



12 Ways To Increase  
**CONVERSIONS FROM  
YOUR MOBILE  
WEBSITE**

**ROCKET**

[rocketagency.com.au](https://rocketagency.com.au)

# TABLE OF CONTENTS

---

p1.	INTRODUCTION
p2.	1. TRACK ALL CONVERSIONS NOT JUST FORM COMPLETIONS
p3.	2. OPTIMISE FORMS FOR MOBILE
p4.	3. OPTIMISE CALLS TO ACTION FOR PHONE
p6.	4. USE A FLOATING NAVIGATION / 'STICKY' NAVIGATION
p7.	5. KILL THE HAMBURGER
p9.	6. TEST FOR SPEED
p10.	7. KILL IMAGE SLIDERS
p11.	8. AVOID LAYERS AND POP-UPS
p12.	9. DON'T JUST TEST ON YOUR IPHONE
p13.	10. GET REAL WORLD INSIGHTS
p14.	11. INTRODUCE PROGRESSIVE PROFILING
p15.	12. CAREFULLY ASSESS WHAT'S HAPPENING BEFORE USERS VISIT
p16.	CONCLUSION



**In May 2015 Google announced that more searches on Google were performed on mobile devices than on desktops!**



## Increasing Mobile Conversions From Your Website

---

Conversion rate optimisation (CRO) is a well-established discipline, but it is frightening how many website owners and managers still view CRO through a 'desktop first' prism. By this I mean that lots of effort is put into optimising a website as it handles on desktop devices, but often how a site handles for mobile users is an after-thought. Very few website owners are running tests and experimenting to optimise the performance of a website purely for mobile users. This is especially scary given that in May 2015 Google announced that more searches on Google were performed on mobile devices than on desktops.

This article is a deep-dive into proven strategies to increase the quantity of leads being generated from mobile versions of websites. This deals specifically with lead generation as opposed to e-commerce.

It is assumed that readers are either operating a responsive website, or an adaptive solution with a sound strategy on why the site is adaptive and not responsive.

A handwritten signature in white ink that reads "James Lawrence".

James Lawrence  
Co-founder & CMO

# 1 Track all conversions not just form completions

Virtually every study on mobile versus desktop conversions reaches the conclusion that responsive websites always see lower conversion rates for mobile visits than desktop. We wanted to test this theory. We collated conversion data for six months (July 1 2015 to December 31 2015) across a basket of sites in the professional services, IT, FMCG, Arts and education spaces. We tracked roughly 2,500,000 site visits and collected data on over 60,000 conversion events. Across this basket conversions were 48% lower on mobile devices than desktop:

	Visits	Conversions	Conversion Rate
Desktop	1,726,615	50,282	2.91%
Mobile	688,056	13,132	1.91%

Source: The Web Showroom (1 July 2015 - 31 December 2015)

Our experience is that a dramatically lower conversion rate from mobile visits does not have to be the case in lead generation. A large part of the discrepancy between desktop and mobile conversions is that a core conversion event on mobile is not tracked – phone conversions. The nature of mobile means that phone conversions are a highly likely conversion event and need to be included in overall conversion data.

We ran a further test, looking only at a basket of sites where full phone-tracking was installed across the same date range. Whilst this was a smaller data set, we found that once properly installed, phone tracking caused the desktop versus mobile conversion discrepancy to be reversed:

Desktop Conversion Rate	1.30%
Mobile Conversion Rate	1.47%

As noted, this was a smaller sample as we were limited to accounts with proper tracking installed, and as noted conversion rates were actually down on each visit type. However, this does suggest when properly tracked, mobile visits can convert at a comparable level to desktop visits. We will be looking to do a more exhaustive experiment on this shortly.

## Optimise all forms for mobile

Building on the point above, it is vital to reduce friction on mobile websites. Friction is anything that stops a user from completing a goal on a website; slow load time, confusing navigation etc. On mobile devices it is a far greater issue than on desktops. Users are on the move and potentially distracted or time poor, are dealing with glare, may be accessing a website with one hand and be dealing with poor connectivity.

Data required from a mobile user to convert needs to be treated differently to desktop users. Form fields should be absolutely minimised on mobile sites.

If numbers are being requested, a number pad should be used over a conventional form field:

If physical address data is absolutely necessary, postcode should pre-populate suburb information where possible.

Ways to reduce friction will depend on the context of each website, but it's important to respect the difference between desktop and mobile visits to your website.



