# The Mobile Excellence Award Evaluation System

This evaluation is based on Google's criteria, which allows us to improve our understanding of the Tools used to evaluate the performance of mobile sites, as well as the essential factors for optimization

Tools used include:
— Webpagetest.org
— Lighthouse
— TestMySite
— PageSpeed Insights
— Manual Checking

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In collaboration with: **Google**
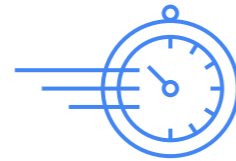
Performance

- **Document complete:** Time / Requests / Bytes in
- **Fully Load:** Time / Requests / Bytes in
- Page load is fast enough on 3G
- First byte
- First paint
- Start render
- First meaningful paint
- First interactive (beta - experimental)
- Consistently Interactive (beta - experimental)
- Speed Index
- Perceptual Speed Index
- Estimated Input Latency
- Uses persistent connections (keep alive)
- Uses compression (gzip, zopfli, deflate, brotli)
- Uses a CDN for all static assets
- Leverage browser caching
- Minify CSS
- Minify HTML
- Minify JavaScript
- Avoids an excessive DOM size
- Compressed Images
- Properly Sized Images
- Offscreen images
- Uses Progressive JPEGs
- Eliminates render-blocking JavaScript and CSS in above-the-fold content
- Prioritizes visible content
- Improves server response time
- Avoids landing page redirects
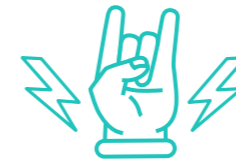
Best Practices

- Uses HTTP/2 for its own resources
- Avoids WebSQL DB
- Uses passive listeners to improve scrolling performance
- Avoids document.write()
- Avoids requesting the geolocation permission on page load
- Avoids requesting the notification permission on page load
- Avoids deprecated APIs
- Manifest's short_name won't be truncated when displayed on homescreen
- Allows to paste into password input fields
- Registers a Service Worker
- Responds with a 200 when offline
- User can be prompted to Install the Web App
- Configured for a custom splash screen
- Uses HTTPS
- Redirects HTTP traffic to HTTPS

Usability

- Clicking logo always leads you to homepage
- Key CTAs are visible
- No ending trailing paths
- Supports multi-device experiences
- For category pages/search result with lots of products, make sure lazy-loading or pagination are used
- Possible to swipe to see more images or tap to enlarge them
- Streamlines forms information entry
- Forms error warnings
- Makes site search visible and user-friendly
- Keeps your user in a single browser window

Friendliness

- Configures the viewport
- Content is sized correctly for the viewport
- Size tap targets appropriately
- Uses legible font sizes
- Color Contrast is satisfactory

Read the complete checklist for each criteria or head over to the Mobile Excellence Awards to read more about the award.