How to Optimize your Shopify Store for Mobile

A Step by Step Guide
How to convert and retain more customers on mobile.

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About
StoreLab

Our mission is to **democratise mobile commerce** and make **mobile success** more **accessible** for businesses of all sizes.

We believe that mobile apps are the way to do that, but we understand not everyone feels like they're in the right place for that, so we wanted to make this information available in the meantime.

Throughout the guide, you'll find key information on how to improve the experience of your customers, increase your sales and improve customer retention on mobile.

If you do want to find out more about mobile apps, we've added a short section at the end packed full of the main points.

So, without further ado, let's get into it.
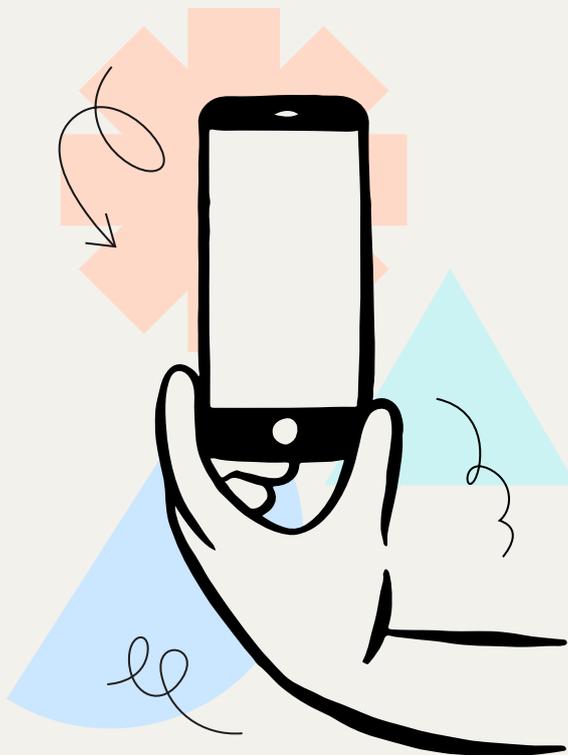
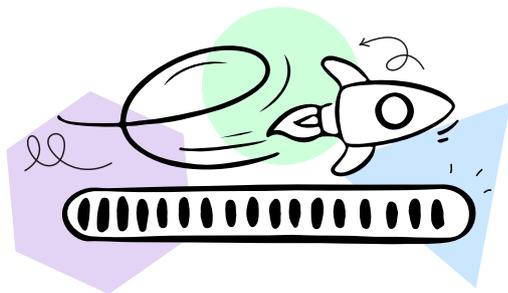# 79% of traffic and 69% of all sales for Shopify stores comes from a mobile device

Why Optimize for Mobile?

Improved Customer Retention

More than half of website visitors leave a page if they're forced to wait longer than **3 seconds(1)**, but on average, a mobile website takes **15.3 seconds(2)** to load.

"Nearly **70% of consumers** admit that page speed influences their **likeliness to buy**."
- Unbounce

Getting your load speed under **3 seconds** is absolutely vital to getting both new and recurring customers to browse your store, let alone make a purchase.
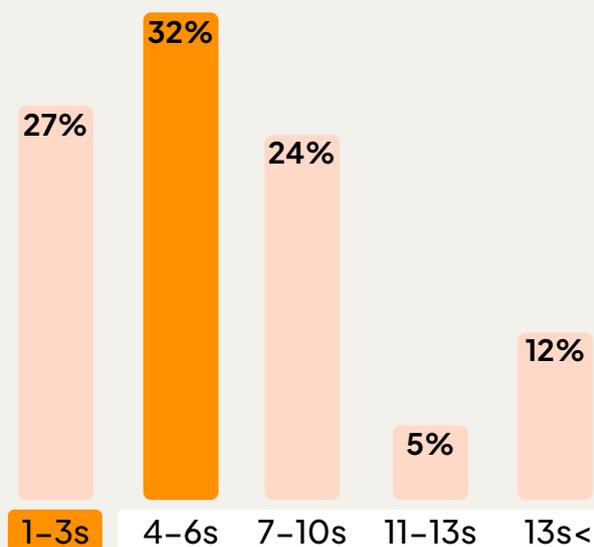
Times people say they would wait for a page to load but according to Google, most people bounce after 3 seconds (3)

27% — 1–3s
32% — 4–6s
24% — 7–10s
5% — 11–13s
12% — 13s<

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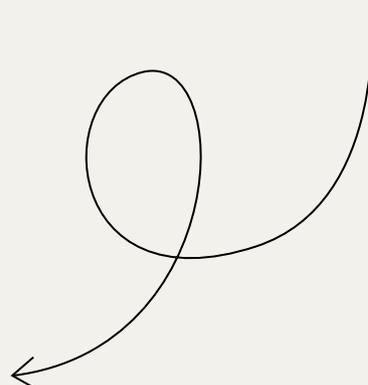
🛒 Reduced **Abandoned Carts**

Due to the copious amount of distractions, non-optimised mobile websites really leave the door open for increased abandoned carts.

Ideally, you want to create the clearest customer journey from entrance to checkout.

