

Mobile First with Nicole Johnson

A mobile experience for your audience is crucial as a full-time creator, because MOST people will be interacting with your site via cell phones.

Optimizing your mobile experience is important to both maintaining and growing your traffic.

User Experience

Have you looked at your homepage on your phone?

Have you looked at your top 25 posts on your phone?

Are you regularly updating your theme?

Does your theme work well on mobile devices? Is it easy to navigate?

Are your buttons and menus mobile friendly? Do your opt-ins block your content?

Are they difficult to close?

Have you filled out your forms on your phone to make sure they are mobile friendly?

Post Layout

Do you have a [readable text size](#)? 16px or larger?

Are you using short headings and subheadings to break up your content and guide your readers through it?

Are you [hitting return often](#) when writing?

REMEMBER, your paragraphs should only be 1-3 sentences long.

Are your [images optimized](#)?

Site Speed

Check posts with video embeds on Google PageSpeed Insights. Make sure they aren't significantly slowing down your site.

Bonus: Do you have Trellis, a WordPress framework built for site speed?

[Use MVUTRELLIS at checkout for 20% off your initial purchase of Trellis!](#)

Additional Resources

- [What is Mediavine?](#)
- [Mediavine Requirements](#)
- [Mediavine Blog](#)
- [Content Upgrade Challenge](#)

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