Making Your Site Mobile

Mobile use is growing – fast.

Percentage of Worldwide Internet Traffic from Mobile

34% at the end of December '14

Crossed 30% in August 14

Crossed 20% in October '13

16% when we first wrote this guide

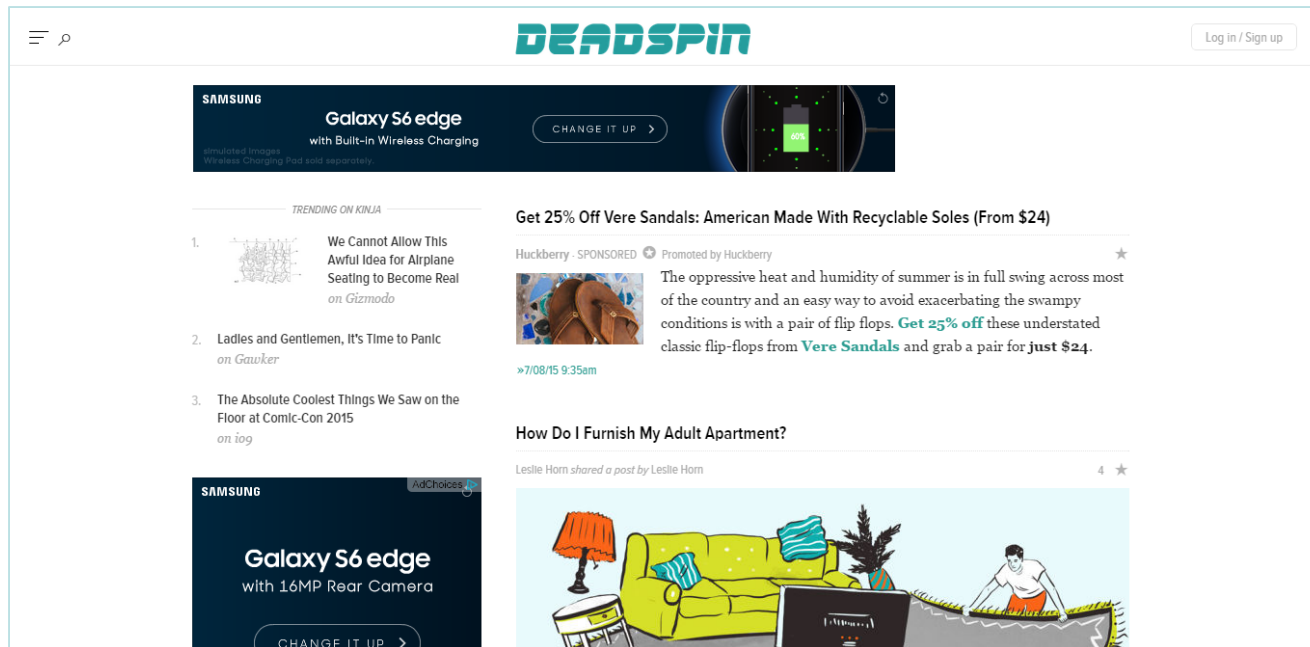Taken from https://www.distilled.net/training/mobile-seo-guide/
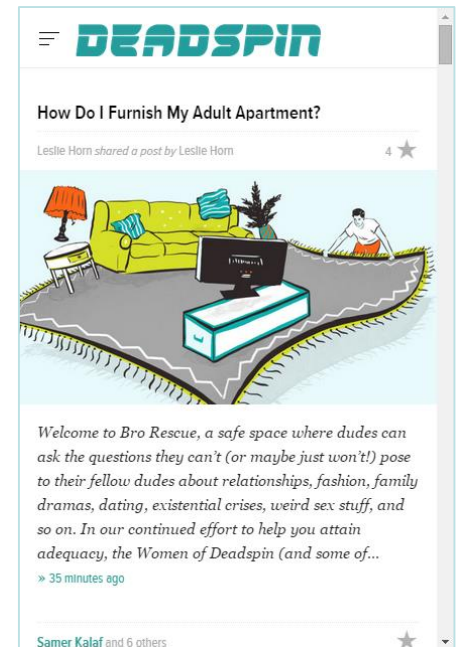
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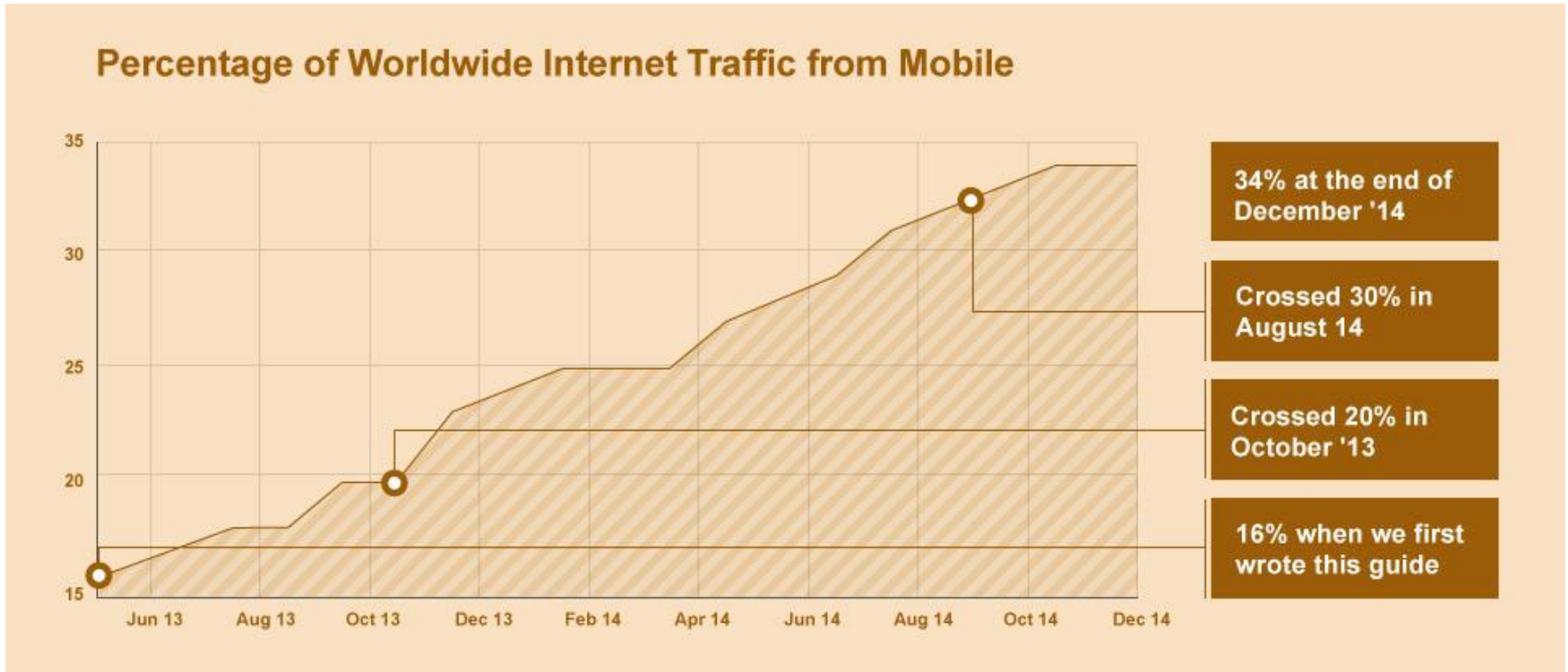
Mobile In Mind

