

THE 12-POINT MOBILE LANDING PAGE CHECKLIST

MOBILE BASICS

- Device Size** — Have you tested your page to make sure it displays correctly on multiple device sizes?
- Headline** — Is your headline brief (three to four words)?
- Body Copy** — Is your body copy clear and concise? Does it explain the features and benefits of your product or service?

MOBILE FORMS

- Fewer Fields** — Have you removed any unnecessary fields from your mobile form?
- Aligned Labels** — Does your form have outline text (top or left-side aligned) to remind people what field they're typing in?
- Auto Advance** — Does the cursor go to the next field when one field is complete?

MOBILE DESIGN

- Content Size** — Can your copy be read easily on a smaller device (14-18px)?
- Auto-Rotate** — Is your page designed to be viewed properly in both landscape and portrait?
- Images** — Have you compressed your images so that they don't weigh down the page?
- Page Size** — Have you removed unnecessary elements from your page to keep load times fast?
- CTA Button** — Is your CTA button clickable without zooming? Could you easily press it with your thumb?
- Consistency** — Do you use the same font for your headline and the rest of your copy?



FIGHTING FRICTION

*Any barrier you put between your mobile user and your call to action causes friction – and **friction is the enemy of mobile conversions.***

This handy checklist will help you make sure you're relieving all unnecessary points of friction before pushing your mobile landing pages live.



READY TO GET STARTED?

Build a mobile responsive landing page with Unbounce now.

try.unbounce.com