Simple optimizations for your mobile site

### 320x100 above the fold
- Compared to 320x50, large banners have a higher CTR

### Use responsive ad units
- Ad size adjusts to screen size (e.g., for devices with width over 340px, show 336x280; for smaller screen sizes, show 300x250)
- 336x280 ads tend to have higher RPMs, with 2x CTR compared to 300x250

### Best practices
- Help Center article on mobile optimization tips
- Check your usability with the Mobile Friendly-Test
- Check your page speed with PageSpeed Insights

### Policy tips for mobile
- Make sure ads don't take up over half of the screen per view (i.e., 2 rectangle ads in 1 view)