

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 **Retail**.



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

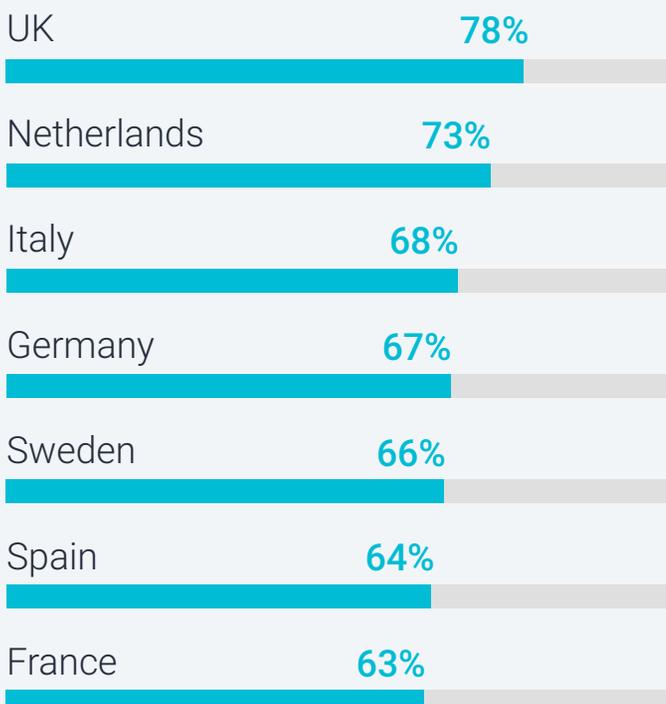


Retail sites in the UK are the most user-friendly and Germany's retail sites are the fastest.

USER EXPERIENCE

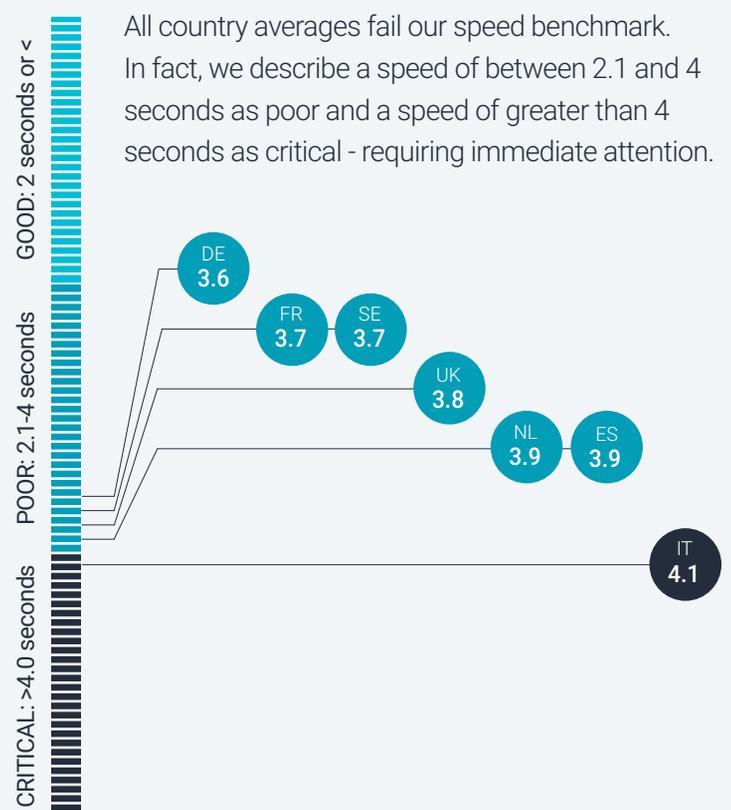
(% of usability principles passed)

The UK is top of the list with none of its sites delivering a desktop page on mobile devices.



