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As the number of mobile device users continues to rise globally, it's no surprise that mobile e-commerce has also skyrocketed in popularity. Now more than ever, consumers are using their mobile devices to evaluate brands, browse products and make purchases.

But developing a successful mobile presence requires more than merely scaling down your desktop website. To help you build an effective, user-friendly mobile site or app, review the tips shared below by members of Forbes Technology Council.

Exeela