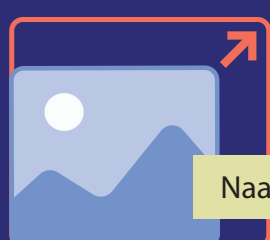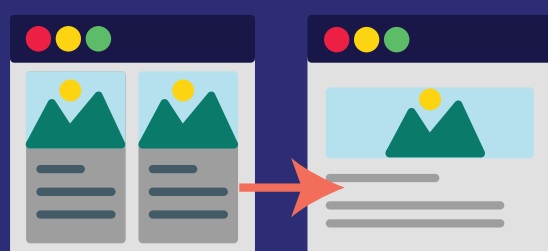# From desktop to mobile: adjustments and key considerations

1. Layout adjustments
- Switch from multiple columns to a single column
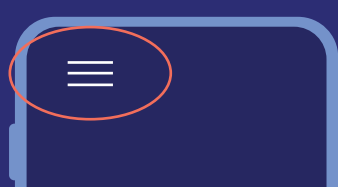- Stack elements in a logical order

2. Scaling images
- Use responsive images
- Add alt text for when images don't load

Naam afbeelding

3. Simplify navigation
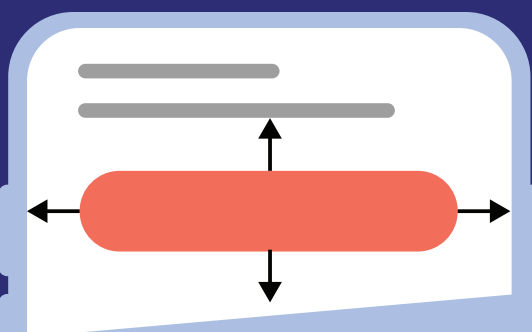- Prioritise the most important links

4. Adjust text
- Use shorter headings for mobile display
- Include 'read more' links for long content

5. Optimise CTAs
- Use full-width buttons for easy interaction
- Ensure enough whitespace around clickable elements

Considerations for each email element

H 1. Headers
Compact yet recognisable branding
Optimise preheader text for mobile preview
Consider a fixed header for long emails

2. Articles and text blocks
Use a readable font size (14-16px)
Increase line spacing for better readability (1.5x font size)
Use clear whitespace between paragraphs

3. Images
Consider whether images are essential to the message
Optimise file sizes without compromising quality

CTA 4. Buttons and CTAs
Make buttons at least 44x44 pixels for good 'tapability'
Use contrasting colors for CTAs
Place key CTAs at the top of the email

5. Navigation and links
Increase space between links to prevent 'fat finger' clicks
Consider simplified navigation for mobile
Make phone numbers and email addresses clickable

6. Tables and complex layouts
Consider alternative views for complex data on mobile

Best practices and common pitfalls

DO
- Use a single-column layout for mobile
- Implement large, clear CTAs
- Optimise for fast loading times

DON'T
- Avoid small, tightly spaced links
- Don't use large images that load slowly
- Avoid complex, multi-column layouts