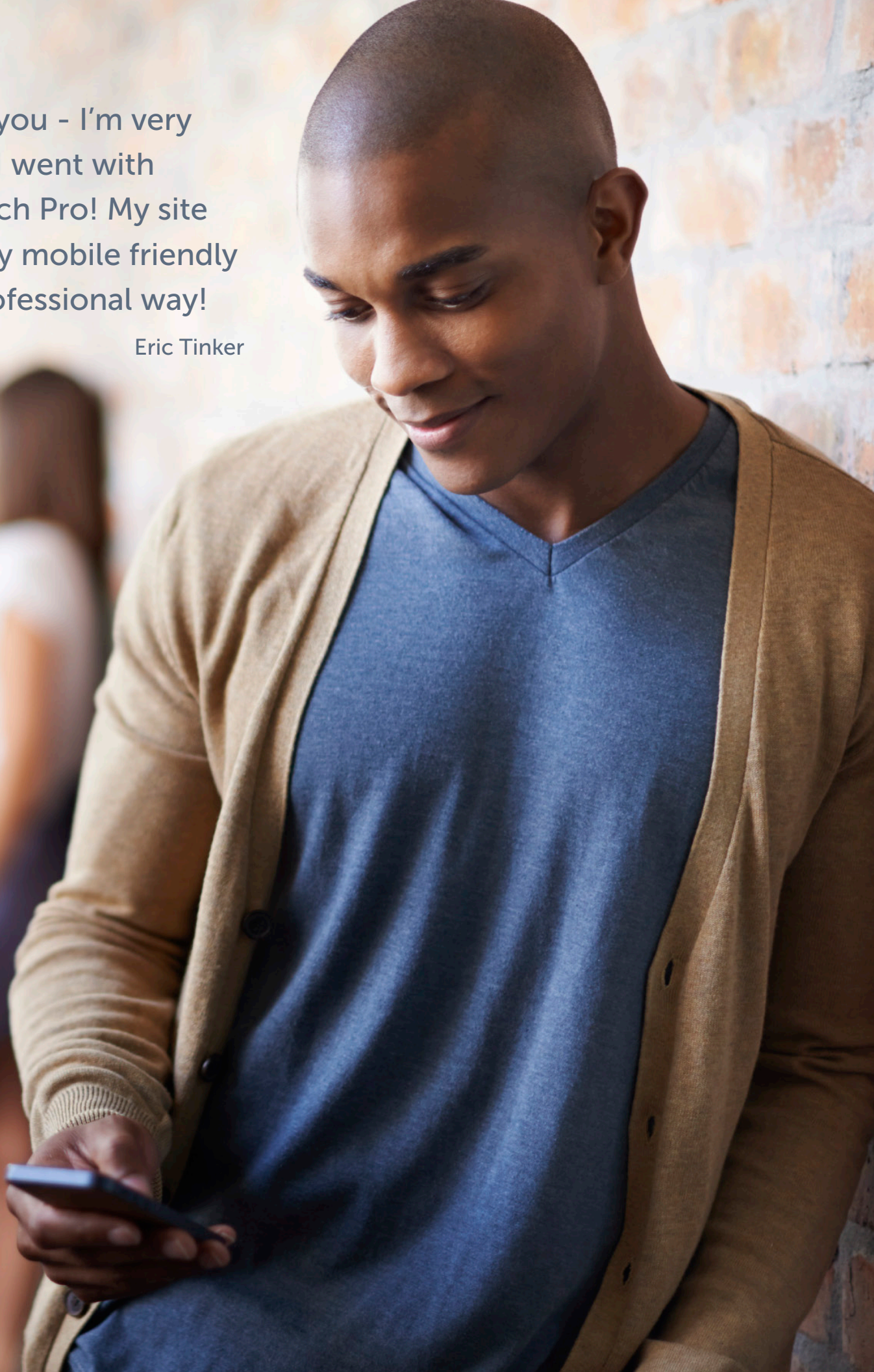# WPtouch
Mobile Suite for WordPress

MAKING YOUR SITE
MOBILE-FRIENDLY

INCLUDES STEPS FOR GOOGLE MOBILE SEARCH COMPLIANCE

Thank you - I'm very happy I went with WPtouch Pro! My site is finally mobile friendly in a professional way!

