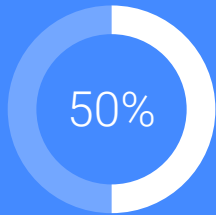# Is Your Site Ready for Ramadan?
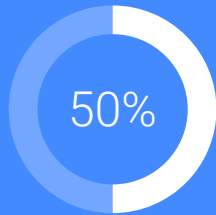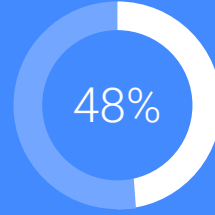
A step-by-step guide to why you need a speedy and mobile friendly site for Ramadan and how to make one.

50%

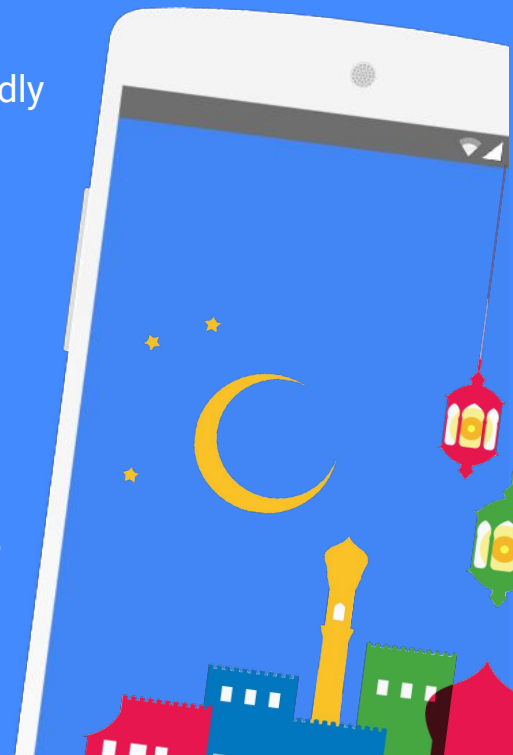Nearly 50% of users leave a mobile site if the pages don't load within **3 seconds.**

50%

Of people, even if they like a business, will use them less often if the website is not mobile friendly.(*)
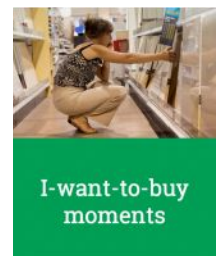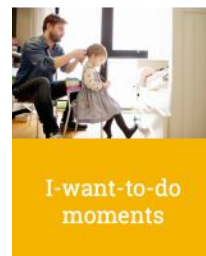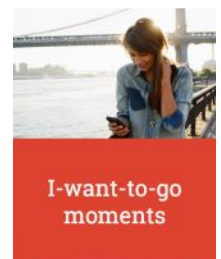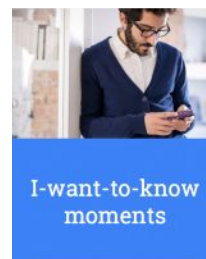
48%

Of users feel frustrated when they get into a site that is not mobile friendly.(*)

*Google Internal Data

Micro-Moments?

Consumer behavior and expectations have changed. We turn to our phones with intent and expect brands to deliver **immediate answers**. These micro-moments shape our preferences and our decisions. During Ramadan, people spend more time online than any other period. How can you make sure you are seizing the Ramadan opportunity?

[DOWNLOAD GLOBAL PDF]

I-want-to-know moments

I-want-to-go moments

I-want-to-do moments

I-want-to-buy moments

Mobile is the biggest screen during Ramadan

🖵 TV	🖵 Desktop	▭ Tablets	📱 Mobile
113	108	50	147
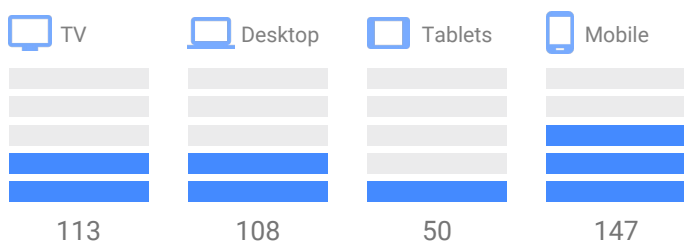
Daily screen use in MENA in minutes

You Tube

90%
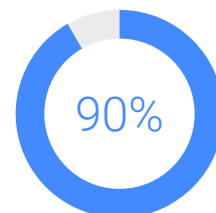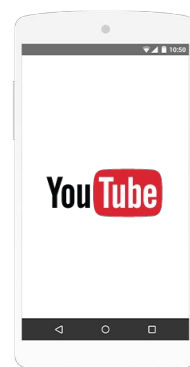
Mobile watch time in the MENA region is one of the fastest growing in the world, rising by 90% year on year.

Google™

UX on your site drives conversions

Delight users and drive conversions

What makes a good mobile site? To answer this question, Google partnered with AnswerLab to research how a range of users interacted with a diverse group of mobile sites. From this research, Google established 25 principles of mobile site design to help companies build mobile sites that delight consumers and drive conversions. Use the button below to view all principles.

MOBILE DESIGN PRINCIPLES

Why Mobile Page Speed is Crucial

We know that the speed of a mobile site can win-or-lose a shopper

More complex pages can hurt the conversion rate and slow pages can increase the bounce rate. Click here to read more details.

Benchmark Cross-Industry Pageload Speeds:

1-2 seconds: Good

3-6 seconds: Average

7-10 seconds: Poor

10+ seconds: I'm very, very sorry

–Jeremy Smith, Conversion Optimization Expert

GET YOUR FREE REPORT HERE

Additional resources

Getting Started Guide
Start designing for a multiscreen world with the Google developer's guide.

VISIT

Test my Site
Test whether your site speed and request a free recommendations report.

VISIT

Web Page Test
Analyze your website's loading speed and compare it with your competition.

VISIT

Mobile Site Partners
A list of recommended vendors that can help you get a multiscreen website.

VISIT

Actionable Insights

Most businesses see a shift in customer behavior that indicates customers are more comfortable converting on their mobile devices and are shifting their research to mobile. To understand this better, you can check your Analytics account to analyze mobile specific data for your own website.

GENERATE MOBILE REPORT

using **Google Analytics**

1 **Top 5 Exit Pages (Mobile)**
Key Takeaway: Find out which of your webpages on mobile phone have the highest number of people dropping off. Making them mobile friendly should be your top priority.

2 **% New Sessions and Bounce Rate (Desktop & Mobile)**
Key Takeaway: Find out how many new users come from mobile as compared to desktops and what percentage of them bounce off without interacting with the page. Mobile friendliness can drastically reduce bounce rate and increase conversions.

Google