Google's Mobile Site Review

MEET THE MOBILE MASTERS

People increasingly expect mobile sites to be fast and easy to use. To help brands understand the best examples of mobile site usability and speed, Google has reviewed 316 Travel, Retail, and Finance sites across seven European countries to determine who has mastered mobile and who still needs to pick up speed. Here we summarise the findings in Travel.
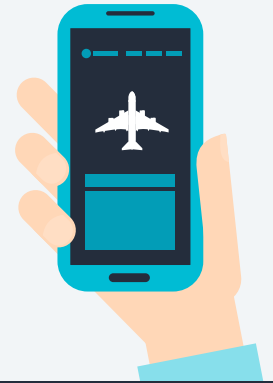
Getting mobile performance right is critical

61% of customers who visit a mobile unfriendly site are likely to go to a competitor's site.[1]

30% of consumers expect a one second or less page load, while **18%** expect instant page load.[2]
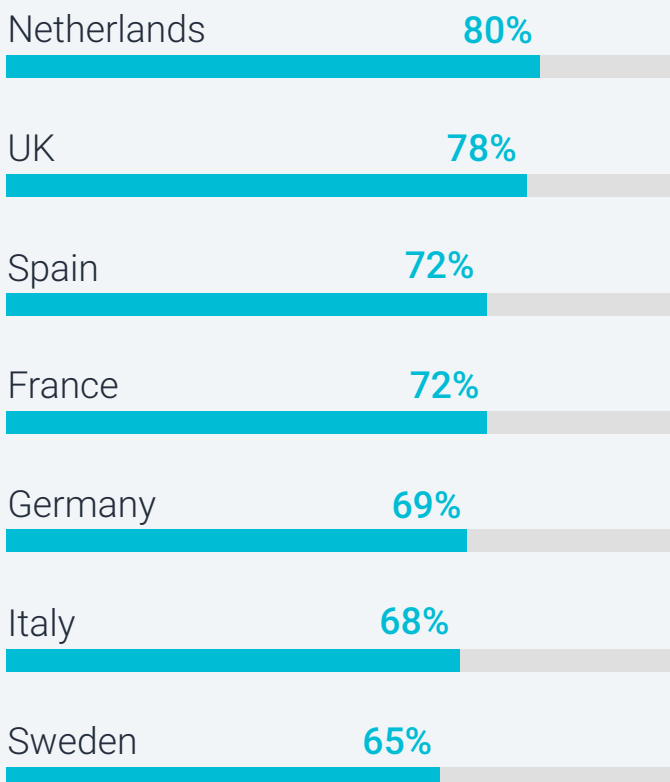
45% are less likely to visit a website again after experiencing poor performance.[3]

