FREE GUIDE · 10-MINUTE CHECK

Is your website easy to use on a phone?

Most people find a local business on their phone, often with one hand and half their attention. Google looks at the phone version of your site first when it decides how to rank it. Here are five things that make a site easy, or frustrating, on a small screen.

01	**Call in one tap** Your phone number is a link that dials, not text to copy or an image.	GOOD	**One tap**
02	**Readable without zooming** Body text is big enough to read at arm's length, with short lines.	GOOD	**16px or more**
03	**Buttons you can hit** Links and buttons are big and far enough apart for a thumb.	GOOD	**About 48px**
04	**Nothing in the way** No pop-up or banner covers the page the moment it opens.	GOOD	**Clear on arrival**
05	**The next step is visible** Your main button shows up before anyone has to scroll.	GOOD	**Above the fold**

48 px

Google's recommended minimum size for anything people tap, about the width of a fingertip. SOURCE: GOOGLE, LIGHTHOUSE

Check yours in ten minutes

1 Open your site on **your own phone**, not a computer with the window made smaller.

2 Hand the phone to someone who has never seen your site. Ask them to find your number and book, or ask for, an appointment.

3 Stay quiet and watch. Every pause, pinch or "where is..." is a spot where a real customer might leave.

YOUR CHECK

CALL IN ONE TAP	READABLE	BUTTONS	NOTHING IN THE WAY	NEXT STEP VISIBLE
YES · NO	YES · NO	YES · NO	YES · NO	YES · NO

Common phone problems

Tick what you noticed. Most are quick fixes, and the first one is often the biggest win.

- [ ] The phone number is an image or plain text, so it can't be tapped
- [ ] A menu or button needs zooming, or two hands, to use
- [ ] Forms ask for more than a name, a way to reach you and a short note
- [ ] Sliders, autoplay video or a pop-up load before the actual page

Want a second pair of eyes?

Book a free 20-minute site review. We'll go through your site on a phone together, and you'll leave with your first three fixes.

Book a free site review →

DURAMENSTUDIO.COM/FREE-SITE-REVIEW

SOURCES: TAP TARGETS ARE NOT SIZED APPROPRIATELY, GOOGLE LIGHTHOUSE (DEVELOPER.CHROME.COM/DOCS/LIGHTHOUSE/SEO/TAP-TARGETS) · MOBILE-FIRST INDEXING, GOOGLE SEARCH CENTRAL · UPDATED NOVEMBER 2026

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