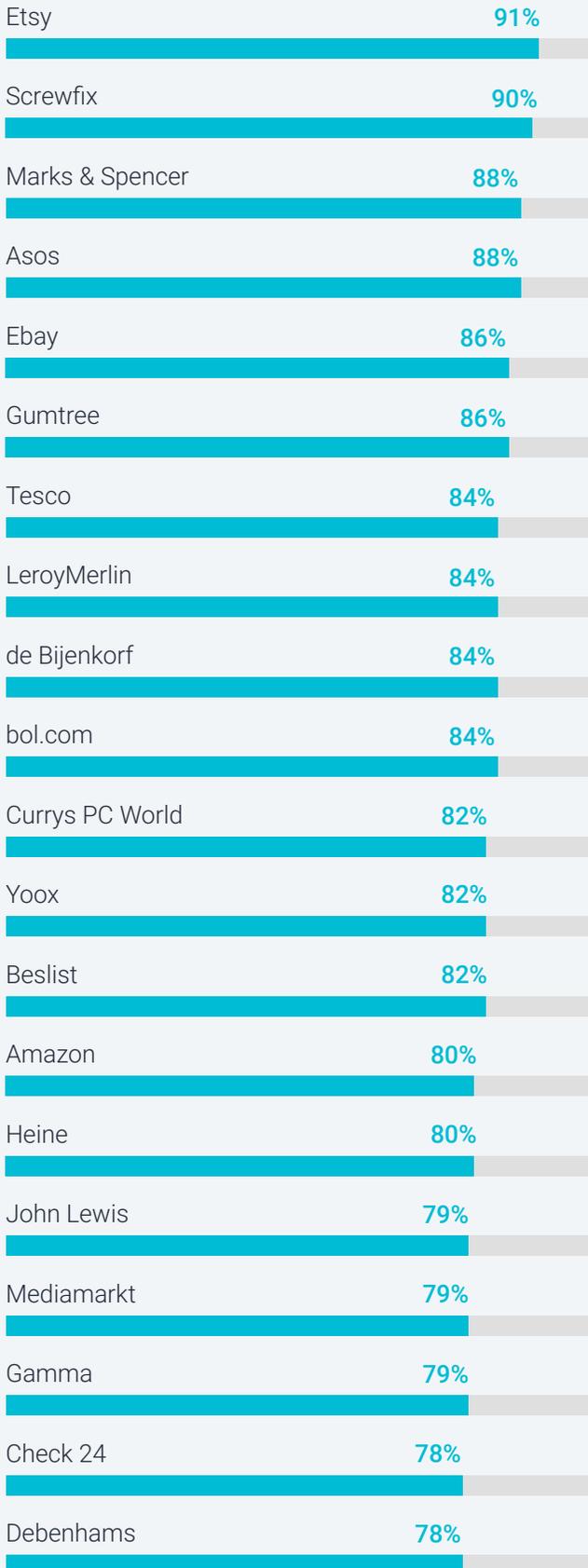
SPEED

Average site speed of all reviewed sites - by country



USER EXPERIENCE - European TOP 20

While **Etsy** achieved the highest usability score in our review, **Asos** was the most usable mobile website in four of the seven countries that we reviewed.



SPEED - European TOP 20

Auchan, Ldlc and Clasohlson were the fastest retail sites we tested, easily passing our benchmark for good site speed (2 seconds or less).



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



Homepage & Navigation

Sites with 100% scores
[Etsy](#)
[Groupon](#)



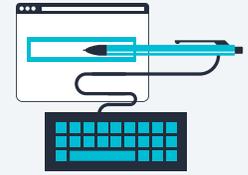
On-site search

Sites with 100% scores
[De Bijenkorf](#)



Product pages

Sites with 100% scores
[Notebooksbilliger](#)
[Kieskeurig.nl](#)

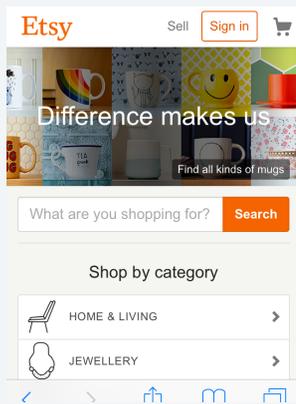


Registration & Conversion

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

Case study

ETSY

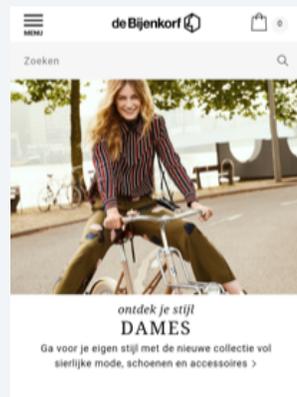


Etsy got full marks for its home page.

- Menus and lists are short with main categories displayed in the page.
- Key actions are clearly visible and not hidden within carousels.
- On-site search is well positioned within the page with the search field exposed and complete with helpful placeholder text.