# 3 Optimise Calls to Action for Phone

More than likely, phone will be the major call-to-action for meaningful conversions for mobile users on your website. This might be the reverse of desktop users where it is likely a high percentage of conversions will come via web forms. It is vital that users are driven in as many appropriate ways as possible to call you when on a mobile device. The amazing thing about optimising for mobile web is that your prospects are literally just a button push away from speaking to a representative from your business.

Ideally a phone call-to-action or icon should be included within floating navigation and at core points throughout your site:

## Make every phone number clickable

Whilst many browsers will detect a phone number and make it clickable on a mobile device, this isn't always the case. Any inclusion of a phone number must include use of the tel: scheme. This is an easy conversion winner.

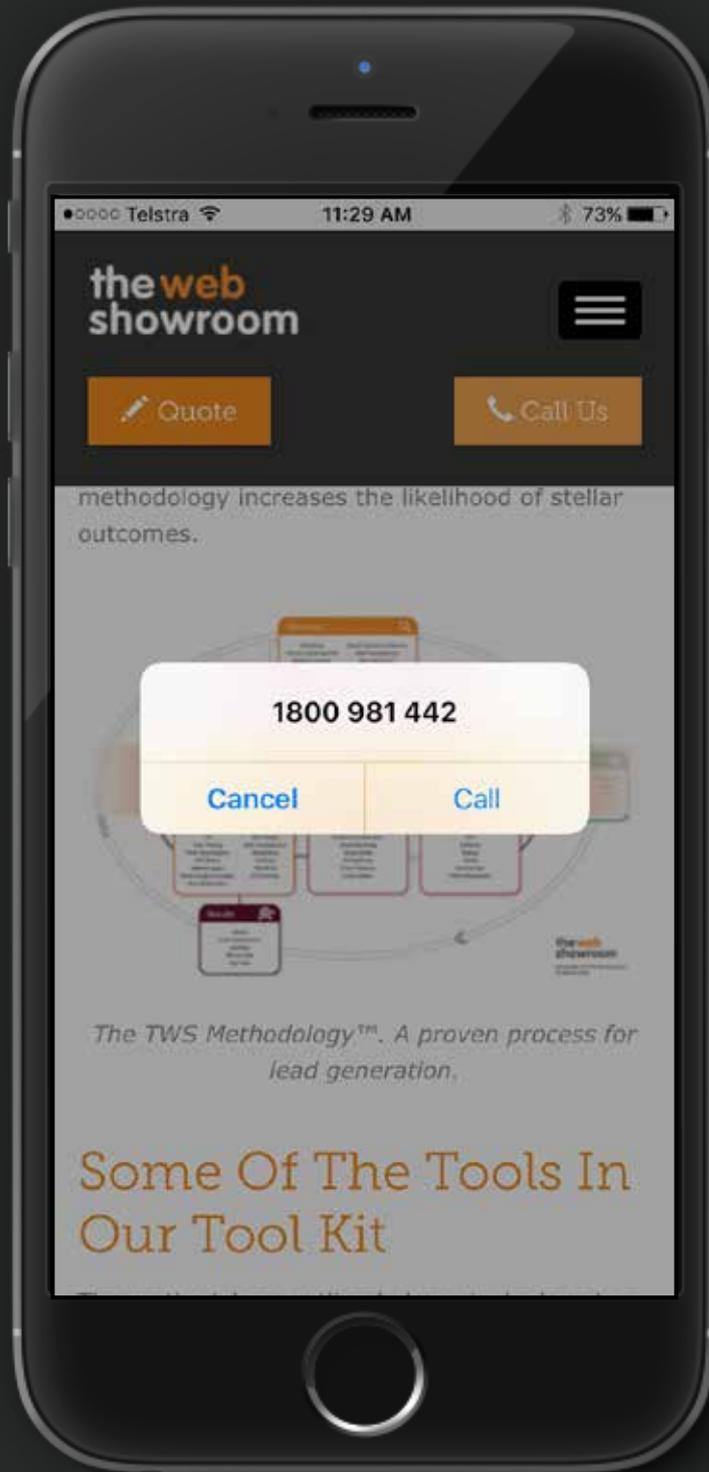
```
Call us today to discuss your website  
<a href="tel:1800981442">1800 981 442/a>
```

Becomes:

Call us today to discuss your website 1800 981 442

## Simplify Calls-To-Action

Calls-to-action for your desktop users are often not relevant to users on mobile devices. Assess the hierarchy of all key pages. You need to consider what actions you're trying to prompt a user to take. The wording and context around buttons needs to be carefully considered and images with text need to remain legible when scaling within a responsive web environment.