Eric Tinker

WHY MOBILE-FRIENDLY?

Mobile visitors are an ever more significant part of most websites' traffic, often overtaking traffic from traditional desktop devices.

After the frustration of WAP and other dedicated mobile systems, 'pinch & zoom' made websites seem amazingly navigable on smartphones. But they are far from ideal: finding and accessing content is slow and often frustrating.

It's time we make the move from mobile-tolerable websites to websites that are truly mobile-friendly.

APRIL 2015

WHY NOW?

Google has been rolling out initiatives to encourage website owners to improve the mobile experience of their websites.

On April 21, 2015, Google stepped up their mobile experience campaign, adding mobile-friendliness to the list of criteria that determine ranking of a website in mobile search.

Pages that have been identified as mobile-friendly will continue to rank well in search results. But websites that fail to meet Google's mobile-friendly criteria will find their position in mobile searches quickly falling.

IS MY WEBSITE MOBILE-FRIENDLY?

You can easily find out whether your website meets Google's mobile-friendly criteria using two free tools:

Google's quick [mobile-friendly test tool][1] provides results for one page at a time. Use this as an initial test and to check whether a particular page is recognized as mobile friendly by Google's search engine.

The more extensive (and free) [Webmaster Tools][2] service provides a wealth of information about the health of your site within Google's search system.

Look for the 'mobile usability' report (in the Search Traffic menu) that identifies pages on your website that Google has not been able to score as 'mobile-friendly'. The report will provide specific feedback for those pages to help you complete your mobile-friendly transition.

If your site fails these tests, it is in your best interests to invest some effort into making your website mobile-friendly.

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1. www.google.com/webmasters/tools/mobile-friendly/

2. www.google.com/webmasters/

WHY
WPTOUCH PRO?

For WordPress websites that do not currently accommodate mobile devices, completely overhauling your website just to use a responsive theme can be a costly and time-intensive choice.

Additionally, many website owners currently relying on a responsive theme to serve visitors have found their themes do not meet Google's mobile standards, or perform poorly on mobile devices.

While desktop visitors are generally well served, mobile visitors may have to deal with sidebars, complex widgets, and large images that have been squeezed to fit a mobile screen. Meanwhile content that is hidden or scaled must still be assembled by WordPress and downloaded by the mobile device at the full size.

Although responsive themes may have been adequate, visitors using mobile devices expect more than just scaled and shuffled content. Today's mobile visitors demand a site experience that is tuned to their device.

WPtouch Pro is part of a Mobile-First Strategy

WPtouch Pro is able to address Google's mobile-friendly expectations and the limitations of standard responsive themes in one tool—and doesn't require you to completely rebuild your site to make it mobile-friendly.

Whether your site currently has a responsive theme or still uses an older non-responsive theme, WPtouch Pro will detect mobile visitors and switch the site to a special mobile-optimized theme, loading the relevant content, sized appropriately to fit mobile devices.

Your desktop and tablet visitors continue to enjoy the experience they've always had, while your mobile visitors can discover your website with an experience tailor-made for them.

Thinking about WPtouch Pro but not quite sure? You can try our most of the plugin's functionality with the free edition of WPtouch, available in the WordPress plugin repository.

WPtouch includes a version of Bauhaus and is community-supported via the WordPress plugin forums. You will need to purchase a WPtouch Pro license to get assistance from our professional support team.

Visit http://wordpress.org/plugins/wptouch for details.

GETTING STARTED WITH WPTOUCH PRO

CHOOSE A THEME

WPtouch Pro themes are designed to be incredibly flexible and work with all kinds of WordPress websites. For demos of every theme, visit http://demo.wptouch.com/ using your mobile device.