70% of carts are abandoned before checkout, and the rate is even worse on mobile. (4)

69.75%

Desktop

85.65%

Mobile
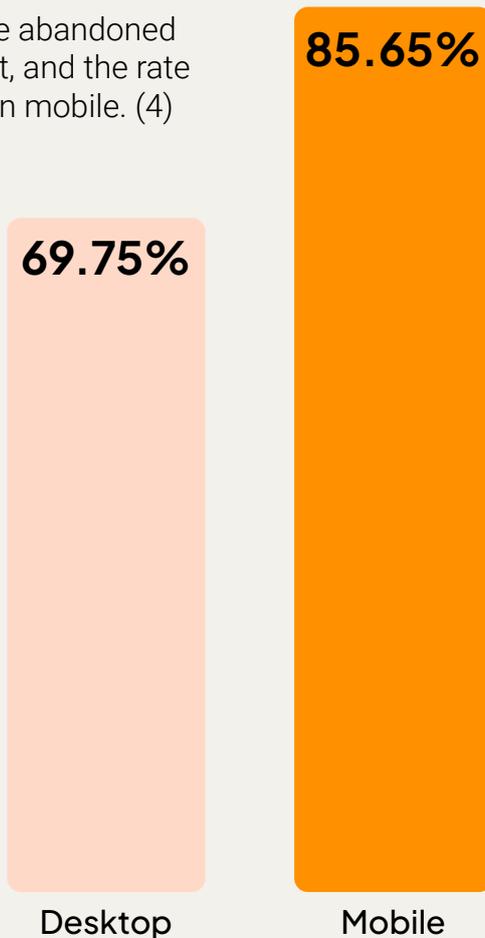
90% of shoppers will abandon their cart if the site is too slow. (5)

"In addition to pinching and zooming, slow load times and hitting accidental links can **drive shoppers to distraction** – literally.

In general, your site should include larger text and fewer links than the desktop version."
 - Retail Dive

🤝 Improved **Customer Experience**

As you'll know from designing your desktop store, customer experience is everything.

If your visitors don't enjoy browsing, they won't do it, and if they're not looking around, they're not purchasing.

"Customer experience, also known as CX, is your customers' holistic perception of their experience with your business or brand.

Everything you do impacts your customers' perception and their decision to keep coming back or not—so a great customer experience is your **key to success**." - HotJar

84% of companies that improve their customer experience see an increase in revenue. (6)

73% of consumers say a good experience is key in influencing their brand loyalties. (7)
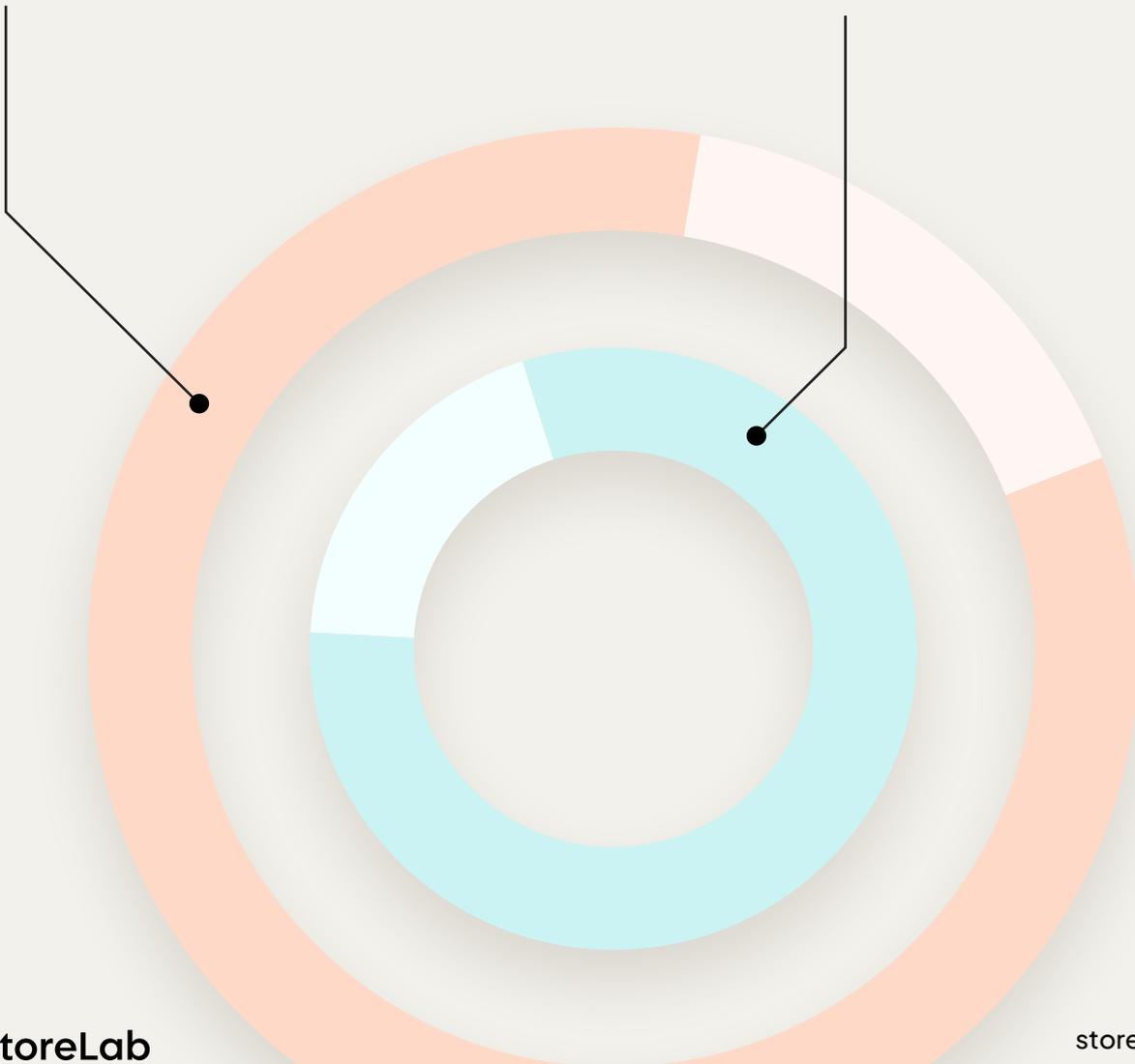
Improved **Brand Perception**

79% of traffic and **69%** of all sales for Shopify stores comes from a mobile device (8). If your customer's first touchpoint is clunky, awkward, and slow, the chances of them coming back or recommending you to others is slim.

