

# ✓ MULTI-SCREEN OPTIMIZATION CHECKLIST

It's not enough to have content suited for someone who only sits at their desktop anymore. To truly engage audiences and win "the screen wars," you must have content that is optimized across every platform. Ensure you're doing all you can to optimize, keep track with this checklist:

## Concentrate on Cross-Device Integration

Don't leave mobile users out to dry – be sure that your website and content is optimized for every screen size.

- › Test and confirm that your content is optimized for every device and screen type
  - Smartphones
  - Tablets
  - Desktops
  - Apps
  - Wearables
- › Make certain your content is also user-friendly across devices
  - Text is legible
  - Page adjusts ([Viewport Meta Tag](#))
  - Clickable links (not too small or too large)
  - Photos appear normally
  - All pop up ads are easily closable

## Track Users Across All Devices

The average consumer uses up to 5 devices when making a buying decision. Be sure you know it's the same person across devices.

- › Track your users across devices using
  - [Registration](#)
  - Cookies
  - Profile IDs
  - Probabilistic "non-cookie" techniques

## Identify Mobile Moments

Mobile moments are defined as "points in time when someone uses a mobile device to get what they want in their immediate context" Whether it be flight information, a coupon, or a price comparison, the typical customer has many "mobile moments" with your brand.

Create a list of all of the "mobile moments" your customers have with your company

Decide which "mobile moments" you should target, based on how beneficial they are to your customers

## Use Mobile Apps to Collect User Data

App activity is easily tracked, and when monitored you can use this data to improve your optimization.

Engineer your mobile apps to collect audience data

Use audience data collected from mobile apps like login frequency, length of user interactions, clicks, and purchases to improve both your app and your website experience.

## Be User-Focused

Create and serve content that fits your audience. This may mean serving different types of content to different people.

Analyze user data to segment your audience

- › E.g. – Does this user access a certain type of content consistently? Do they consistently come to the site on a tablet?

Develop a content strategy that puts the right content in front of the right audience at the right time (aka personalized content)

Serve relevant, helpful, user-beneficial ads

- › If you are a site that serves ads, use audience data to optimize and personalize your ad performance. It will benefit your company, your users and advertisers.

Read next:

**How Top Media Brands Create and Monetize Audiences Across Platforms**