Dan Design Co.

IS MY WEBSITE RESPONSIVE?

A Checklist for Website Owners / *Made By Dan Design Co - bydan.us*

Responsive Website Design (aka. Mobile Friendly Website Design)

Your website should respond to your site visitor's device based on screen size, platform and orientation.

As a site visitor views your website from their laptop, tablet, or phone, the website should automatically adapt and change to deliver an optimal experience for every screen size.

This eliminates the need to create and manage a separate mobile website.

Don't Get Left Behind

Google has officially declared their dedication to, and preference for mobile-friendly websites. They are actively ranking mobile-friendly websites higher.

https://goo.gl/wnQjSa

Google's Mobile First Indexing Announcement

Usability

Link Size
Problem:
Links too small to tap with a finger.

Hover Events
Problem:
Content hidden that requires hover action.

Interactive Content Types
Problem:
Content not optimized for touch devices.

Popups
Problem:
Intrusive popus overlap content on page load.

Appearance

Is it responsive?
Problem:
Layout does not change based on screen size.

Horizontal Scroll
Problem:
Horizontal scroll that creates un-wanted empty space.

Scrolling Gaps
Problem:
Large vertical gaps of un-wanted empty space.

Stair Stepping
Problem:
Page elements re-order into a broken grid.

Overlap
Problem:
Items overlap and obstruct other items.

Font Size
Problem:
Page copy is too small or too large.

Performance

Minified Code
Problem:
Code is bloated with whitespace.

Optimized Images
Problem:
Images are bigger than needed.

Cached Assets
Problem:
Caching is not enabled.

Expiration Headers
Problem:
Cache expiration is not set.

Compression Enabled
Problem:
Server gzip is not enabled.

Server Response Time
Problem:
Server response time is greater than 200ms

Render-Blocking JS and CSS
Problem:
Excessive amount of delay for initial page load due to assets.

Correct

Needs Work

Dan Design Co.

Did you discover some problems with your website?

Do you know how to fix those problems?

Dan Design Co. is here to help.

Contact Dan Design to get a professional website review and get a game plan to make your website better!

http://bydan.us/web-design

Usability

Link Size
Link sizes on screen need to be appropriately sized for a finger or thumb.

Hover Events
Fancy hover actions that reveal additional content, like a sub-navigation menus are not optimized for a hover-less experience. (not touch-enabled)

Interactive Content Types
Carousels, tabbed content areas, and other display types are resized but left to default functionality that is difficult to interact with, with a finger. (not touch-enabled)

Popups *
Popups/modal windows/interstitials are displaying when the page loads interfering with the visitor's ability to navigate the website.

You can test your website to see what Google thinks about it here:

Testmysite.withgoogle.com

* Note: Google penalizes websites that use intrusive interstitals

webmasters.googleblog.com/2016/08/helping-users-easily-access-content-on.html

Appearance

Is it responsive?

Does your website look the same on your mobile device as it does on your desktop? Do you have to pinch and zoom around to see content? If so, then you have a really nice mobile device, but you don't have a responsive website.

Horizontal Scroll

Does your website look great on mobile, but you have this weird bug that lets you scroll to the right? If you have unwanted horizontal scroll, it will create a gap between the edge of the device and the edge of your website. If you're experiencing this issue, then you definitely have something broken.

Scrolling Gaps

If you have large gaps of white (empty or negative) space between elements or sections on your website that force obscene amounts of scroll, then you have a serious User Experience (UX) problem. This can deceive the site visitor into thinking they've reached the end of the page, when in reality, they just need to keep scrolling.

Stair Stepping

Do page elements re-order into a grid layout with consistent horizontal and vertical spacing? This is often caused by elements that have either a height or width property out of control. Forgetting the height can cause a bad stair-step effect that breaks your page layout.

Overlap

Do elements on the page not resize properly, break out of their parent container, and overlap or obstructe other page elements?

Font Size

If your page copy and images don't resize appropriately, your website could become a pain to read if not impossible.
If your text is hard to read because it's either way too large or too small, then you obviously have issues which will affect your user engagement.

Performance

Minified Code

When your website is being built, the code needs to be readable for humans, but when your site is ready to go live, it should undergo concatenation and minification. This is a process that combines multiple code files into one single file and removes all whitespace and unneeded characters. If you're serving human-readable code, your files are larger than they should be.

Optimized Images

Most websites will use images that are bigger than needed and depend on the browser to resize them. On a small level, this is fine, but uploading and using an image that is 4800px wide when it will never display wider than 1080px (or 480px for mobile) is a lot of wasted kilobytes being transferred that are not needed.

Cached Assets

Any content that is not dynamic or user-generated should be cached. This means users see content quicker.
This allows the site visitor's web browser to serve a requested web page that is pre-built and stored in the server's cache instead of having to go to your server, run PHP scripts, hit your database, build out each page… for every single page visit… for every single user… every single time.

Expiration Headers

Slightly different than caching your website's assets, but very closely related to part of your cache process. The expiration headers set a specific point in time when a resource is no longer valid.

This means, once a visitor arrives at your website, all your files are cached on their local system. The expiration headers tell the client how long each resource should be cached. This allows the site visitor to browse and return to your website for an even faster experience as they are not needing to ping your server for files they already have on their system.

You can test your website to see what Google thinks about it here:
developers.google.com/speed/pagespeed/insights/

Performance (Cont.)

File Compression

Most modern web hosting companies are capable of compressing your website for file delivery. Enabling compression can reduce the size of the transferred response by up to 90%, which will reduce the amount of time it takes to transfer your website.

Server Response Time

The internet moves fast. Really fast, but sometimes a cheap hosting solution doesn't… that's kind of why they're cheap. Google prefers a server to provide a response in less than 200ms. If you're on a cheap host, you're not only serving a slow website, you're telegraphing to Google that… maybe… your website isn't all "that" important. I can't say that with any authority outside of this – Google hates slow web servers and uses server speed as a page ranking metric.

Render-Blocking JS and CSS

Google recommends that only the Javascript and CSS that is needed for initial page load (only what is visible before any scrolling action) be inlined (embedded) inside your HTML document. Anything that is not needed for page layout or functionality until you scroll down the webpage is recommended to be served in a separate file.

Resources

Having a responsive website that performs properly for your human visitors and the Google page crawlers is imperative today. If done with care, your website can and should please both.

Test your website usability here:

https://Testmysite.withgoogle.com

Test your website performance here:

https://developers.google.com/speed/pagespeed/insights/