Not to mention, it'll give the impression you've not thought everything through. Your desktop site could be smooth as butter, but if you're mobile presence, the place your customer wants to shop, is uncomfortable, it seems like you don't care.

It takes **0.5 seconds** for a consumer to form an opinion of your brand (9), and then every moment after either makes a case for or against that opinion.

If your customer's immediate experience isn't engaging, it's going to impact your brand perception.

Increased Sales

56% of all online sales come from a mobile device, and **60%** of eCommerce traffic comes from a mobile device (10).

Without repeating ourselves, it's obvious that a poor performing mobile presence is going to impact your conversion rate.

"A study by Google found that a delay of just one second in page load time can lead to a **7% decrease in conversions.**" - Market Tailor

# Reducing mobile site speed by just 0.1 seconds results in an **8% increase in conversions.** (11)

| 3 second load speed | 2.9 second load speed | Current conversions | New conversions |
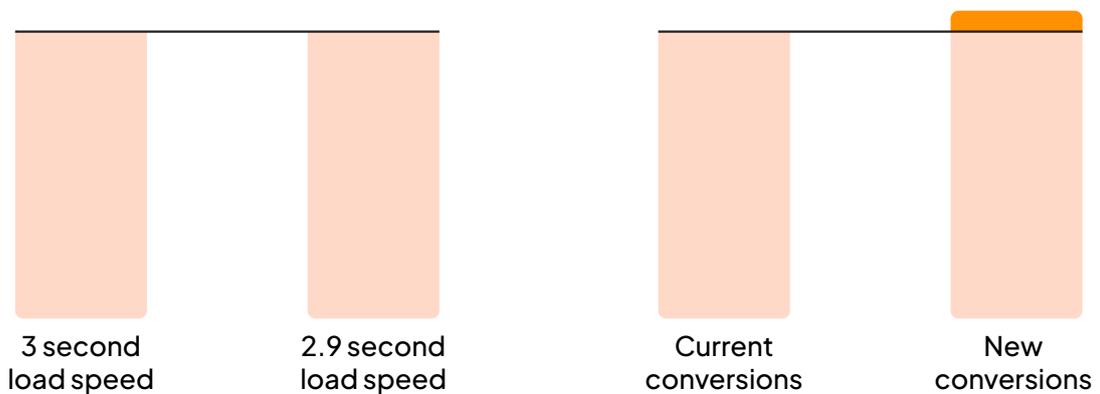
The Shopify Mobile Optimization Checklist

Screenshot or download this page to tick off each step as you go

☐ Simplify your navigation

☐ Use clear and focused CTAs Adapt your text

☐ Check your images

☐ Think thumb-first

☐ Remove pop-ups

☐ Consider getting a mobile app
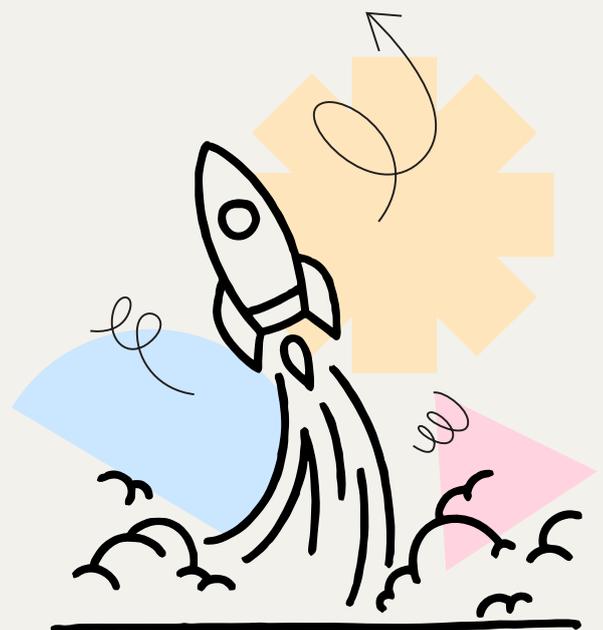
How to Optimize for Mobile

✅ Simplify your navigation

On mobile, you have a lot less real estate to play with, which means your store can easily become cluttered and overwhelming.

Poorly optimised mobile sites leave customers distracted with too many places to look, opposed to their eyes being drawn exactly where you want them.

Make sure your navigation bar is easily accessible, so customers can go exactly where they want to -we recommend using a sticky navigation bar so it's always on screen and available.

👆 Use clear and focused CTAs

Your CTA buttons are one of the most important factors in a buyers journey.

It's good practice not to have too many CTAs on any website, but it's even more important for mobile due to the lack of screen space.

If you have multiple CTAs on your website pages, make sure just to pick one for the equivalent mobile page to ensure your visitors know exactly where to click.
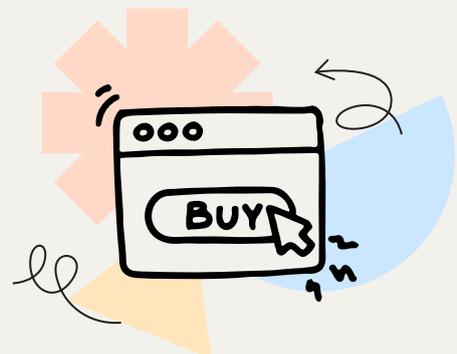
🔲 Adapt your text

Standard practice used to be size 12 across all devices, but experience has now shown us that size 14-16 are better opted for mobile.

Having a larger font means your layout will be impacted, so make sure you're adjusting the surround areas of your pages, too.

