

## Ask an expert

# Simplicity the key to good site

**I run a shop specialising in Eastern European smallgoods. Most of my customers come from outside my area. What should I be asking my web/mobile site designer? What traps should I avoid?**

There are things that every business should do to ensure they appear high on mobile search results. Ensure you have an accurate and up-to-date Google Maps listing, as this will help with ranking in the mobile search engines when users are nearby.

Avoid trying to copy all the functionality of your full site into a miniature one. Mobile users don't want to zoom in and out to navigate your site. Limit your mobile website to include the most important information (like menus, prices, opening hours, contact information).

Don't use Flash or large images.

Flash isn't supported on iPhones and while it is supported on Android it can be slow to load. Many mobile users will have limited download quota, or be relying on mobile phone towers for data transfer. Large images and other big files will frustrate the user and cause them to close the page before it's loaded.

Your web designer should be familiar with mobile web design.

Ask to see examples of other sites they've built. If you can't use them easily on your own phone, find another designer.

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**Craig Somerville is the general manager of Reload Media, a leading search engine optimisation and marketing specialist. For more info visit [www.reloadmedia.com.au](http://www.reloadmedia.com.au) email your questions to [shelleym@dailytelegraph.com.au](mailto:shelleym@dailytelegraph.com.au)**