

10 BEST PRACTICES for a Great Mobile Web Experience

Delivering high-quality user experiences across different networks and devices is a challenge. Today's users demand excellence regardless of how they choose to interact. Whether the experience is good or bad – they'll remember your brand.

We've tapped into our experience serving 30% of the world's Web traffic to present some key factors to consider as you develop your mobile Web strategy.

1. The mobile Web is slower, you need to make it faster.

Evidence shows that consumers expect a consistent online experience, whether they're on a smart phone or desktop. A poor mobile experience is the leading cause of abandonment, but also the easiest to fix. Using the same techniques used to improve desktop Web performance issues — a content delivery and dynamic network acceleration — you can solve even the most problematic performance issues. Front-end optimizations, including adaptive image compression and device characterization, can help to improve performance for a great mobile Web experience.

2. Tailor your Web experiences to mobile users of all types.

There are hundreds of different devices, browsers, and networks. Depending on network congestion, page response times can be 50% slower than another. You need to tailor the experience for each user's connectivity and browser.

3. Direct your customers to the desired content.

Native apps are a solid choice for frequently used applications. But they can be far more costly to maintain. Define which functions you'll deliver via apps and which ones via the mobile Web and intelligently direct users to the appropriate site. This low-latency redirect minimizes end-user wait time, offloads the origin server, and frees the content provider from having to maintain a continually changing database of device capabilities.

4. Measure the business impact of all revenue channels.

The most important step to improving site performance is measuring all end-user Web experiences. Looking at the actual response times of all device or connectivity types and correlating these measurements against key business metrics (e.g., revenue and conversion) of each revenue channel helps to identify specific performance gaps, and when it's appropriate to re-focus on website features and capabilities.



74% of the mobile audience refuses to wait more than 5 seconds for a mobile site to load.

— Source: Gomez 2013

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5. Utilize your developer resources wisely to support your mobile strategy.

Developing a separate mobile site is effective if your site changes infrequently. Using Responsive Web Design, although developer-intensive, allows Web pages to respond to the context in which they're loaded and change their user interface accordingly. Choose the best approach for your business.

6. Know your users and optimize for their needs.

Measuring your website's page load times, as experienced by your end users, will help you gain insights on your customers' overall Web experience. Real User Monitoring enables you to make informed decisions and quickly rectify problems, as it relates to performance geographies, browsers, devices, and connectivity settings. Collecting and analyzing the data individually, vs. looking at the overall average performance, helps you understand your users and deliver optimized experiences based on their individual needs.

7. Optimize your performance by caching images.

Improving cacheability of mobile content by enabling multiple versions of an object to be cached is key to delivering an optimized user experience. By intelligently delivering the correct version based on incoming device characteristics and offloading the origin enables a faster and more targeted response for the end user.

8. Reduce your download footprint with selective image compression.

By adjusting compression parameters for images in real time, as needed based on changing end-user network conditions, helps to deliver the optimal balance between image quality and download time. Users can enjoy high quality images when network conditions are good without suffering from slow performance when conditions are poor.

9. Protect your sites and applications from a security breach.

In today's quickly-changing IT environment, mobile sites and applications are often one of the weakest and most targeted points. Using a combination of mobile device management and cloud-based firewall to protect your mobile infrastructure is key to reducing business disruption, providing revenue protection, improving application response time, and reducing risk to brand reputation.

10. Prevent downtime with a DDoS protection solution.

Companies are at increasing risk from more frequent and more sophisticated efforts to compromise their Web sites and applications, and steal intellectual property and customer data. Having a DDoS protection strategy that offers scalable protection without compromising performance is essential in maintaining business continuity and brand reputation.



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