

1. What does “mobile friendly” mean?

“Mobile friendly” means making a website as easy to view as possible on portable devices, notably smartphones. This includes using larger fonts, leaving plenty of space around “click targets”, avoiding functionality that does not work on portable devices, etc. And crucially (according to Google), the site should have a “responsive design”, that is it should restructure itself when viewed on a portable device, typically reducing the content to one column.

This issue is especially significant because from April 21st 2015 Google will rank sites that are “mobile friendly” more favourably than those that are not. This is only for searches made on smartphones (searches made on desktops and laptops are not affected). By default all Clikipic websites maintain their shape, features and look across all devices and are therefore not “mobile friendly” by Google’s definition. However, they do generally look and work very well, especially when displaying images.

2. Do I need to make my site mobile friendly?

Depending on your website and nature of business, it is very possible that your search rankings will only be marginally affected for searches on smartphones. Unique and relevant text content on your site will continue to have a high impact, irrespective of its mobile friendliness. Check our Cliktips Guide C4 How to optimise your site to help boost your search engine chances.

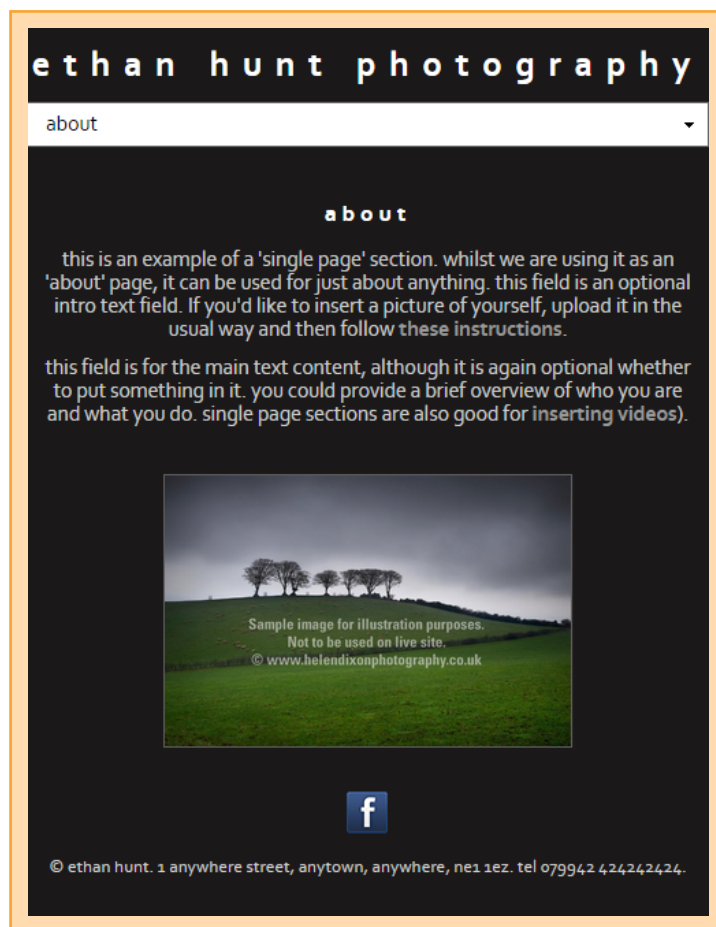
If your site works well on a mobile phone, as most of our templates do, and Google mobile search ranking isn’t that important to you then there is little need to make your site “mobile friendly” (although it may be worth considering the points we cover in 4. below). However, if your website is reliant on search engine traffic and your customers are likely to be mobile device users, then it is worth trying our experimental “mobile mode”.

3. Our “Mobile mode”

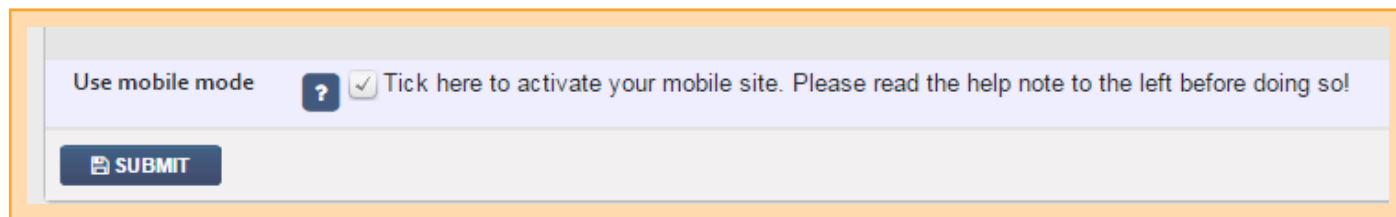
3.1 How it works

We have introduced an experimental feature called ‘Mobile mode’, which converts your site into a “responsive design”, as well as increasing font sizes slightly on mobile devices. This does not affect desktop view. Mobile mode can be turned on and off and can be previewed before making live. As an experimental feature, however, the extent to which your site restructures itself can vary tremendously between templates. Both look and functionality will be severely altered and in some cases compromised (see notes below).

In effect the restructuring typically displays content from your website into a single column when viewed on a smartphone. Your menu should appear as a drop down box at the top of the page. It then shows content from your “main column” followed by content from the “sub column” (if the page has one). Any content you may have in an “Extra column” will not appear at all. If you are unfamiliar with how our page column layouts work, have a quick look at Cliktips Guide E4 Page and site structure.



3.2 How to activate “Mobile mode” and preview



The best thing to do is give it a try and see how it looks. In the admin system, click on [Site management > Site details](#). Tick **Use mobile mode** and **Preview** your site. If you are using a desktop to preview, re-size the browser window and make it less than 500 pixels wide, then refresh your page and **Make live** when ready. Please note:

- You can disable mobile mode at any time.
- The system will tell you if Mobile mode is not available for your chosen template.
- We do stress, the effectiveness of the responsive design can vary tremendously depending on which template you have and can be quite unpredictable.

3.3 Important points about Mobile mode

- Mobile mode is not available for some of our less used templates.
- Depending on your template and how you have set your website up, functionality and look can be severely compromised.
- Please be aware that any Popups will not be active on your mobile site as they are generally not considered mobile friendly by Google. However, you can turn these back on by navigating to [Styling > Custom styles > Mobile mode options > Disable Gallery Popups in mobile view](#) and changing this to **No**.
- Please note that our “sliding slideshows” are not as effective. However, it is quite easy to change the settings for these, so do contact us if you’re unsure how.
- Do not use Fixed widths and heights for content items as this will cause Google to not recognise your site as “mobile friendly” even if you enable mobile mode.
- Functionality that relies on a mouse won’t work, typically sub menus or image captions which appear when you hover over them.

If you need any advice or tips how you can improve your website in mobile mode, please do not hesitate to **contact us**.

4. Tips if you do not use Mobile mode

If you decide not to use mobile mode, it is still worth considering the following should your site be viewed on a smartphone.

- The following template Styles do not work at all well on mobile devices: Bold, Stretch, Floating and Spanning (to see which Style your site is in the admin system, click on [Styling > Site styles](#)).
- Our carousels and “horizontal slideshows” are touch-friendly (you can ‘swipe’ through them) and tend to work really well on portable devices. Using Mobile mode can hinder this.
- Functionality that relies on a mouse won’t work on a portable device, typically sub menus or image captions which appear when you hover over them.
- Never use our “flash” slideshows (these are rarely used anyway).