

The Complete Mobile-First Website Design Checklist

Use this checklist to develop a new site or audit an existing one to ensure it meets modern mobile development standards.

Phase 1: Strategy & Planning

- [] **Mobile user goals are defined:** Do you have a clear understanding of what users are looking for on your site from a smartphone? (e.g., contact info, business hours, a quick purchase).
- [] **Mobile analytics are analyzed:** Data on current mobile user behavior (popular pages, bounce rate, time on site) has been studied.
- [] **Competitor analysis is complete:** The mobile versions of main competitors' websites have been reviewed to identify their strengths and weaknesses.
- [] **Core content is defined:** The content and functionality that are absolutely essential for the mobile version have been identified. All secondary elements are planned for display on larger screens.

Phase 2: Design & UX (User Experience)

- [] **Text readability:** The main body text is at least 16px. Headings are clearly distinguished and easy to read.
- [] **Sufficient size for interactive elements:** All buttons, links, and form elements are at least 44x44 pixels to prevent accidental taps.
- [] **Space between elements:** There is enough "white space" (at least 8mm) between buttons and links so the user doesn't miss.
- [] **High contrast:** Text and important elements have sufficient contrast with the background (verify with a contrast checker tool).
- [] **No horizontal scrolling:** All content fits within the screen's width without requiring the user to scroll left or right.
- [] **Simple navigation:** A "hamburger" menu or a simple navigation bar with 3-5 essential links is used. Navigation is intuitive.
- [] **Optimized forms:**
 - Input fields are large and easy to tap.
 - The correct input type is used for phone, email, and number fields (`<input type="tel">`), activating the appropriate keyboard on smartphones.
 - The number of fields is kept to a minimum.
- [] **Logo links to the homepage:** The logo in the site header is a clickable link that returns to the main page.

Phase 3: Performance & Technical Aspects

- [] **Image optimization:** All images are compressed without a visible loss in quality. The WebP format is used where possible. Different image sizes are loaded for different screens (using the `srcset` attribute).
- [] **Loading speed:** The site passes the Google PageSpeed Insights test with a "green zone" score for mobile devices (above 90).
- [] **Code minification:** CSS, JavaScript, and HTML files are compressed (minified) to reduce their size.
- [] **Browser caching:** Caching is configured so that the site loads faster for returning visitors.
- [] **Site passes the Google Mobile-Friendly Test:** A check with Google's official tool confirms the site is mobile-friendly.

Phase 4: Testing

- [] **Testing on real devices:** The site has been checked on popular iPhone and Android smartphone models, not just in a browser emulator.
- [] **Cross-browser testing:** The site displays correctly in the latest versions of Chrome, Safari, and Firefox on mobile devices.
- [] **Testing on slow connections:** The site's loading and performance have been checked while emulating a slow 3G connection.
- [] **All interactive elements are checked:** All links, buttons, forms, and menus work as expected.