5
MOBILE CONTENT
DESIGN
TIPS

Effective engagement with mobile readers demands a writing style that fits smaller screens and can compete with the larger distractions of our short attention span.

1.
PROVIDE MAXIMUM INFORMATION WITH MINIMUM WORDS.

Make every word count. Use short, tight sentences, and remove every ~~superfluous~~ word to get to the point.

80-100

words per mobile page versus web page length of 500 words.

HINT: Set document to page width of 4.4 inches, type in 15pt font to gauge the fit of content within a standard mobile view. Font styles such as the popular **Verdana** and **Trebuchet** have high readability.
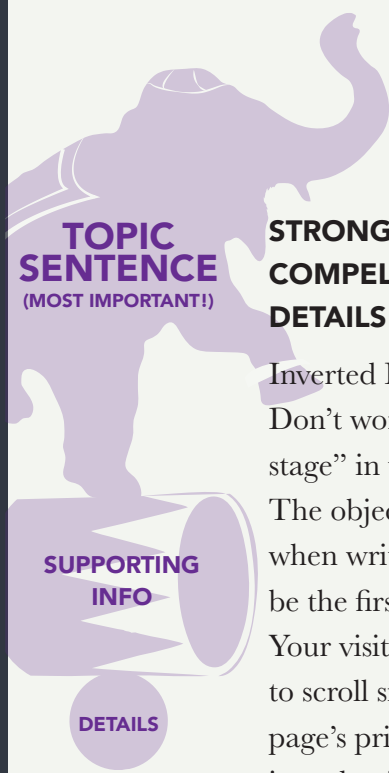
EXTRA! End of content should provide straightforward Call-To-Action!

2.
SIX WORD HEADLINES
CREATE ATTENTION-GRABBING TITLES. SIX WORDS.

Only the first 3 words and the last 3 words of a headline tend to be read. Aim for a length of 65-80 characters max to avoid truncation.

TOPIC SENTENCE
(MOST IMPORTANT!)

SUPPORTING INFO

DETAILS

3.
STRONG INTRODUCTIONS, COMPELLING SUMMARIES, DETAILS LATER.

Inverted Pyramid approach. Don't worry about "setting the stage" in your introduction. The objective of the content when writing for mobile should be the first line of that section. Your visitors should not have to scroll significantly to find the page's primary content. Avoid introductions and opening statements.

4.

Smartphones and tablets are optimized for images so use graphics and images to complement your writing.

USE THE MEDIUM TO ENHANCE THE MESSAGE.

5.

LISTS ARE MOST EFFECTIVE FOR MOBILE.

➜ Mobile readers love lists.

➜ Ordered or unordered lists; it doesn't matter.

➜ Lists are succinct and easy to read.

➜ Lists show the reader where one point ends and another begins.

➜ Lists are ideal for scanning or browsing.

SOURCES:
http://www.inma.org/blogs/ahead-of-the-curve/post.cfm/5-tips-for-news-writing-with-mobile-eyes-in-mind

http://caughtinthewebconsulting.com/writing-for-mobile-devices-part-2/