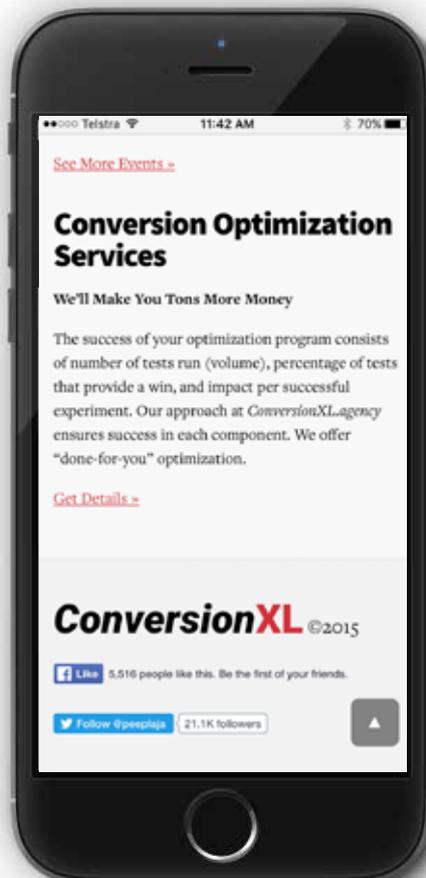


## Use a Floating Navigation / 'Sticky' Navigation

In most instances a floating navigation should be utilised on mobile websites. A floating navigation is a compressed navigation which 'sticks' to the top of the browser as the users scrolls. This is particularly useful on mobile devices if users are likely to scroll deep down a page.

The navigation can simply include Logo, Menu Button and a Call-To-Action (likely phone):

An alternative to a floating navigation is including a scroll to top button which appears once mobile users start scrolling down a page. ConversionXL make good use of this:



# Kill the Hamburger

---

We advocate that for websites with English as the sole target language that the hamburger menu should be dispensed with. There is still not a 100% recognition amongst mobile users that the hamburger icon (three horizontal lines) is actually an icon representing a menu. Until this is the case the hamburger should be replaced with either the word menu (with a subtle line around the word) or a combination of the hamburger icon with the word menu combined. The new menu icon should then be given a colour and weighting that draws sufficient attention in the hierarchy of the page as is appropriate.

A study by ConversionXL of 240,000 user sessions saw a 4% increase in e-commerce revenue when moving from a hamburger menu to a text only menu on an e-commerce website. This jumped to 6% when combining the word Menu and the hamburger icon (whilst turning the entire menu section pink.)



Exis Web saw a 12.9% increase in conversions when experimenting between a hamburger menu and the word Menu with a thin border.

# Kill the Hamburger Cont.

---

It seems logical that until 100% of users know what the hamburger icon represents that including the word menu (which takes the same amount of real estate) is the preferred option. The minority of users that don't understand the hamburger icon are potentially of a highly profitable demographic for many businesses.



# 6

## Test for Speed

We know that page load times are vital for good user experience and search rankings. This affects desktop usability as it does mobile usability. KISSmetrics reports that 40% of visitors abandon a website that takes 3 or more seconds to load. A TagMan study with Glasses Direct found each one second delay in page load time impacted conversion rate by 6.7% per second. These are device neutral studies, but load time on mobile is even more important than desktop. Despite advancements in mobile internet speeds they are yet to match physical connections speeds. Internet speeds for mobile users vary dramatically depending on physical location (public transport, retail environments, remote areas etc), time of day and local events.

It is vital to strip out elements for mobile visitors which are slowing down load times. This can relate to code bloat, un-optimised images, too many images and more.

