your product pages
- A **smooth, secure and user-friendly payment process** on your checkout page that remembers payment information. Consider implementing a one-click payment process for even more speed and convenience.

The checkout process is often the first port of call for CRO testing - exercises to identify whether changes to your site have an impact on your conversion rate - because all visitors making a transaction will have to go through this process. Our [Simple Guide to Conversion Rate Optimisation \(CRO\) eBook](#) for further information on how to do this.

REASSURE THAT YOUR SITE IS SECURE

One of the main concerns for mobile consumers is the security of the site, and there is (whether rightly or not) a perception of mobile devices as somehow less secure than desktops. As such it is vital that brands do whatever they can to put consumer minds at ease as to the secure nature of the site. One of the best ways to do this (in addition to basic security procedures) is to implement a shift to an HTTPS domain.

HTTPS can remove many of the risks which concern mobile device users by offering encryption between a client and a server. This assists with building consumer trust. Our eBook explains [how to migrate your site from HTTP to HTTPS](#).

MOBILE-FIRST WEB DESIGN

The best, and easiest to maintain, way to help your site to rank well on search engines and provide the best UX by using responsive web design, which keeps your code and content consistent.

This means that the primary content and markup is equivalent across mobile and desktop, and is preferable to having separate mobile site (such as an m. or /mobi/), as it provides the same quality and user experience across all devices.

Responsive website design enables your site to adapt to a consumer's device. This allows your website to respond to customer requirements automatically, avoiding redirects, which can reduce link value, or the need for a separate URL, which can cause duplication issues.

THE MOBILE-FIRST DESIGN CONCEPT BROKEN DOWN

- Responsive web design means resizing, hiding or moving content to ensure it looks good on all screen sizes.
- The <meta name="viewport"> tag ensures this by sending the browser instructions on how to control the page's dimensions and scaling.
- One of the most important considerations for Mobile-First design is the '**@media**' query rule, introduced in CSS3, which executes a style change only if a certain condition, such as the width of the page, is true.

THIS IS THE REALLY IMPORTANT PART, EXPLAINED PERFECTLY BY W3SCHOOLS:

"Mobile-First means designing for mobile before designing for desktop or any other device (This will make the page display faster on smaller devices). This means that we must make some changes in our CSS. Instead of changing styles when the width gets smaller, we should change the design when the width gets larger."

CONSIDER IMPLEMENTING...

AMP LANDING PAGES

Invest in Accelerated Mobile Pages (AMP), especially since forms are now supported, as well as images, videos and iframes.

AMP is Google's open source initiative to improve speed and performance through less data heavy page loading. AMP improves speed by stripping out slow to render code elements such as JavaScript (and a lot of CSS – leaving only in-line CSS styling). This leaves an easily cached, lightweight page which is ideal for loading on mobile devices.

PROGRESSIVE WEB APPS (PWAS)

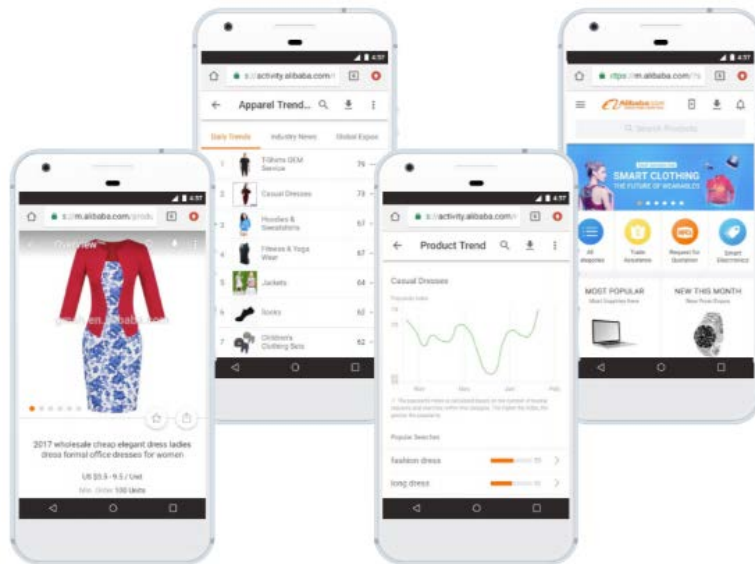
A PWA is an app that combines the best of a website with the ease of an app. It uses an almost 'blind' method of searching whereby you open the app and it will display what you want based on previous preference. They are websites that enable an app shell and configuration file to be downloaded to a smartphone, which allows the app to take on all the best characteristics of a native app while living on the web.

The benefits of PWAs are:

- They allow for an app icon, full-screen display without an address bar, speedy on- and offline functionality and push notifications.
- They are a good way to help companies build a bridge between the discoverability of the web and the engagement and satisfaction that users experience with apps, all while minimising overheads.
- They can be used directly on the web or installed like a native app on mobile devices). That means there is a lot less to maintain, optimise and promote.

Searchengineland.com's [mobile SEO predictions blog](#) said: "It is important to remember that 'web apps' are basically just JavaScript-heavy websites that look like native apps, so making them function as a PWA just entails adding a couple of extra files and a little more functionality."

According to a [report by Prisync](#), the world's largest B2B trading platform Alibaba saw an increase of 76% in total conversions after upgrading their site to a Progressive Web App:.



REMARKETING

All is not lost if you lose a sale - it's possible to re-engage with a customer and entice them back to your site to complete their transaction. Two methods that work well to remind customers what they're missing include: [remarketing](#), where you target users with ads for items in which they've shown interest; or an **automated abandoned basket message** (either of which could include an added incentive, such as a discount or special offer). Despite research showing that a basket reminder strategy can recover [as much as 25% of abandoned revenue](#), the majority of retailers (59%) don't employ this strategy.

CONCLUSION

Adopting a Mobile-First approach is not just a competitive necessity, but also an opportunity to improve how you reach and interact with your audience. Mobile users are potentially reachable anywhere and anytime – which gives marketers greater access to consumers – and data about their behaviour and interests – than ever before. There have never been more opportunities to connect with your audience in a relevant and meaningful way (whether organically, or through paid search or social), and to personalise their experience with your brand.

Give consumers a rich interactive experience, integrating experiences across all touchpoints, for example, think about incorporating ‘virtual reality’ fitting rooms or using augmented reality mobile apps – to drive customers in-store.

Use this as an opportunity to create inspirational mobile web experiences and apps that take full advantage of the platform.

The internet is now truly in your customers’ hands. How you optimise your website for visibility, UX and ROI is in yours.



GET IN TOUCH WITH US TODAY

ABOUT US

Located in North West England, Click Consult is a multi award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Search Agency of the Year 2018, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks

Click Consult produces in depth eBooks on aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

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