



## Guide to Being Mobile-Friendly

*This is an extra resource to go along with the original article:*

[How mobile is taking over healthcare](#)

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You already know that to be competitive in the health and wellness space, you need to be mobile-friendly. In fact, you're likely reading this from your smartphone or mobile device right now!

However, transitioning to an on-the-go digital presence may feel overwhelming—especially in a sensitive industry like healthcare. But don't worry, we have you covered.

Below we've put together a quick guide on how to make your website more mobile-friendly:

Optimizing your website for mobile should be your first step. Though much of this can be done in the design and development phase of website creation, here are ten steps you can take post-deployment:

1. Use WordPress as your platform? Switch to a "responsive" theme.
2. Cut down on the amount of copy on your website. People don't want to scroll endlessly to find the information they need.
3. Keep navigation simple and uncluttered. This again will help users quickly get to the page they want.
4. Have mobile forms available for download. (This is where IntakeQ can help!)
5. Make sure call-to-actions are easy to see.
6. Increase font and button sizes. If someone has to continuously zoom in and move around the screen, they will likely abandon your site.
7. Speed is important! As we noted in a recent article, 53 percent of users won't wait more than three seconds for a page to load.
8. Allow patients to easily schedule, change, and cancel appointments online from their smartphones.
9. TEST! As you make changes to your website, make sure that you and your staff are testing the website from smartphones and mobile devices to see how everything is displayed.

# IntakeQ

10. Know when to call in an expert. Hiring a developer will take the important task of optimizing your website to be mobile-friendly off your plate so you can focus on providing care to your patients.