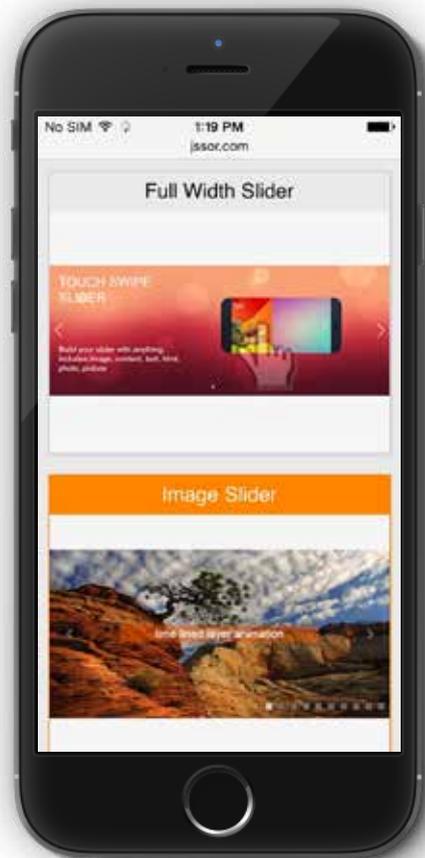
Test the mobile version of your website quarterly for nothing but speed and then re-optimise.



# Kill Image Sliders

Virtually every well-respected conversion agency hates the use of poorly considered moving imagery on websites. These are called carousels, sliders and/or rotating banners and are poor for user-experience. They distract, confuse and take away from the proper hierarchy of a page. Tim Ash from Site Tuners says it best “Rotating banners are absolutely evil and should be removed immediately.

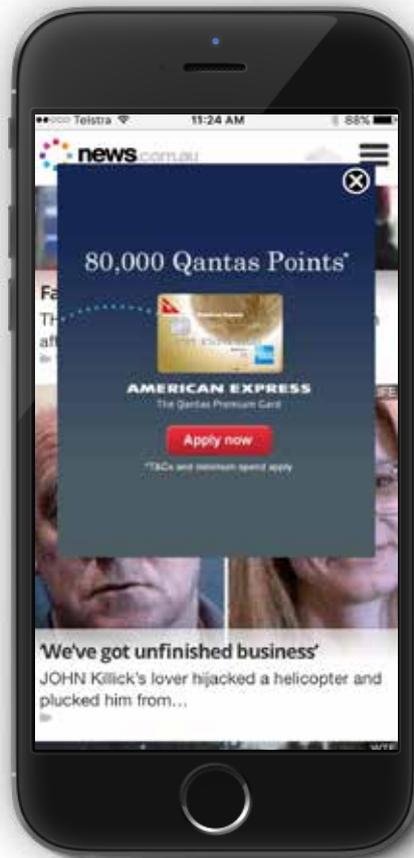
The above should be enough to have you reconsider image sliders on your website. But if you are going to persist on your desktop version, please don't do so for mobile visitors. The factors at play above are compounded on mobile. Users have less control and a greater percentage of real estate gets taken with the use of image sliders. Of particular concern is when banners designed for desktop are reduced in size to fit for mobile devices, often text becomes illegible and valuable real estate is given away to elements, which are simply not fit for purpose.



# 8

## Avoid Layers and Pop-Ups

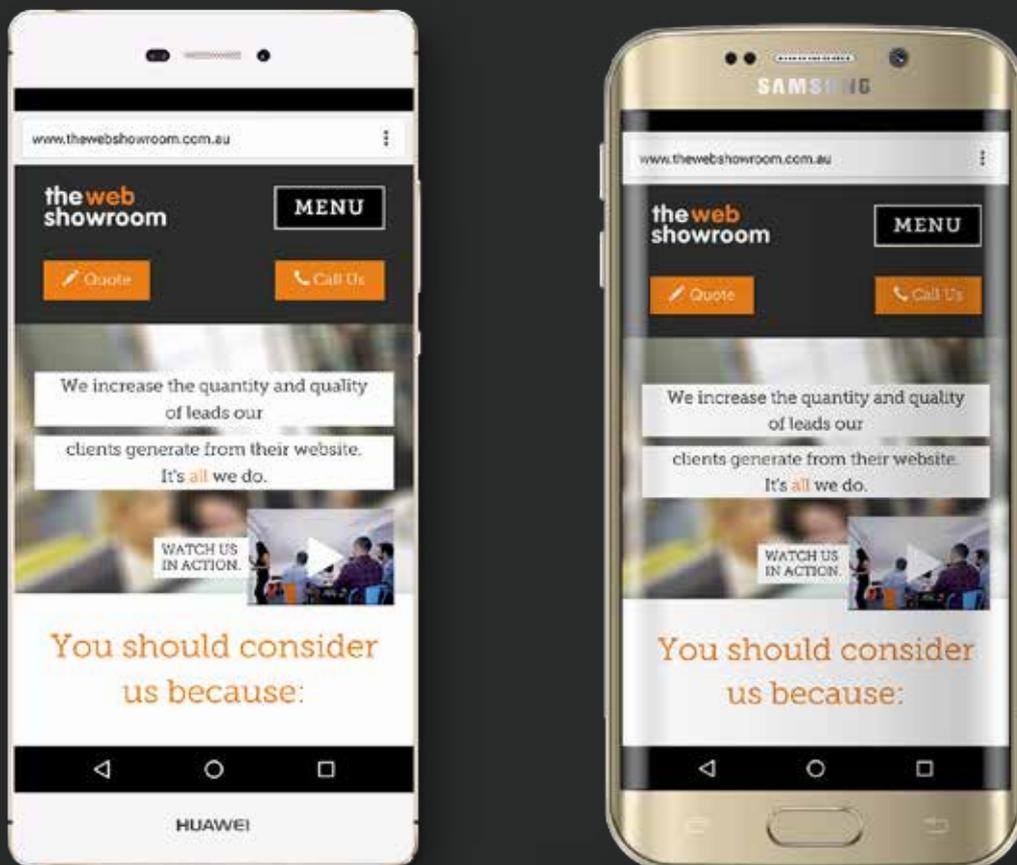
Pop-ups are horrible for mobile user experience. I don't need to dwell on this. Don't use them unless you have an incredibly solid, and well tested, reason. If you are forced to do it, make it easy for users to close down the additional layer. Don't expect users to be able to click a small close icon with their fingers as they could do with a mouse:



