

Your 15 Point Mobile Website Checklist

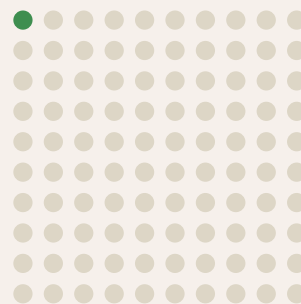
You have seen the three checks. This is the full version: five things to look for in each one, on your own phone, and the fix for every one you answer No to.

SITE SPEED

Only 1%

13.3s average load time

We tested 606 independent accommodation websites on a phone. The average took 13.3 seconds to load, and only 1% loaded in under 2 seconds.



● Under 2 seconds

● Slower

Booked Wild crawl of 606 sites

BEFORE YOU START

Before you start, switch Wi-Fi off, open a private tab and have a timer ready.

Time your homepage

1/3

Open your homepage in the private tab and start the timer as you tap Go.

1 Can you read the page and tap a button within 4 seconds?

Fix: run your address through pagespeed.web.dev. It is free and lists what is slowing the page.

☐ YES☐ NO

2 Is the first screen one still photo, with no slider or video?

Fix: swap the slider or video for your single best photo.

☐ YES☐ NO

3 Can you read your headline before the photo finishes loading?

Fix: resize the top photo to phone width and compress it before you upload it.

☐ YES☐ NO

4 Do text and buttons stay put, with nothing jumping as the page loads?

Fix: ask whoever looks after your site to set a fixed size for every image.

☐ YES☐ NO

5 Is the page clear of pop-ups, chat bubbles and banners for the first five seconds?

Fix: remove the ones you don't use, and set the rest to appear after a scroll.

☐ YES☐ NO

YOUR SCORE

Yes answers in check one

 / 5

Find your booking button

2/3

Open your homepage and keep your thumb off the screen.

6 Can you see a booking button without scrolling?

Fix: put one button directly under your headline.

☐ YES☐ NO

7 Is it a button on the page, and not only a line in the menu?

Fix: keep the menu link and add a button as well.

☐ YES☐ NO

8 Do its words say what happens next, such as Check availability?

Fix: replace vague labels such as Find out more with what the guest gets.

☐ YES☐ NO

9 Does your thumb hit it the first time?

Fix: ask for a button at least 48 pixels tall, with clear space around it.

☐ YES☐ NO

10 Does one tap take you to dates and prices?

Fix: link it straight to your booking calendar. If you take enquiries, say how quickly you reply.

☐ YES☐ NO**YOUR SCORE**

Yes answers in check two

 / 5

Book with yourself, start to finish

3/3

Pick real dates and go as far as the payment page. Then watch someone who has never used your website do the same.

11 Can you see a price before you type in any details?

Fix: show a from-price on the homepage and the full price before the form.

☐ YES☐ NO

12 Does the calendar work with one thumb and show which dates are free?

Fix: ask your booking system's support how to switch on its phone layout.

☐ YES☐ NO

13 Does the form ask only for what you need to take the booking?

Fix: remove fields you don't use before arrival, and ask for the rest by email.

☐ YES☐ NO

14 Does the booking page look like your website, with your name and colours?

Fix: add your logo and colours in your booking system's settings.

☐ YES☐ NO

15 Can you always see the button, and read the page without pinching and zooming?

Fix: take pop-ups off your booking pages and shrink the cookie banner.

☐ YES☐ NO

YOUR SCORE

Yes answers in check three

 / 5

YOUR SCORE



/ 15

Count your Yes answers out of 15. Start with the check where you have the fewest, and work down its fixes from the top.

NEXT STEP

Not sure what a better homepage could look like?

Apply for a homepage redesign

bookedwild.com/homepage-redesign

ONE LAST THING

Send us a DM to let us know if you found this guide helpful.