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Most websites are built for the people who design them, not the people who use them.

70–80% of your visitors see your site on a mobile phone. But your layout was built for desktop.

Here's the uncomfortable truth: Most brands and companies are **obsessed over how their site looks - not how it works on mobile.**

You spend on ads, drive traffic, but don't pay attention to the mobile version of your site:

- ➖ **buttons** are too **small** to tap
 - ➖ **checkout forms** look like **spreadsheets**
 - ➖ **hero images** are **not optimized** (too massive, blurry, cut off, etc.)
 - ➖ fancy **animations slow** everything **down**
 - ➖ **sticky headers** take up **half the screen**
 - ➖ error **messages aren't visible**
 - ➖ **badly cropped product images**
 - ➖ **A/B tests** are run on **desktop only**
- and much more...

If that's the experience for 80% of your visitors, why would conversion rates be high?

💡 **Fix the friction before you start doing anything else.**

Every second you save, every scroll you remove, every distraction you cut - removes friction and boosts conversion.