# Don't Just Test On Your iPhone

It's very easy to think of desktop versus mobile as desktop versus the mobile device you happen to use. The issue with this is that the explosion of mobile technology over the past five years has meant that there is no longer one mobile standard. Popular devices abound across a virtually limitless range of screen sizes. In addition to this, users will be accessing your site on a diverse range of browsers.

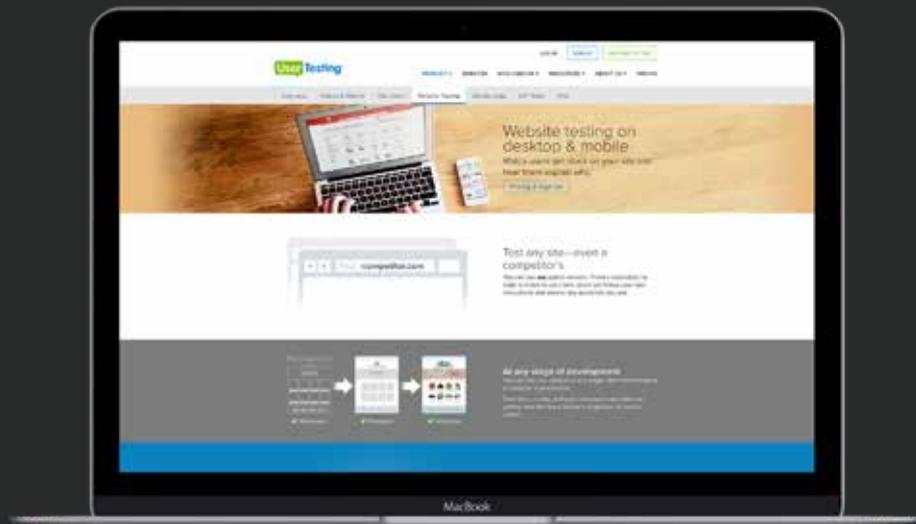
Test your mobile site across a range of different tablets and mobiles.



# Get Real World Insights

Website managers suffer from the curse of knowledge. You know what you know, and don't know what you don't know. It is absolutely essential to use real world insights from mobile users in order to optimise the mobile version of your website. Data and analytics can only go so far. Here are two simple solutions:

1. **Conduct Mobile User Testing:** It is now cost effective to record real world users as they use your mobile website. Set them a range of tasks, have them compare your mobile website to your competitors. It can be illuminating to watch someone as they browse your mobile website.



2. **Use Search & Live Chat Logs:** If your mobile site has a search or Live Chat tool use the logs to find what users are querying. By sorting common queries and assessing what users can't find, you can make simple information architecture and user-experience changes on an ongoing basis.

# Introduce Progressive Profiling

---

This isn't necessarily easy to implement, but if possible, progressive profiling will increase your mobile conversion rates. If your forms are powered by a technology that makes use of progressive profiling, then you should implement this immediately.