BLOGS AND OTHER POST-BASED WEBSITES

Bauhaus
Built with a clean and modern design, Bauhaus is a great theme for most websites. A limited edition is included with the free edition of WPtouch (see sidebar for details).

CMS
If your site is content rich with many pages, categories, tags & lots of content, CMS is the choice for you!

Classic Redux
If you have a taste for the nostalgic, consider this refreshed and modern take on the iconic original WPtouch theme.

Prose
Great content and long reads deserve careful handling. Prose is designed to showcase long-form writing and make reading on the smartphone a delight.

BUSINESSES AND ORGANIZATIONS

Simple
Easy and fast to set up and customize, Simple is made for page-driven small-business and organization websites.

Open
Purpose-made for entrepreneurs, Open is a friendly theme with business-ready features to help you connect with your customers.

ECOMMERCE WEBSITES

MobileStore
Built for sites using WooCommerce, MobileStore turns your website into an elegant mobile shopping destination and offers compatibility with the complete range of WooCommerce extensions.

Themes included with WPtouch Pro display content from the standard WordPress title and content fields. If your site uses custom post types, additional fields, or uses templates to create special functionality, WPtouch Pro can make going mobile-friendly fast and affordable by reducing the effort and time required to adapt your theme for mobile users.
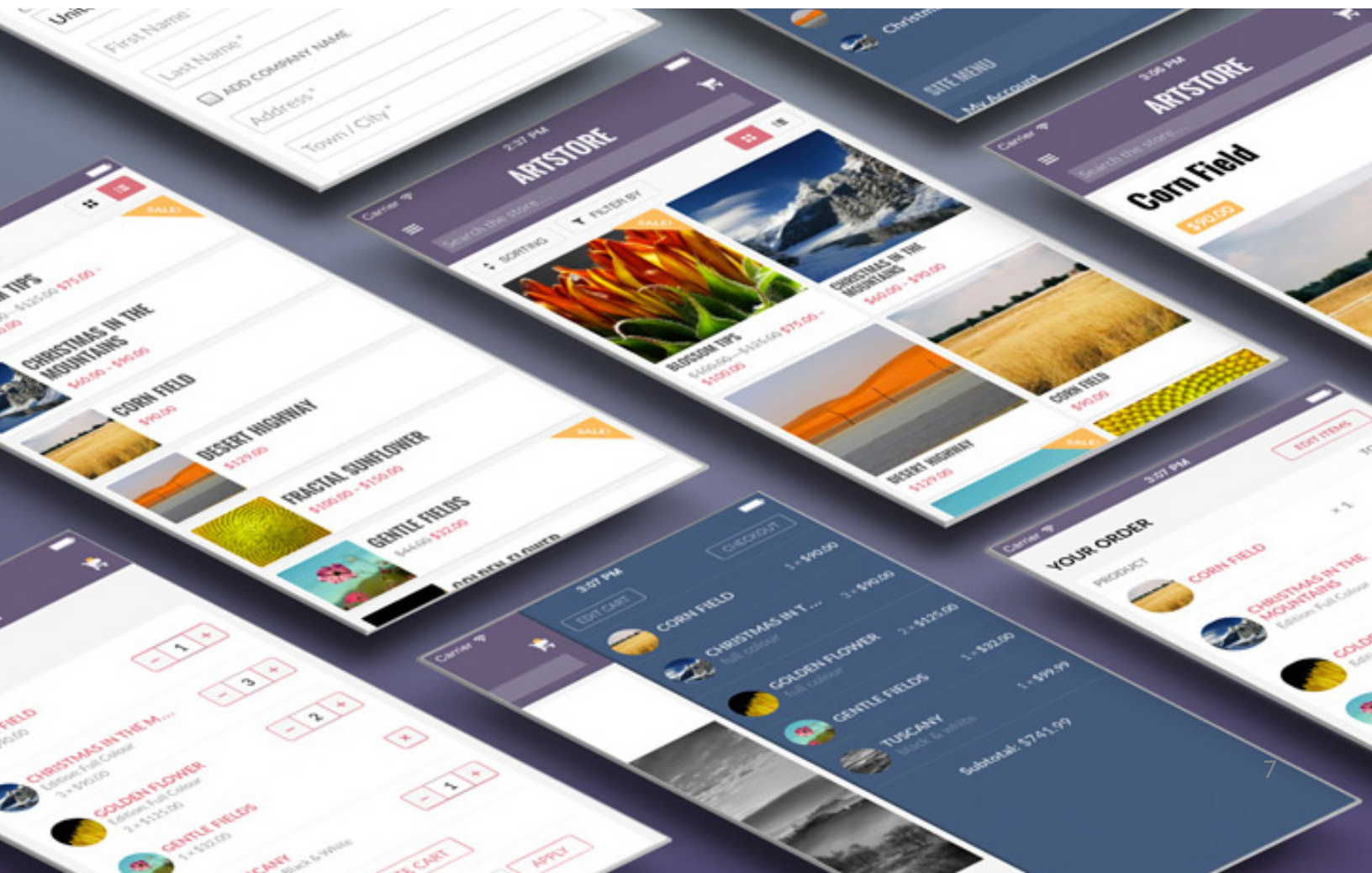
CONFIGURE WPTOUCH PRO