Travel sites in the Netherlands are the most user-friendly and Germany's travel sites are the fastest
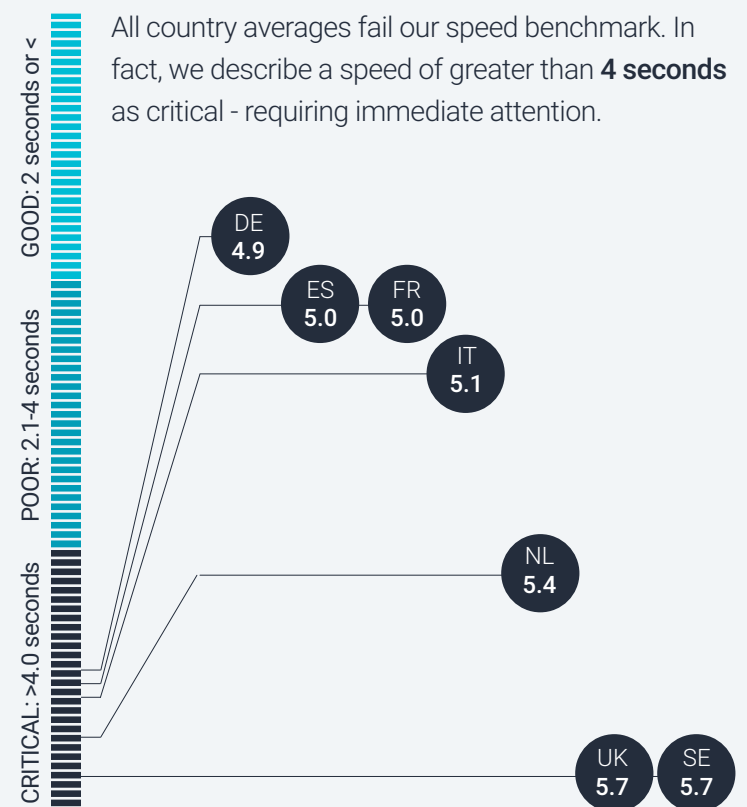
USER EXPERIENCE
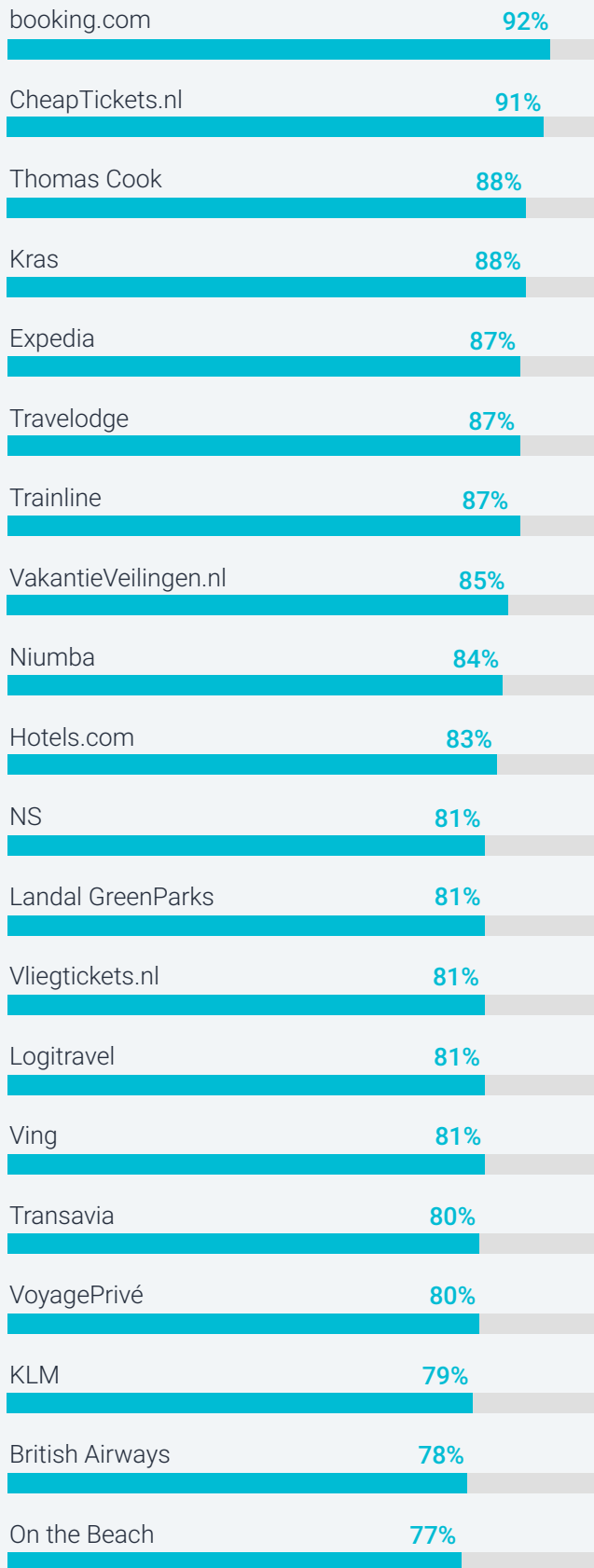
(% of usability principles passed)

Netherlands	**80%**
UK	**78%**
Spain	**72%**
France	**72%**
Germany	**69%**
Italy	**68%**
Sweden	**65%**

SPEED

Average site speed of all reviewed sites - by country

All country averages fail our speed benchmark. In fact, we describe a speed of greater than **4 seconds** as critical - requiring immediate attention.

