

## Making your landing pages as mobile as your audience

When you post a Sponsored Update on LinkedIn, make sure you're providing the best possible experience for your audience across all devices. In a world of constant, on-the-go connectivity, that means tailoring your landing page content for your mobile audience.



To optimize your Sponsored Updates for mobile, your landing pages should be:

### Responsive

Using responsive design ensures your content will scale appropriately based on a user's device. Don't let the jargon intimidate you: if you have a web development team, they should be able to handle this. Otherwise, you can easily create responsive pages with software from companies like HubSpot and Adobe.

### Easy to use

Nobody likes to double-tap and zoom just to read a page. Make sure your copy is appropriately large, and keep clickable areas finger-friendly—we recommend images that appear on screen at least 10mm x 10mm in size.

### To the point

Cut every non-essential syllable, then cut again. Place your primary call to action above the fold. If you're using a form, only ask for the info you really need: the longer the form, the lower the conversion rate.

### Fast

Slow-loading pages are the shortest route to high bounce rates. Don't keep your audience waiting—to ensure your page loads quickly, keep it under 500kb including all content, stylesheets, and images. Only utilize images where they deliver the greatest benefit—the more images you use, the more likely your audience will see a page of spinning wheels.

Visit [lnkd.in/SponsoredUpdates](http://lnkd.in/SponsoredUpdates) for more tips & insights on optimizing your Sponsored Updates.