Equally, you want your text optimised for mobile scanning.

"BecauseGoogle's search results are based on the mobile site, you want to **keep all of the information you have on your desktop site on your mobile site."** - Tiny img

Make sure to:
- Keep paragraphs short
- Use numbered or bulleted lists where possible
- Use video instead of or tobreak up large chunks of text

📷 Check Your Images

Not all Shopify themes work perfectly on mobile, and an awkwardly sized image can severely impact a customer's page experience.

Make sure to use responsive images where possible. Responsive images are simply images that adapt according to the screen they're on. Simply set a minimum size range and the image will automatically resize to the optimum numbers for each screen.

You also want to make sure your images aren't too large, slowing down your site speed. We recommend keeping your JPGs no larger than 29KB and your PNGs no larger than 16KB.

👍 Think Thumb First

For desktop sites, it's important to think about the eyes i.e. where your customer's vision is drawn to when they visit a page.

For mobile, the eyes are still important, but so are the thumbs.

First of all, buttons need to be big enough to be pressed, but also, far enough apart that other buttons don't get pressed accidentally.

Second of all, not all areas of your customer's screens will be reachable. If you look at the example below, you'll see the areas your users can naturally reach while browsing your store.
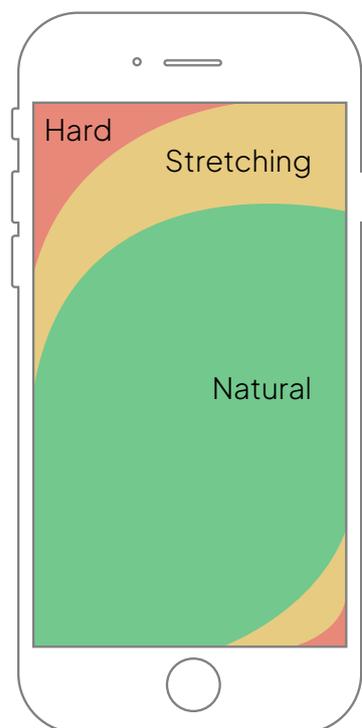
Anything in the top or bottom corners will most likely be awkward, and therefore, impact your customer's experience.
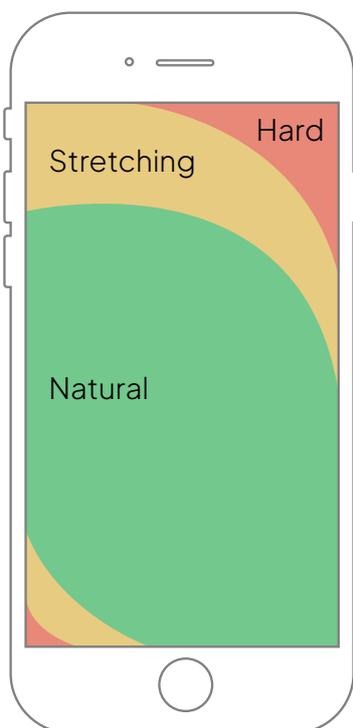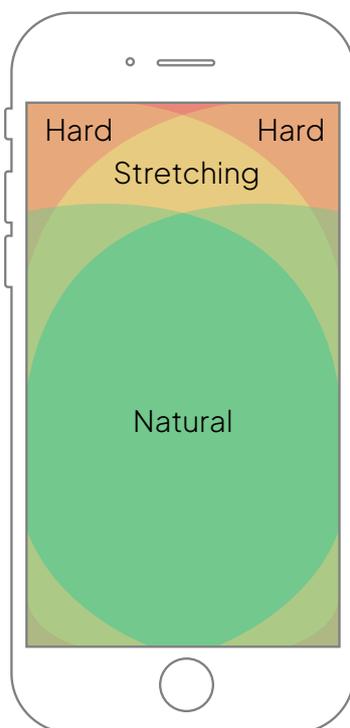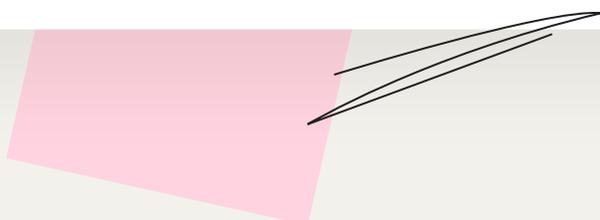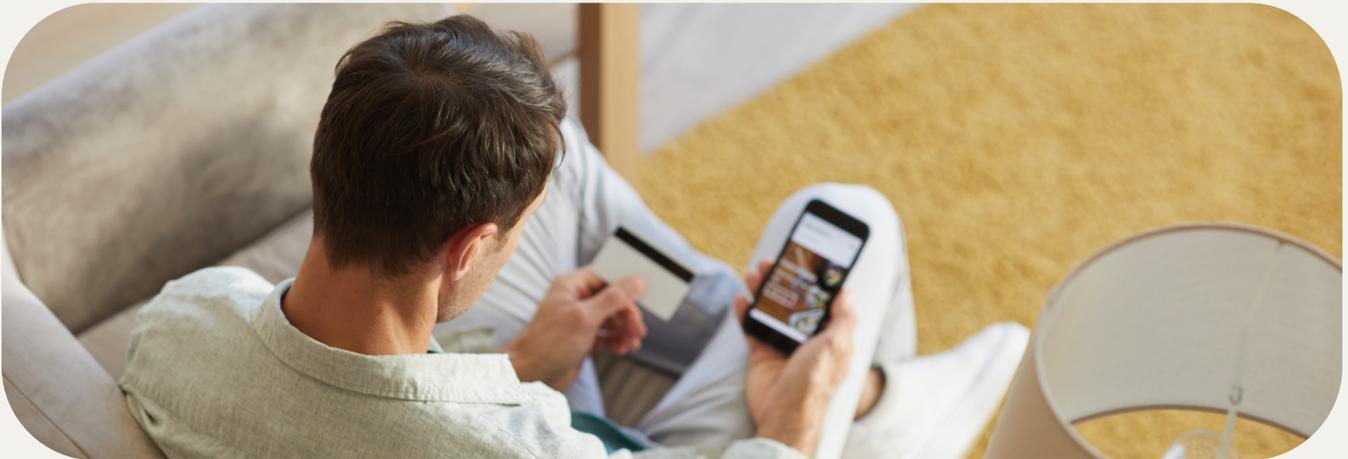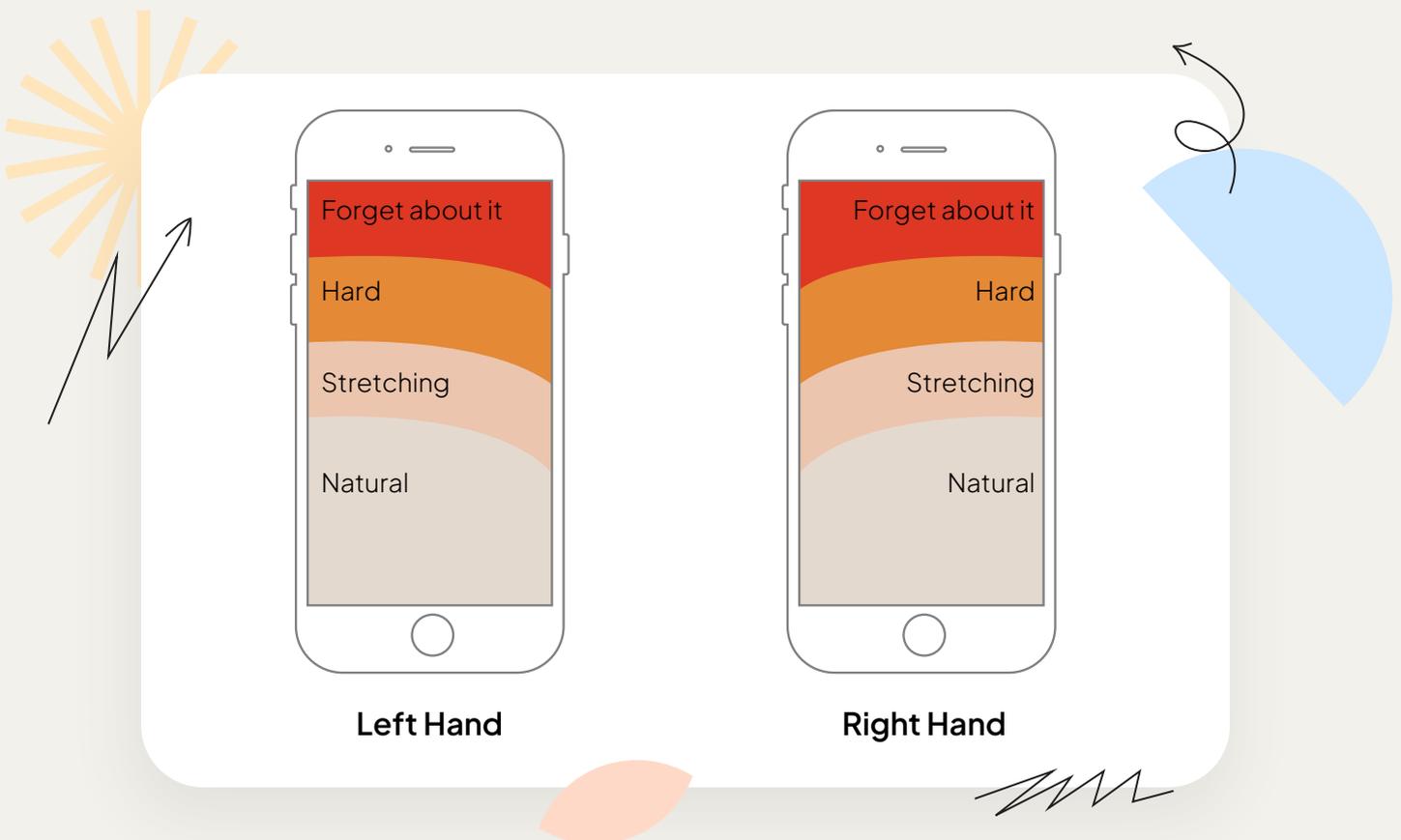

