

Key Elements of a Truly Responsive Mobile Website

By Naren Arulrajah

With an increasing number of online users going mobile, it has become imperative to build a responsive mobile chiropractic website that provides a quality mobile-user experience. A number of elements must work together seamlessly to support an enhanced user experience with multiple mobile devices. Let's discuss some of these elements and why they are pivotal to providing your patients and potential patients with the user experience they desire.



Logical, Navigable Information Structure

The functionality and content of your chiropractic website must be arranged in a logical information structure in order to help mobile users to search and navigate the site efficiently, and find information quickly. Mobile users should be able to navigate the most important content in minimal taps or key presses.

The tap size of the navigation should be at least 30 pixels. Keypad shortcuts should be made available to help users quickly access a link. Labels for links and navigation items should be as concise and clear as possible.

Responsive Mobile Chiropractic Website
Here's What you Need to Know

- Google started implementing its "mobile-friendly" search algorithm update in April of 2015.
- Following this, the search engine giant announced that mobile phone search volume has exceeded desktop search volume not only in the US, but also in Japan as well as eight other countries.
- Mobile internet usage is now a vital aspect of digital marketing for chiropractic practices.
- Responsive Web design is a system of techniques that allows a website to automatically adjust for viewing on any mobile device.
- The use of responsive design can provide chiropractic practices with a least 3-10 fold increase in competitive paid search campaign results.
- It can help cut in the growing number of mobile user-generated reviews who use a variety of mobile devices to access the internet.
- Simplified navigation is the key to optimized mobile usage.
- List your top five navigation links to just four or five.
- Complicated links confuse users. Keep it short and sweet - About, Contact, Testimonials, and more.
- Optimize your content for simplicity for screens.
- Get rid of excess and unnecessary content, remember, remembering only serves to confuse users.
- Include descriptive subheadings to optimize scanning.
- Stick to short content paragraphs as it makes for easy and quick reading.
- Complex designs can hamper responsive design effectiveness.
- It confuses and distracts users while also impacting page load speed which is a big no-no for mobile users.
- Convert your PDFs to HTML pages and download, try to get rid of or limit the use of rotating banners.
- Prioritize page content keeping in mind relevance and ease in scrolling.
- Plan the order of your content elements in a way that optimizes your chiropractic practice services and treatment options for maximum user input.
- Test your responsive design before going live with it across the site on your mobile phone to see how it comes up and to identify areas of improvement.
- Ask for feedback from your staff, family, and friends to help further improve your responsive site with respect to content and design elements.

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Easily Controllable Multimedia Content

Your chiropractic website should provide content in a balanced mix of text, images, graphics and videos. When it comes to appeasing mobile users, it is important to provide user control over multimedia content. Videos / sound should not auto-start, and users should have the option to skip such content if they are mindful of the bandwidth it consumes on their mobile devices.

Mobile-Optimized Content

Mobile users are likely to have shorter attention spans compared to users accessing your website on their office / home computers. Mobile-specific content should be more concise and preferably utilize shorter headlines. The site should provide the option to expand the content to its full version if the user so desires. Videos, graphics and images should be optimized for the mobile devices to fit multiple screen sizes and provide sharp images.

Efficient User Input

User input or the need to enter data should be minimized on your chiropractic mobile website. For instance, if you have contact, inquiry and/or registration forms, the field requirements should be minimal. Shorter substitutes may be used wherever possible, such as a ZIP code instead of city and state. Employ spellcheck suggestions and auto-completion features to reduce the user's effort. Wherever appropriate, disable features such as **CAPTCHA**.

Usability of Design

Touchability on the mobile website should be clear, and items such as icons, button, and links should be visibly tappable. Touch targets should be well-spaced and appropriately sized to minimize selection errors. Usability in variable conditions should remain consistent.

Design elements such as color, contrast, and font type and size should be appropriate for daylight glare and different angles of viewing and orientation. Technologies that are not universally supported on mobile devices, such as Flash, pop-ups, auto-refresh and JavaScript, should be avoided.

Privacy and Security

Typically, smartphone users are concerned with the privacy and security of their personal data. To provide a trustworthy and comfortable user experience, your mobile website should not include any apps that may collect personal information, such as user location and contact list, without their permission. Include privacy and security policies clearly on your website that reinforce credibility.

Integration With Social

Your social media presence should be highlighted on your mobile site. Social network integration should allow for easy sharing, tagging, liking, commenting and bookmarking via the mobile website.

Mobile-user experience is a continually evolving field, and it is important to stay abreast with the new developments, technologies and mobile apps that will enhance this experience. Users typically engage with your chiropractic website through multiple screen devices; a robust website that appeals to site visitors (existing and prospective patients) will have the right mix of elements to support most of them, if not all.

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