



**BE  
MOBILE  
FRIENDLY**

# BE MOBILE FRIENDLY

Sixty-two percent of smartphone users have made a purchase online using their mobile device in the last six months. Now is the time to go mobile, and ensure you won't miss out on more and more profit as this trend continues to grow. Trying to navigate a website designed for desktop usage on a mobile phone can be extremely frustrating for customers, and many will abandon their purchase if the experience isn't smooth.

## R3 TIP

Convert your website to a mobile-friendly format with larger, tap-friendly buttons, text phone numbers that allow tap-to-call instantly, less copy and more visual content. And let your customers know about your new mobile-friendly website when it's complete!



### IDEAS BEST SUITED FOR:

- Government Agencies
- Guides/Pros
- Manufacturers
- Retailers
- Media
- Non-Governmental Organizations

For more information on the 60 in 60 initiative, visit [www.rbff.org/60in60](http://www.rbff.org/60in60)