GOOD: 2 seconds or <

POOR: 2.1-4 seconds

CRITICAL: >4.0 seconds

DE 4.9
ES 5.0
FR 5.0
IT 5.1
NL 5.4
UK 5.7
SE 5.7

USER EXPERIENCE - European TOP 20

Booking.com was the most user-friendly mobile site in each of the seven countries that we tested.

booking.com	**92%**
CheapTickets.nl	**91%**
Thomas Cook	**88%**
Kras	**88%**
Expedia	**87%**
Travelodge	**87%**
Trainline	**87%**
VakantieVeilingen.nl	**85%**
Niumba	**84%**
Hotels.com	**83%**
NS	**81%**
Landal GreenParks	**81%**
Vliegtickets.nl	**81%**
Logitravel	**81%**
Ving	**81%**
Transavia	**80%**
VoyagePrivé	**80%**
KLM	**79%**
British Airways	**78%**
On the Beach	**77%**

SPEED - European TOP 20

No sites passed our benchmark for good site speed (2 seconds or less)

Govoyages	2.1
VakantieVeilingen.nl	2.2
Skånetrafiken SE	2.3
HomeAway	2.4
Homelidays	2.7
AccorHotels	2.8
EscapadaRural	2.8
TravelBird	2.9
booking.com	3
National Express	3.2
Tripadvisor	3.3
Expedia	3.5
HRS	3.5
Casevacanza	3.6
Kras	3.7
On the Beach	3.7
Swoodoo	3.8
Zoover	3.9
Trivago	3.9
TUI DE	3.9

GOOD	POOR	CRITICAL
2 seconds or <	2.1-4 seconds	>4.0 seconds

Find out how companies perform at each stage of the customer journey

Homepage & Navigation

Sites with 100% scores

Booking.com
Travelodge
Kayak
TraumFerienwohnungen
Trenitalia
CheapTickets.nl
Kras
Landal GreenParks
Vliegtickets.nl
Transavia
TravelBird

Case study

TRAUMFERIENWOHNUNGEN
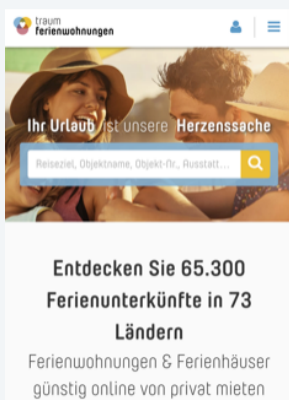
TraumFerienwohnungen got full marks for its home page.

- It is clearly structured and well designed.
- The key functions are obvious, clearly visible and exactly where users would expect them to be.
- There is no distracting or unnecessary information.

On-site search

Sites with 100% scores

British Airways
Premier Inn
Skyscanner

Case study

BRITISH AIRWAYS
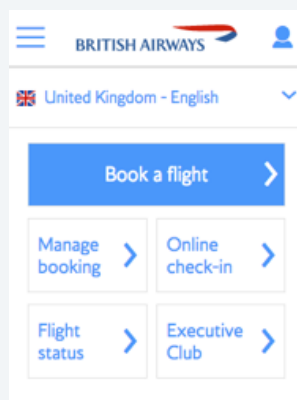
British Airways got 100% for its on-site search.

- Tap-targets for form elements and calendars are optimised well for mobile.
- When the first result was unavailable, this was clear, and relevant results were listed below it.
- There was clear information about availability, baggage allowance and other relevant details for that result.