- Users may access your site on a variety of different devices, and should be able to find the most important information on your site on all of them.

- Mobile screens can't present information the same way larger screens can.

- The goal of contemporary web design is to create sites which are easy to use on any device in one of two ways:
  - Creating a separate mobile-only site.
  - Building a site using "responsive" design.

Responsive Design

- Designing sites so that they make sense on screens large and small.
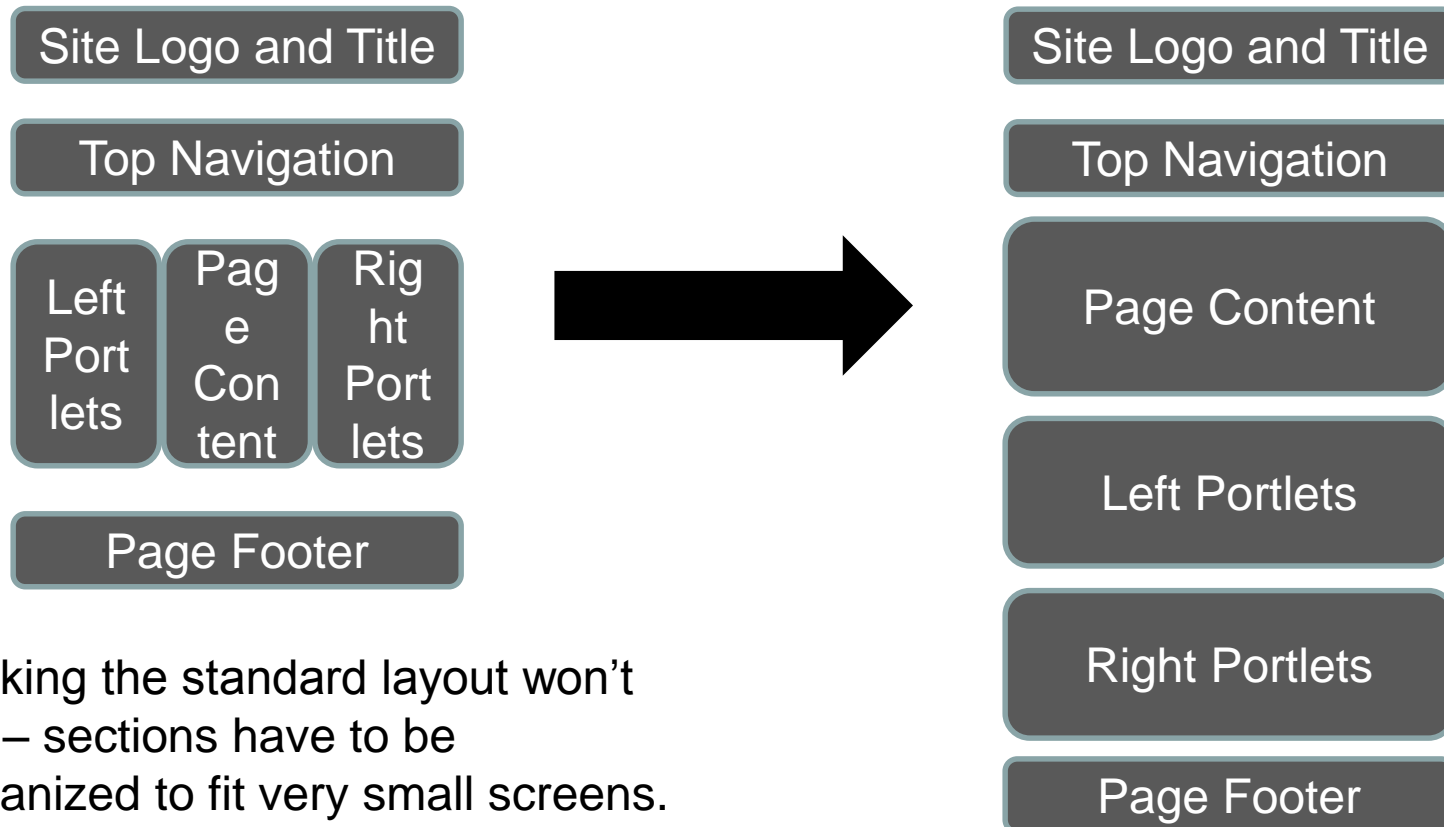

"standard" view of www.deadspin.com   "mobile" view

Page Layout - Standard

enfoldsystems

| Site Logo and Title |
| Top Navigation |

| Left Portlets | Page Content | Right Portlets |

| Page Footer |

Page Layout - Mobile

enfoldsystems

Site Logo and Title

Top Navigation

Left Portlets	Page Content	Right Portlets

Page Footer

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Site Logo and Title

Top Navigation

Page Content

Left Portlets

Right Portlets

Page Footer

Shrinking the standard layout won't work – sections have to be reorganized to fit very small screens.

Responsive Design

- More white space on larger views

- Fewer "fixed" items like grids and tables

- Detailed content hidden behind links

- Simplified navigation

- Focus on scrolling as opposed to clicking

Navigation Menus

- Top navigation menu will **only** display folders.
  - We've added "Folder Home" links to each folder.
  - Consider what your menus will look like on full and mobile screens.
  - Minimize navigation options where possible.
- Navigation portlets will be pushed below content.

- Goal: targeted navigation, in as few clicks as possible.

Helpdesk article:

Organizing Your Site's Top Navigation Menu

Organizing Folders

- Use Default Views

- Make it easy to get to things your users will want!
  - What do your users want to do on your site?
  - What do you want them to be able to find easily?
  - How many clicks does it take to get there?

Getting Help

- Upcoming Open Sessions
    - Every Tuesday @ 1pm-2pm
    - Every Thursday @ 11am-12pm
  - Join in at join.me/enfoldsystems

- Start a Forum discussion

- Log a Ticket for specific needs

- Knowledge Base articles