Left Hand   **Combined**   **Right Hand**

However, that research was posted in 2016 and as you may have noticed, screen sizes have grown exponentially over the last few years.

Therefore, Whide Group made an improved model based upon modern screen sizes.

Left Hand   **Right Hand**

So, in general, it's best to keep buttons and navigation near the centre and toward the bottom.

Anything out of that zone won't be ignored, but if your customer's are continually having to stretch or move to meet your website's demands, they're going to leave eventually.

Remove Pop Ups

For desktop sites, pop ups can be a great way to engage your customers and highlight key information.

On mobile, they're a sure-fire way to kick someone away.

Going back to our previous point, all clickable parts of your website need to be easy to use. With pop ups, the little exit X is often small and awkward to press, which can leave visitors frustrated.

Not to mention, they take up the entire phone screen, interrupting anything your user was just doing.

If pop ups are an absolute must, make them ergonomic. Only use them for real points of interest and make sure your customer can smoothly, comfortably escape if they want to.

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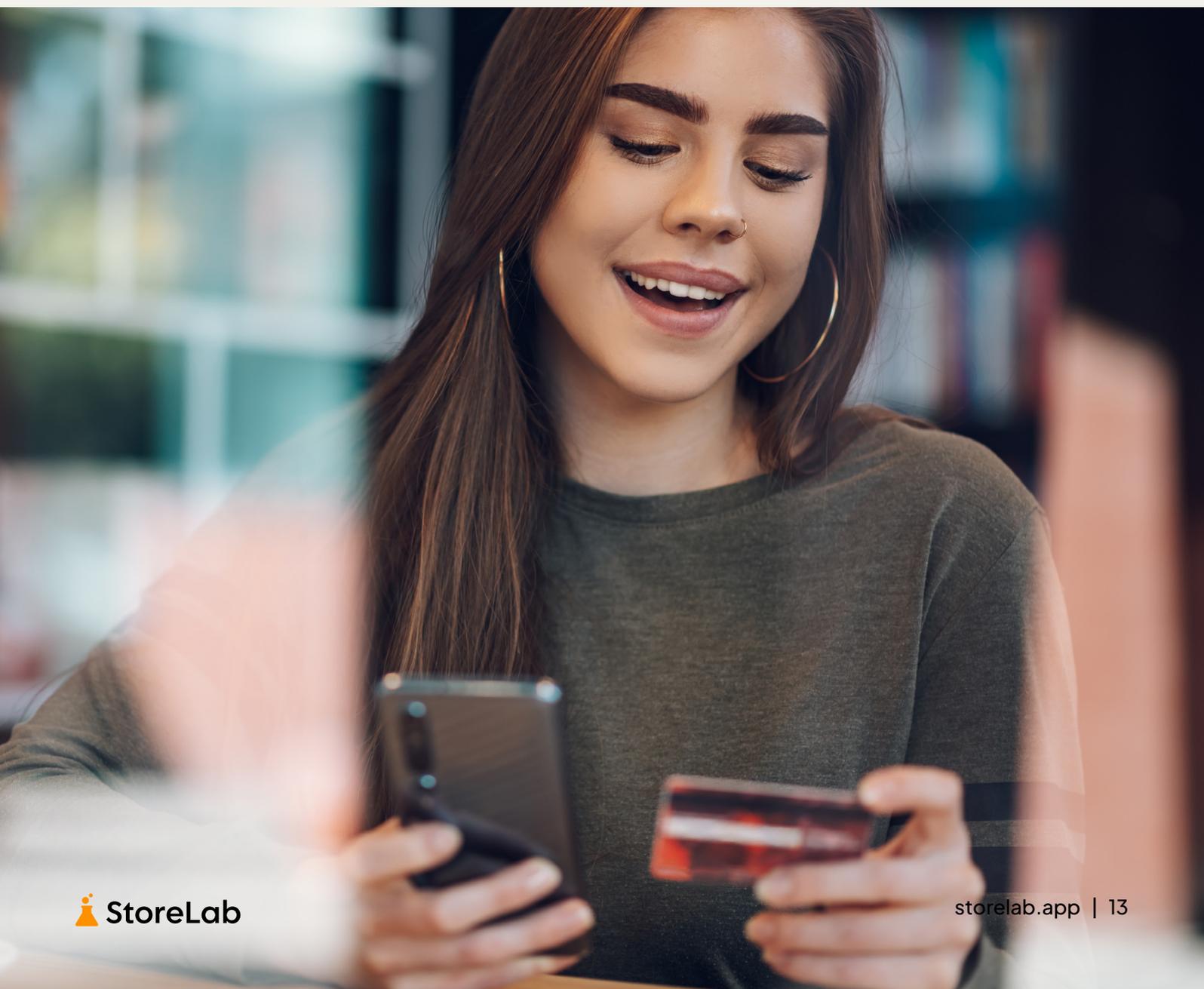
📲 Consider getting a mobile app

"Our vision is to create direct, unbreakable relationships with our consumers.

And we know the **most direct connection** is through **the mobile device** they carry with them everywhere they go."

— Andy Campion, Nike CFO

Why get a mobile app for your Shopify Store?

	Mobile Website	Mobile Apps
Products viewed per users	5.7	22
Products added to basket	13%	24%
Products Purchased	44%	54%

Legend:
- Mobile Website
- Mobile App

Products viewed   Added to basket   Purchased
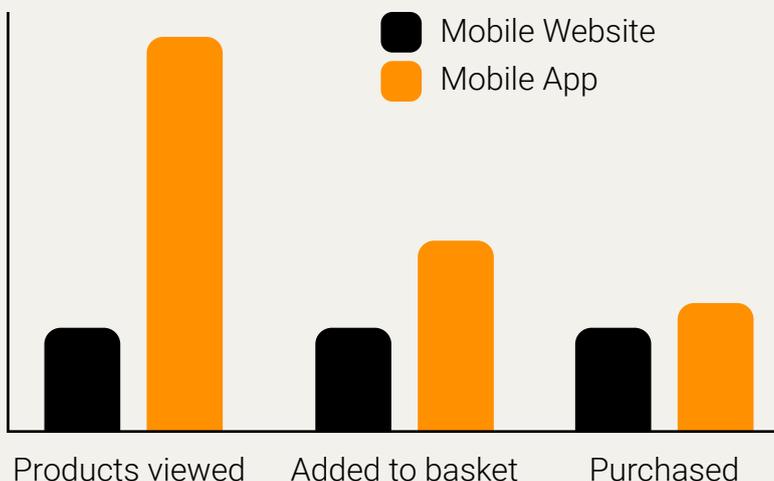
40% of people interact with a mobile app within an hour of getting a notification (12)

Mobile apps convert **3×** better than mobile websites (13)

Mobile app messaging converts **15×** greater than email and **9×** better than SMS (14)

21% of mobile users access retail shopping apps multiple times a day (15)

