



Optimize your mobile landing pages with best practices for conversion

For attorneys, mobile websites are becoming a requirement rather than a fancy add-on. Mobile devices are ubiquitous. People are increasingly opting to search with mobile devices in their homes and offices even when a desktop or laptop computer is available. Google estimates that by 2014, more people will be accessing the Internet with a mobile device than with a PC.

Although the percentage of traffic your firm receives from mobile websites is likely still small, it is also valuable. Visitors from mobile devices are more likely to convert. According to the 2011 Google Mobile Movement study, 88% of visitors coming from mobile searches act within 24 hours. And roughly 70% act immediately – within an hour.

If the statistics are all pointing to an upward trend in mobile users, being prepared will help your firm capitalize on those valuable clicks. Mobile users want, need and expect different things than those who access your site in a more leisurely environment from a PC or laptop. These users spend very little time on a site. They are not there to browse but to find the information they need quickly – part of the reason they convert so well if that information is easily accessible.

Simple, targeted adjustments to your firm's mobile landing page can make a big difference. Here are some mobile landing design best practices.

Be concise and organized. Distill content to the most essential information and make choices and action easy for the user. Keep your headlines short – around 3-4 words. Place calls to action at the top of the page. If you must present the user with a form, ask for only basic required information. On a mobile device, each additional form field a user must fill out reduces conversion by up to 50 percent.

Do your research. Find out who is accessing your site with mobile devices and what devices they are using. Look at where they come from (search, direct link) and what pages they visit. Having an understanding of what your mobile visitors are looking for will help you anticipate their needs and create conversion.

Use accessible design. People need to be able to see your website. Flash is notoriously un-mobile friendly. But so are PNG-24 images, many CMS plug-ins and frames. HTML 5 can create any effect your mobile users could desire, and it is universally accessible on all devices.

Make calling you easy. According to the same Google mobile study, 61% of mobile users call a business after doing a local search. Since many attorney SEO strategies are local, your firm must capitalize on those searches. Display your number prominently and allow people to call you with a simple click.





Be readable and clickable. Make sure your font sizes are large enough that people can actually see what you have to say. Users should be able to read your website at arms length, which generally requires a font size of at least 15-16 pixels. Your links must also be readable and easily clickable. On Apple devices, this requires a minimum link size of 44x44 pixels. Try adding extra space (padding) around your buttons and links so users can click them easily without going through the frustration of attempting to select tiny text.

Your mobile users can be some of your best visitors. Do not turn them away with a difficult to use un-optimized mobile landing page.

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