Case study

DE BIJENKORF

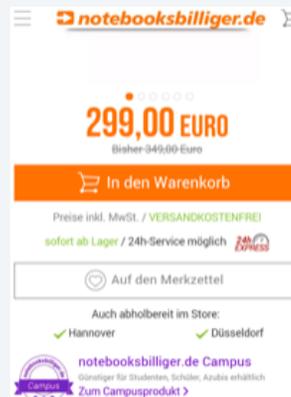


De Bijenkorf got 100% for its on-site search.

- Search is present and visible on all pages.
- It offers features, such as spell-correct and auto-complete to help users quickly submit their search request.
- In order to narrow down search results, the website offers sub-categories and filter options, which can be easily combined in one filter request.

Case study

NOTEBOOKSBILLIGER

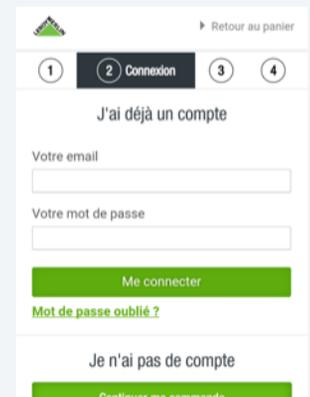


Notebooksbilliger achieved a 100% score for its Product Pages.

- Product pages are very clear and contain relevant information. The product details are easy to read.
- Users have the possibility to save products to a wishlist without registration.
- It also explains which store users can find the product in - if they wish to visit a physical store.

Case study

LEROY MERLIN



Leroy Merlin achieved 87% in the registration and conversion stage - the highest in France.

- It is not mandatory to create an account to make a purchase.
- The conversion process is quarantined (no unnecessary elements or links that take users out of the process).
- Forms are kept short and a simplified payment process is provided (Paylib, Oney).

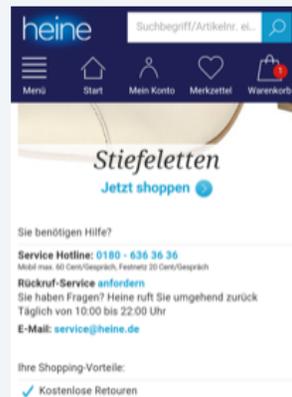


Multi-device and multi-channel

Sites with 100% scores

- | | | |
|-----------------|--------------------|-------------------|
| Screwfix | Ikea Eire | bol.com |
| ebay | LeroyMerlin | Cdon |
| Gumtree | Heine | Elgiganten |
| Tesco | Otto | Kjell |

Case study



HEINE

Heine achieved a 100% score.

- You can save products to a wishlist easily and intuitively - without registration - and share this between several devices.
- Users can also write a request to get a recall at a certain time which is helpful for users with less time.
- Multi-device and multichannel aspects are available at the bottom of each page which enable permanent access.



Mobile design

Sites with 100% scores

- Screwfix**

Case study



SCREWFIX

Screwfix was the top performer, with a 100% score.

- Touch targets are large enough for thumbs. There is no horizontal scrolling and no unrequested pop-ups or interstitials.
- Keyboards have been optimised. Where possible autofill is used to make inputting details easier for the user.
- Users never feel the need to pinch-to-zoom, and calls-to-action do not open new pages or tabs.

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

METHODOLOGY

Google commissioned the in-depth review of **316 sites** in seven European countries, across three verticals, to help businesses understand the best examples of usability and speed performance. We then benchmarked and ranked the best performers.

To generate an independent list of websites to be reviewed, Google used **SimilarWeb's** publicly available data to identify the top-20 transactional sites in each country (UK, Germany, France, Netherlands, Spain, Italy and Sweden), and in each vertical (retail, travel, and finance). Google commissioned **cxpartners** (recognised as experts in user experience, design and strategy) and local partners to independently usability review and benchmark all sites.

Google measured mobile website page speed using the publicly available **Web Page Test** tool. Some websites were excluded from the usability benchmarks because they didn't have enough conversion journey stages to review (e.g. those that click-out to third party websites) in order to be compared relative to those that had an end-to-end conversion journey. Due to technical reasons, the page speed of some websites could not be measured through the booking funnel. In this situation we measured the speed of a different but consistent set of pages. But, as these pages were outside of the main booking funnel these websites were excluded from the benchmark. This accounts for the absence of many airline and trainline websites in the benchmarks.

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