

The Bootstrapper's Guide to the Mobile Web

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Mobile Website Prep Worksheet

Once your mobile website strategy is in place, use it to prepare the content you will need to implement your plan. Try to resist the urge to just “wing it.” Proper preparation of your descriptions, biographies, metadata, and other content will help to optimize your mobile site.

This worksheet can help you prepare your content for your mobile website. Refer to respective sections of the book for clarification of specific questions.

I. Prepare Text

To cut down on page size, you should conserve the amount of content on your mobile site. Prepare abbreviated and edited versions of the following content. Be sure to include keywords!

Biographies:

Business Description:

Business Services:

Product Descriptions:

II. Prepare Metadata

Prepare metadata sets for your mobile site. A “set” of metadata consists of a list of keywords, a meta title, and a meta description. If you are creating your own site, prepare a metadata set for each page of your site. If you are using a service, you will likely only need one set.

Prepare each metadata set using the following guidelines.

Prepare a list of 20 one, two, and three-word keywords—listed in order of relevance. Keywords are the terms that help search engine robots properly categorize your website in the search engines.

Prepare a meta title that contains one or more of your keywords. Meta titles should be no longer than 60 characters.

Prepare a meta description that contains as many keywords as possible. Meta descriptions should be no longer than 160 characters.

III. Prepare Images

Gather the images you want to use on your mobile site.

For each image:

- Use an image cruncher to reduce the file size as much as possible.
- Rename each using some of your best keywords for optimization purposes.
- Prepare alternate text that includes keywords.

IV. Gather Links

Gather relevant links to:

- Social media accounts
- Geo-location sites
- Multimedia you want to feature
- Products
- Blogs or RSS feeds

V. Other Content

Gather or create abbreviated versions of any other content that will appear on your mobile site. Don't forget to include keywords where relevant!