

## Mobile First Content Strategy

A mobile-first content strategy means designing website structure and content for mobile devices first (i.e., smart phones, tablets, etc.), desktops second.

### What is content strategy?

“Content strategy is the practice of planning for the creation, delivery, and governance of useful, usable content.”

- Kristina Halverson, [Content Strategy for the Web](#)

### Why Mobile First?

Mobile first provides accessibility for more citizens.

- 39% Americans *without college degrees* only or mostly use the Internet on mobile devices
- 59% of Americans *who make less than \$30,000/year* have no Internet access at home
- 30% of the U.S. users are mobile only or mostly mobile.
- Mobile users expect faster load times on slower devices.

### Tips for a Mobile First Content Strategy

- Reduce the overall number of pages
- Create clear, concise content for these pages, focusing on reducing overall length of the content
- Target tone, language and information for specific customer groups
- Orient site navigation around user tasks
- Avoid “content creep” by establishing a good governance model

| Plan       | Create     | Govern        |
|------------|------------|---------------|
| - Audit    | - Workflow | - Measurement |
| - Analysis | - Writing  | - Maintenance |
| - Strategy | - Delivery |               |

### Responsive Design

There is a technical component to a mobile first content strategy. Design and development of the website or application should respond to the user’s behavior and environment based on screen size, platform and orientation. Responsive design uses flexible grids, layouts and images in combination with CSS3 media queries to respond to the user. The result is a single website that



responds to the device accessing it, restructuring content and layout to accommodate different screen sizes and orientation.

## Best Practices for Content Writing

### Resources for writing good web content:

New York University Writing for the Web

<http://www.nyu.edu/employees/resources-and-services/media-and-communications/styleguide/website/writing-for-the-web.html>

Mashable 7 Best Practices for Improving Your Website's Usability

<http://mashable.com/2011/09/12/website-usability-tips/>

Breaking Development: Mobile Content Strategy

<http://www.lukew.com/ff/entry.asp?1638>

Summary of main take-aways:

- Think first about your user's needs, then how to deliver effectively.
- There is no such thing as writing for mobile. There is just good writing. Mobile is a forcing function to make your content better: more clear and more concise.
- Keep content concise. Write short paragraphs, preferably in a conversational style and minimize unnecessary words.
- Help readers quickly scan your webpages – content should be skimmable
  - Front-load your text. Put the most important content on your page in the first paragraph so readers scanning your pages will not miss the main point.
  - Use bulleted lists when possible instead of paragraphs
- Chunk your content - Use headings to break-up long articles and provide better accessibility, cover only one topic per paragraph.
- Write in an active voice instead of a passive voice. (Ex. 'Tim taught the class', instead of 'the class was taught by Tim'.)
- Write clear links. Don't create links that use the phrase 'click here' or 'more info'.
- Use visuals strategically
  - Make sure images aid or support textual content.
  - Avoid photos and meaningless visuals.