Using WPtouch Pro's easy control panel you can quickly configure your new mobile theme to match your site's branding—with color, logo, and fonts. Then easily tune WPtouch Pro's behaviour to match your desired mobile experience with custom menus, icons, and more.

Our support site[3] includes a wide range of tutorials to get you started and help you dig into more advanced topics

> Does your website make use of shortcodes from your desktop theme? Although some mobile tools may struggle with them, WPtouch Pro is able to support them on demand. Simply enable desktop shortcode handling in the WPtouch Pro admin.

3. http://support.wptouch.com/

The same free tools used to check if your site needs help being mobile-friendly can be used to confirm that WPtouch Pro is helping your site.

Choose a page on your site and run it through the mobile-friendly test[4] to find out how Google now sees your website.
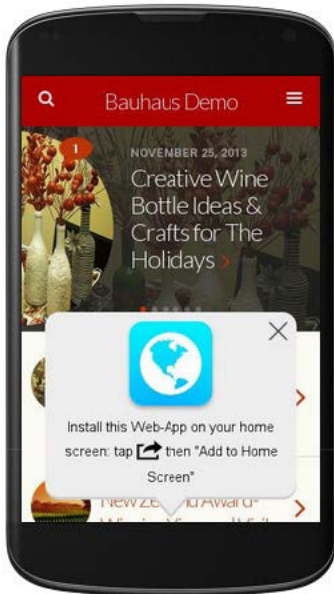
This tool's report will include:

- Either a green bar with the text "Awesome! This page is mobile-friendly" or a red bar with the text "Not mobile-friendly";

- A results summary that indicates any particular areas of concern;

- 'How Googlebot sees this page', which lets you know if there are any files that Google's test couldn't load (usually CSS or JavaScript); and

- A screenshot of the page as 'seen' by Google's test.

All of these elements provide valuable feedback to confirm that your site is now mobile-friendly—or to identify steps that might be needed to let Google correctly classify your site.

When you run a page from your site through the test you'll see one of the following results:

I'm really loving it - and I've had heaps of people tell me my mobile site looks awesome! I've been telling all of my clients to use it, too.

Julie-Anne Ellem

Screenshot displays correctly, mobile theme displays on your smartphone

Google sees your mobile theme and the page you tested is working great. Now check the full mobile usability report to confirm your site is fully mobile-friendly!