You **no longer need** expensive developers or coding knowledge to build and run an app
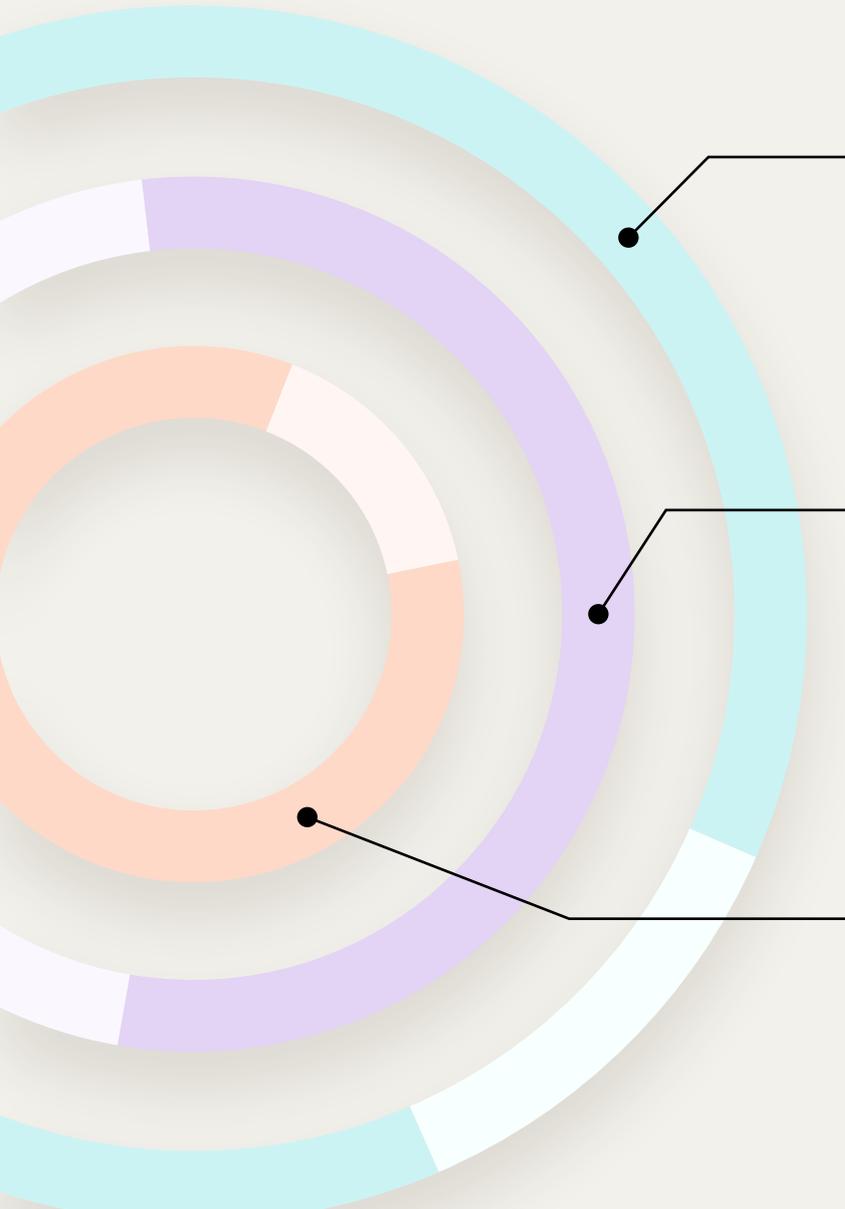
88% of **mobile** time is spent on **apps (17)**

Dedicated **mobile commerce apps** account for **54%** of complete **mobile commerce payments (16)**

79% of **traffic** to Shopify stores is from a **mobile device (8)**

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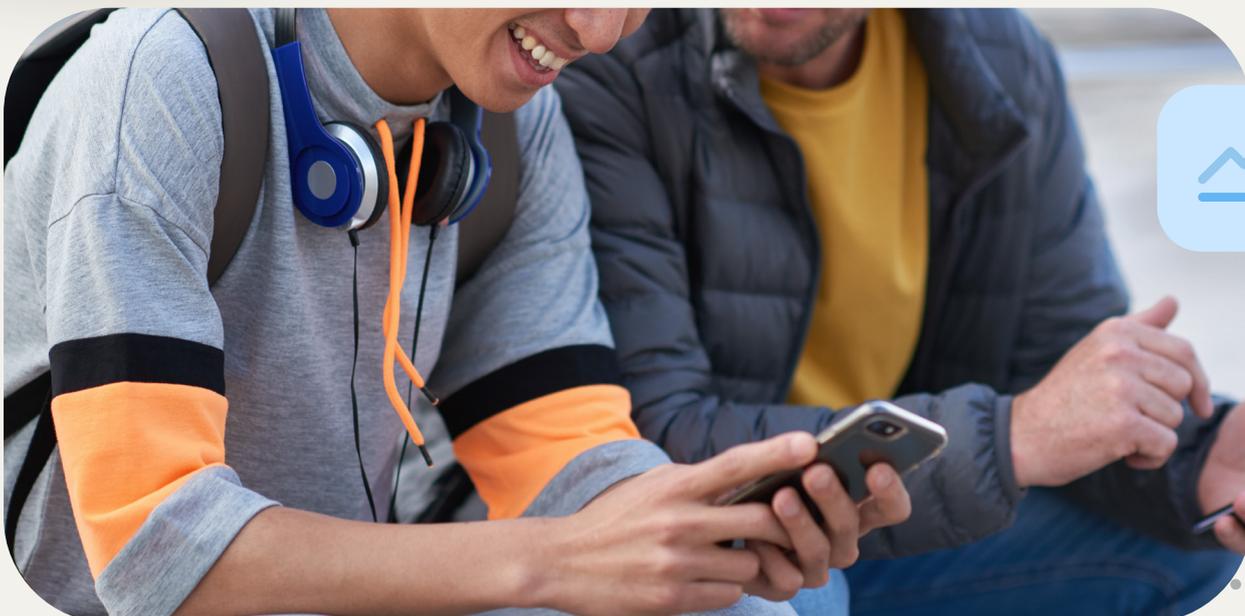
Mobile apps are the ultimate tool for optimizing your mobile presence because they're specifically built for mobile.