Product pages

Sites with 100% scores

Kras
Travelbird

Case study

KRAS

Kras.nl achieved a 100% score for its Product Pages.

- The holiday overview and detail page are clearly laid out. Information is easy to scan.
- They show relevant information, such as prices, included services and cancellation policy.
- The website offers a clear and sticky CTA, which remains in sight when the user scrolls down the page.
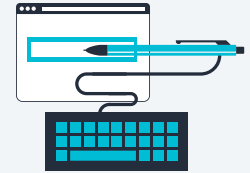
Registration & Conversion

No sites achieved 100% in this stage of the customer journey.

Case study

BOOKING.COM

Booking.com achieved 93%, joint top with hotels.com and Niumba.

- The registration process is clear and straightforward.
- Selling points are reinforced throughout the conversion funnel.
- Form labels are always visible and form input is validated in real-time.

Multi-device and multi-channel
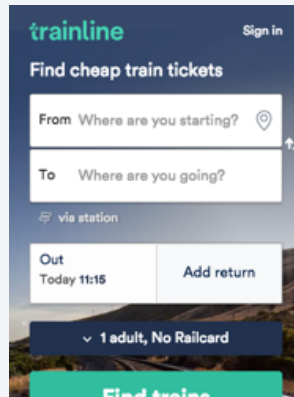
Sites with 100% scores

Trainline   **Lufthansa**
Kayak   **Norwegian**
Voyage Prive

Case study

trainline   Sign in

Find cheap train tickets

From   Where are you starting?   📍

To   Where are you going?   ⇅

🚉 via station

Out   Today 11:15   Add return

⌄ 1 adult, No Railcard

Find trains

TRAINLINE.COM

Trainline was one of the top performers, with a 100% score.

• It has good core functionality such as supporting log in or account creation from any page.
• Recent journeys (and recent searches) were shown to users.
• Smartphone GPS functionality is used to find nearest stations.

Mobile design

No sites achieved 100% for mobile design.

Case study

≡   AIRFRANCE ✈

AIRFRANCE
FRANCE IS IN THE AIR

👤 S'identifier

✈   🏨
Acheter un billet   Mes réservations

✕
Notre site internet utilise des cookies pour vous offrir une navigation optimale et des contenus personnalisés. En poursuivant votre navigation
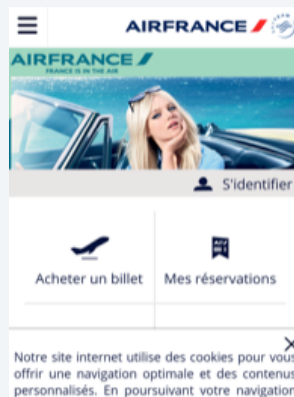
AIR FRANCE

AirFrance scored a solid 96%.

• Landing pages are relevant. Google searches link directly to relevant flight and destination details.
• Text and touch areas are large enough; users never have to pinch and zoom.
• Auto-fill is used in forms, which saves users time.

Next steps

Could your mobile website be better? The examples above show good mobile website design, which improves the experience for users and increases conversions for brands. To optimise your own mobile website performance, take the following actions:

CONDUCT A USABILITY REVIEW OF YOUR MOBILE WEBSITE
Engage an independent usability agency to review your full conversion funnel, identify issues, provide recommendations, and prioritise what to test. For further reading on UX principles, see **www.thinkwithgoogle.com**

MEASURE THE SPEED OF YOUR MOBILE WEBSITE
Page speed can be measured using **www.webpagetest.org** and for a list of elements that can be improved within a page, see **testmysite.withgoogle.com**

[1] What Users Want Most From Mobile Sites Today, Google (conducted by Sterling Research and SmithGeiger), US, July 2012
[2] content.akamai.com/PG2920-Performance-Matters.html
[3] content.akamai.com/PG2920-Performance-Matters.html