Screenshot displays mobile theme incorrectly, mobile theme displays correctly on your smartphone

Google's bot is likely being prevented from accessing WPtouch's stylesheets and JavaScript. This is most likely due to a robots.txt file preventing access by Google's bots to your /wp-content/plugins directory.
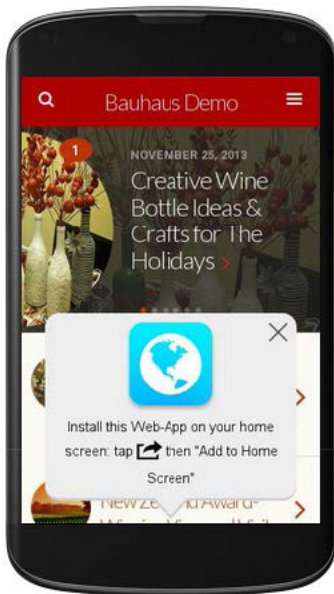
Fix this by adding the following to your robots.txt file:

User-agent: Googlebot
Allow: /wp-content/plugins/wptouch-pro/
User-agent: Googlebot
Allow: /wp-content/wptouch-data/

To allow Google's test to access your theme files while running the free edition of WPtouch, add the following to your robots.txt file:

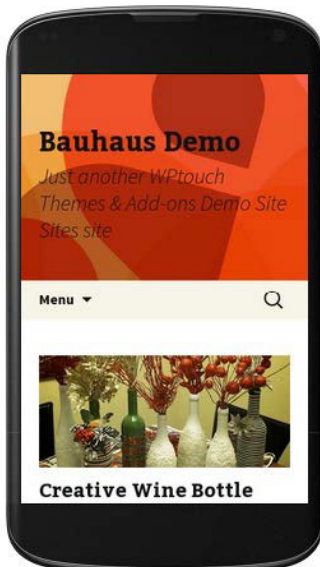User-agent: Googlebot
Allow: /wp-content/plugins/wptouch/

Screenshot displays mobile theme correctly, mobile theme displays on your smartphone

Google is seeing your mobile theme but it looks like some content on your page could not be formatted to fit the screen. Sometimes WordPress or plugins will add images, tables, and other content with so-called 'inline' dimensions that cannot be overridden by our stylesheets.

Open the page/post and switch your editor to the Code mode to identify any content that has a "width" style set wider than about 340 pixels (e.g. "width: 640px;"). Either change the fixed width to a percentage (e.g., "width: 100%;") or simply remove the width to have each browser format the content to its best ability.

Screenshot displays desktop theme, smartphone sees desktop theme or desktop browsers occasionally see mobile theme

Either WPtouch is not active on your site, or your site is not correctly responding with the mobile theme. You may have a cache plugin installed that is not configured to separate mobile and desktop traffic. Visit our support site for a detailed guide to configuring most popular cache plugins for compatibility with WPtouch Pro.
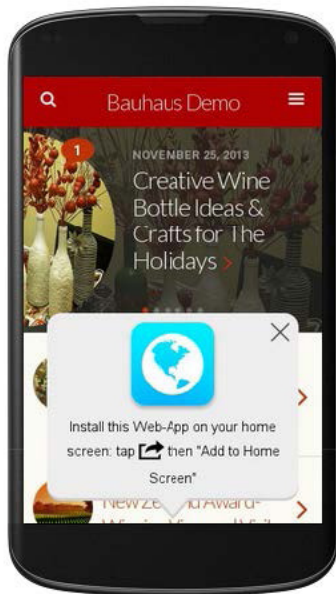
Screenshot shows your desktop theme, but the mobile theme displays on your smartphone (either consistently or intermittently)

Although WPtouch Pro is configured and running correctly, Google's bot is not being allowed to see your mobile theme. This may be due to problems with a server-level cache system in use by your hosting provider. Contact their support team to let them know you're running WPtouch Pro and to get their help ensuring that Google's bots can access the mobile site.

GETTING HELP WITH WPTOUCH PRO

In addition to a library of articles and tutorials, our professional support team are available to help with your questions or concerns weekdays from 9am-5pm (Pacific). Login to http://support.wptouch.com/ to get started.

A support account will be automatically created for you following purchase of a WPtouch Pro license. Visit www.wptouch.com/pricing/ to choose and purchase a WPtouch Pro license for your website!