MATT BACAK'S CHECKLIST

Checklist 13 - How To Make Sure Your Site Is Responsive For More Traffic

Project Name: _____   **Date:** _____

Yes   No

With the significance of the internet in the marketing world, having a responsive website is super important. Think of your website as your shop or place of work as customers come and go. Your audience and customers are going to want to be convinced as to whether they should deal with your company or not. This is why your site needs to be responsive.

Step 1. Adopt and make use of a fluid Grid

1   You need to shift from pixel grids to Fluid grids for your website to become responsive.   ☐ ☐

2   You can set and establish the size of the website.   ☐ ☐

3   You need to make a responsive grid by setting the width and heights of the columns.   ☐ ☐

Notes

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4   You further need to establish the rules for your grid by setting and modifying your websites' CSS and code.

Step 2. Adapt to the mobile-friendly and touch screen environment

5   Always make sure that your website is mobile friendly and touch screen friendly to reach as many people as you can.

6   Work on the way you size and manage your drop-down menus for easy access to navigating your website.

7   Add images, calls to action, and buttons that can easily be selected when a customer is going through your website.

Step 3. Determine the right elements for your website.

8   Learn to adapt and provide easy access to each and every device that can surf the web. Make it as user-friendly as possible to increase responsiveness.

9   You may have to leave out some features for certain devices.

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10 You have set up the rules for specific devices by setting and modifying the website's CSS.

Step 4. Work on improving images

11 Each device can handle images to some extent, so you need to configure that with the website.

12 You need to set and modify the websites CSS and code yet again to meet device requirements for various devices.

Step 5. Figure out your layout

13 You can either design your layout by yourself, or you can hire someone to do it for you.

14

You can use software to help you design a layout for your webpage like

- *WordPress*
- *Wix*

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- Weebly

- Jimdo

15 You can use professional page builders which will help in optimizing your website for mobile.

- Click Funnels

- Thrive Themes

- Optimize Press

Notes