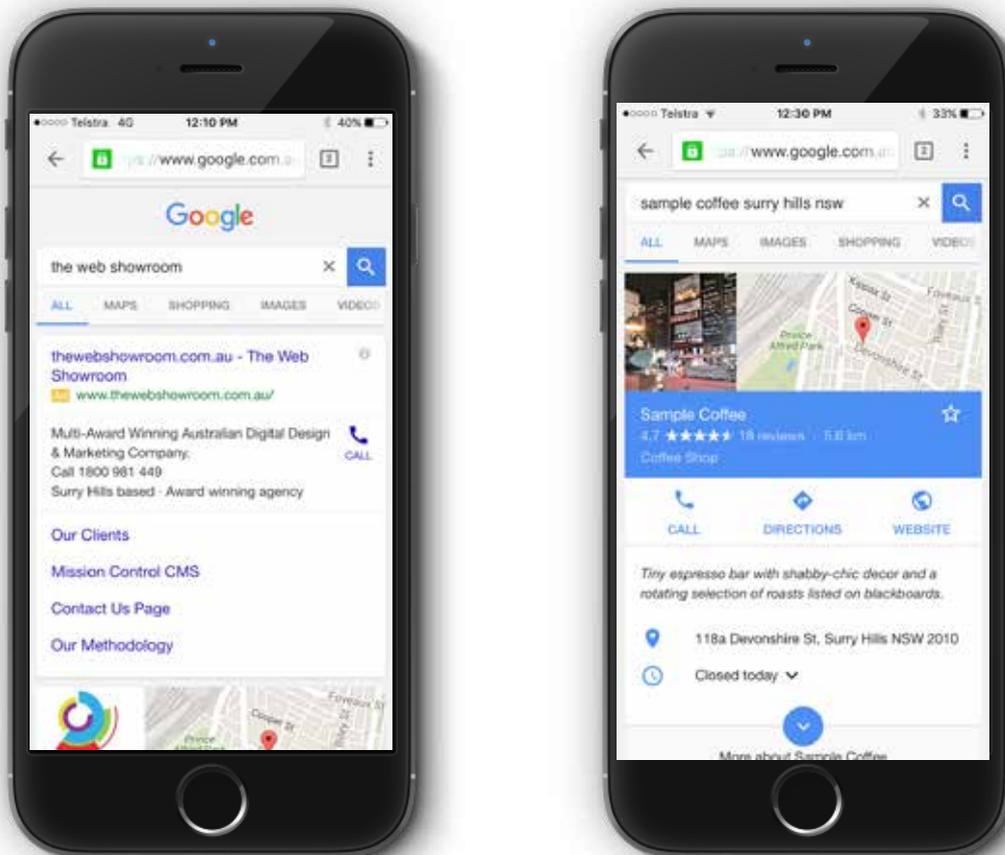
Progressive profiling works by removing form fields from a website when a user on the site is already known to the website. This means you don't need to ask a user for their name, email address, phone number and preferences if some of these are already known. This technology can be used to reduce form fields, and in turn reduce form friction whilst still providing your sales function with great data on prospects prior to a call.

## Carefully assess what's happening before users visit

Whilst technically not an on-site conversion technique, it pays to optimise how mobile users interact with your brand prior to actually arriving on your website.

If running branded and even non-branded Google AdWords ensure that you have added phone numbers to your Google AdWords ads via Call Extensions. This will allow mobile users to call your business direct from the Google search engine results page.

Ensure that your Google My Business listing is optimised with relevant phone and physical location data. This will make contact from Google search and Google Maps seamless:



# CONCLUSION



Conversion rates for mobile users do not always need to be lower than those on desktop. Given mobile traffic now accounts for more search queries and traffic each day than desktop it is vital that you have a lead generation strategy in place for mobile visitors, which is as focussed and well-considered as your strategy for desktop users.

A hand holds a black smartphone horizontally. The screen displays a dark grey background with white text. At the top, the word 'ROCKET' is enclosed in a white rectangular box. Below it, a paragraph of text is centered. At the bottom, another line of text is centered, with the words 'contact page' in a teal color. The phone is held by two hands, one on the left and one on the right, against a plain white background.

## ROCKET

If you are curious as to how we would be able to help your firm deliver on its business goals, please make contact with us for an informal and obligation free consultation.

We can be reached on 1800 981 442 or via the [contact page](#) on our website.