

35+ CHECKPOINT ANALYSIS

Our team of mobile optimization experts evaluates your website on **35+ improvement opportunities that increase mobile results**. Based on the results of this analysis, Mobile1st will conduct A/B testing and implement changes that will increase your website's mobile revenue.

✓ SITE ANALYSIS

- Homepage performance
- Landing page analysis
- Device/OS/Browser Analysis
- Mobile data analytics: strategic behavioral analysis
- Usability review
- Navigation review
- Scroll review
- Data/ad tracking review (1st party tracking)
- Google analysis of speed, UX, mobile-friendliness, etc.
- Issue prioritization

✓ RESPONSIVE DESIGN

- Responsive analysis
- Accelerated Mobile Page analysis

✓ VISUAL UI

- Mobilizer visual issue identification across key pages, by mobile
- Font size review
- Content style review
- Image review
- Page scalability
- Interface clickability review
- Heat map analysis
- Video content analysis

✓ MOBILE OPTIMIZATION GENERAL BEST PRACTICES REVIEW

✓ PAGE LOAD TIME

- Image weight and optimization
- html, CSS and JS Minification

✓ CHECKOUT / CART

- Mobile cart abandonment
- Checkout step reduction and simplification
- Bounce rate reduction

✓ AVERAGE ORDER VALUE (AOV)

✓ COMPETITIVE ANALYSIS AND COMPARISON

✓ SEO

- Mobile Google Rankings

✓ CUSTOMER AND USER EXPERIENCE INTERVIEW DATA

(Collection and analysis)

✓ MOBILE PERFORMANCE ONGOING MONITORING, ANALYSIS, AND REPORTING

(Including Mobilizer regular checking)

✓ INTERACTIVITY TESTING FOR SITE AND APP

✓ MOBILE APP STORE OPTIMIZATION

✓ ADDITIONAL OPTIMIZATION STRATEGIES

- Decision process
- Simplification/anxiety and distraction reduction
- Funnel path improving/step and drop-off reduction
- Personalization/segmentation and targeted offers

✓ 3RD PARTY DIAGNOSTIC TOOLS ANALYSIS