Everything we've just suggested you do to your website, mobile apps do automatically.

And they're much easier to build than you think.

You don't need to hire a developer: no-code mobile apps mean you don't need any coding knowledge or developer expertise. In fact, you could have your app up and running by next month.

Plus, they allow for easier messaging and communication with your customers. Mobile notifications having a 10x greater open rate when compared to emails - and there's no worry about them being caught in spam filters or junk mail.
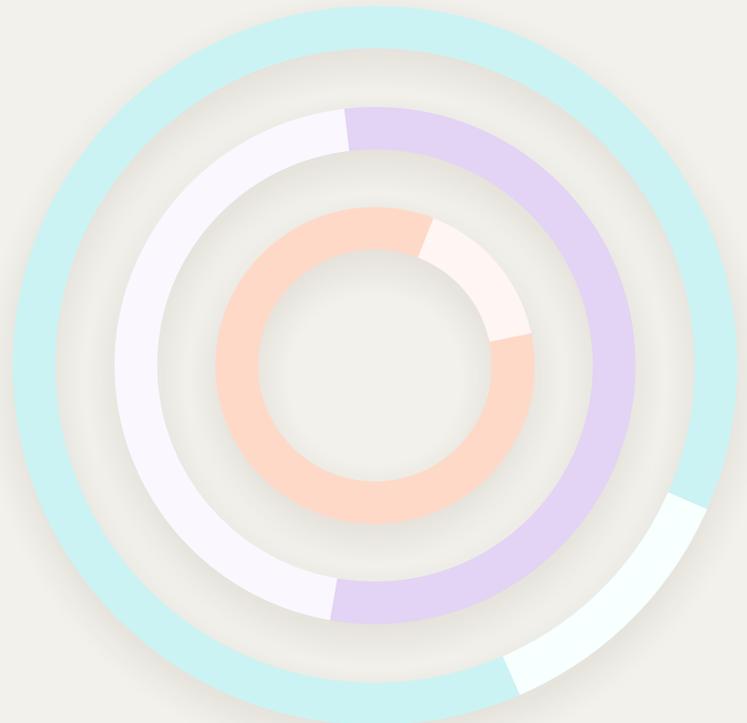
TL;DR?

- Mobile apps naturally give your customers the best experience on mobile as they're built specifically for that purpose

- No-code apps mean you don't need to hire a developer - you can build a mobile app yourself

- Communicate easier with your customers thanks app messaging having 10x greater open rates compared to email
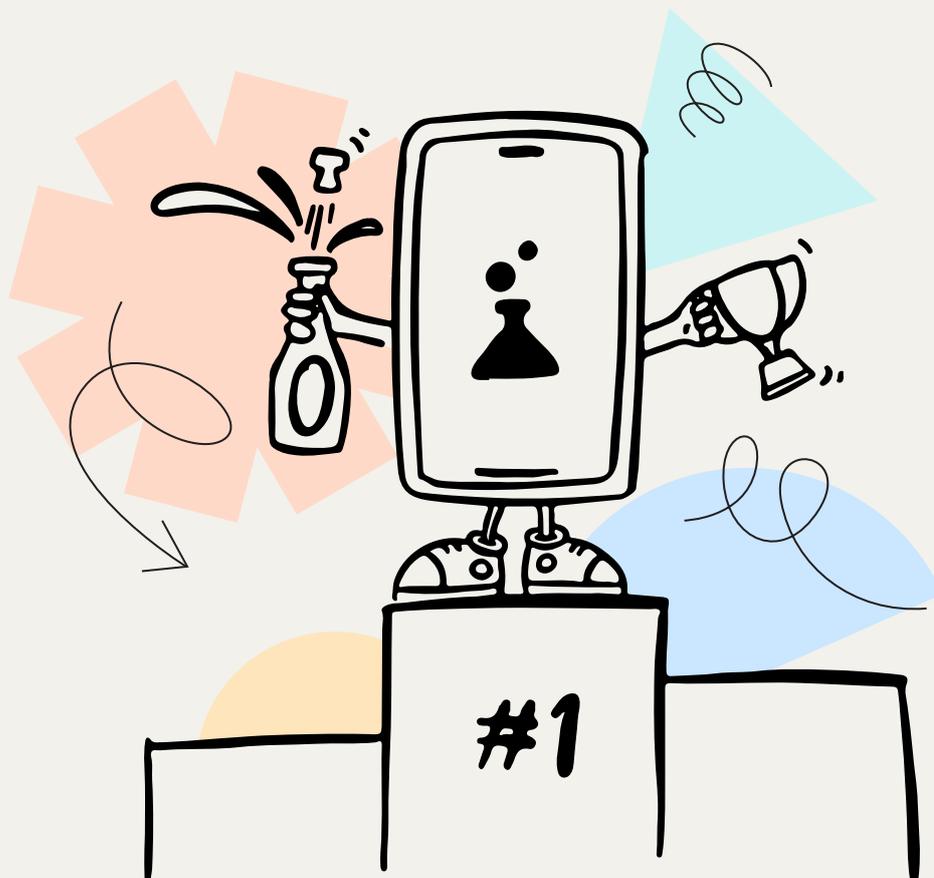
"The trend has been that mobile was winning. It's now won."

Eric Schmidt, ex CEO of Google

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