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Making a Website Mobile Friendly

Making a website mobile friendly is no breeze. Many fraud businesses claim they have a software program that can turn mobile unfriendly site to a good one in a few minutes. This is a complete lie. AAW found no such software that could do the job magically after so much time spent looking. Websites need to be mobile friendly in order to rank high with Google, Bing, and other SEO. This was such a headache. AAW SEO project finally overcame this huge obstacle.

AAW website was originally designed with advanced CSS methods for mobile friendliness, but previous tests failed for this key meta tag was not used:

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<meta name="viewport" content="width=device-width, initial-scale=1">
```

AAW site worked just fine on smart phones without it before. The tag's attribute initial-scale was messing up everything. Mobile Friendliness is compatible now at AAW and Viewport is set. In summary, some critical issues to make a mobile friendly site are:

1. Using Viewport tag and configuring scale properly. If scaling fail, whole site images, and other features may need redesign with CSS or html 5.
2. Speed and efficiency to pass tests is important. Server must be configured for with compression-encoded protocol, caching control enabled images, and certain files such as html, css, jpg, gif, doc, pdf, xml, js, and other files. Now already-fast AAW site is even 5 times faster!
3. AAW passed tests at <https://search.google.com/test/mobile-friendly>, and <https://ready.mobi>.

PS. Ready.mobi site stupidly requires or suggests servers to have ETag support feature. Etags should not be supported and turned off for security reasons at any server! AAW software engineer is 100% positive about this statement. Besides that Etag feature, AAW scores at elite 4 out of 5 category.

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