"Mobile-friendly" V. "Touch-friendly": Not knowing the difference can cost you cases!

When it comes to websites, you've probably heard the term "mobile-friendly." Awesome -- but what the heck does that even mean, "mobile-friendly?"

Honestly, not very much. A mobile-friendly website is one that is technically engineered to be used on an iPhone or Samsung Galaxy and other mobile phones. But sometimes these websites are not thoroughly considered for the general public, making these mobile-friendly sites difficult to operate for many users.

Think 'touch-friendly' or 'touchable' instead.

"Touchable" or "touch-friendly" is synonymous with userfriendly, however we want to drive one single point home: **to be aware of using a website with only your finger** and on a relatively small screen, like an iPhone or Samsung Galaxy.

According to our latest statistics, we see law firm websites receiving about 35% of all visits coming from mobile devices, with some firm websites reaching 50% of total visits when mobile and tablet users are combined.
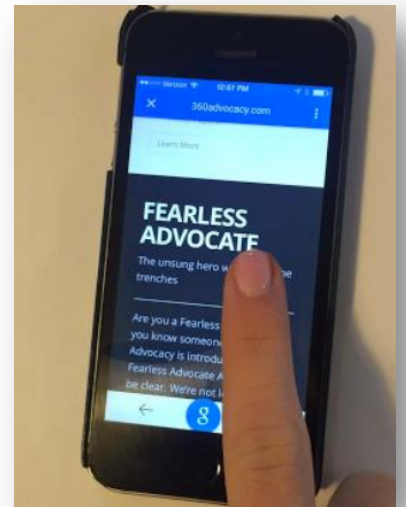
Why 'mobile-friendly' misses the point

Being mobile-friendly often means the firm may have a responsive website – a website that automatically adjusts to the screen size of a desktop, an iPad, an iPhone or similar device.

It's missing an important point, though. Regardless of how the website adjusts to fit a small screen:

- **Is it easy to touch, view and navigate using your finger on a small screen like an iPhone?**
- Are the links and navigation buttons large enough to easily touch with a fingertip, or are they so close together the user inevitably clicks the wrong one and ends up in the wrong place? (admit it, we have all done it).

When using a computer with a full size monitor, we can move the mouse around and click as we desire. Agile and multi-functional, the mouse or cursor's one job is to make navigating a website easy. Attempting the same

task on a screen 1/18 the size— using a cursor 5x larger (your finger), no less -- is cumbersome. It's like playing hopscotch while wearing deep-sea diving fins!

Here is what you should do. It takes less than 4 minutes.

Open your firm's website on your phone. Navigate to a practice area page; let's say traumatic brain injury. Read at least two paragraphs, and then try to contact your own firm through the form on the site. If you find yourself squinting, accidentally clicking the wrong links or generally frustrated with using your own site, you know to contact your web marketing company.

Because no matter how "mobile-friendly" it might be, if it's not **"touch-friendly,"** your users will leave and take their potential cases with them.

Obu Team

www.Obuinteractive.com