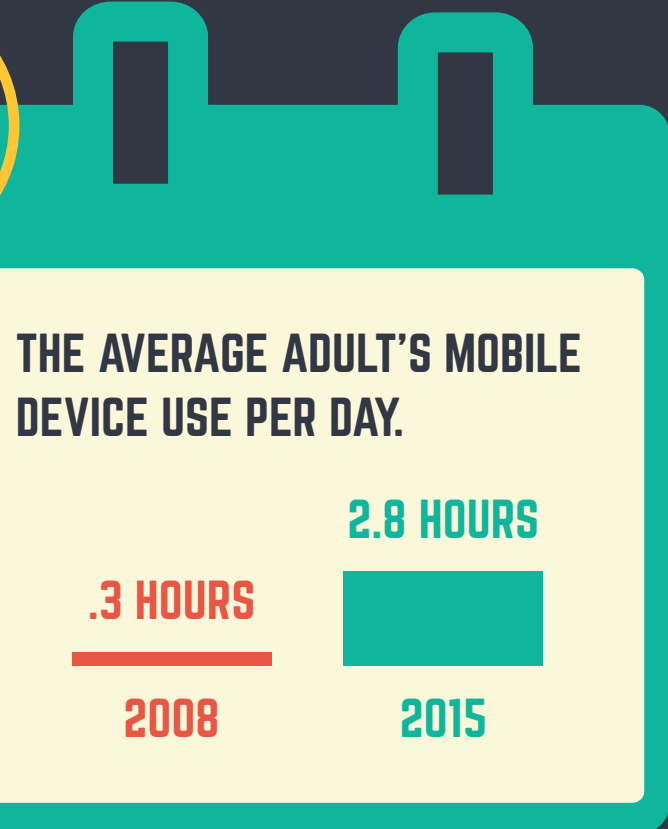


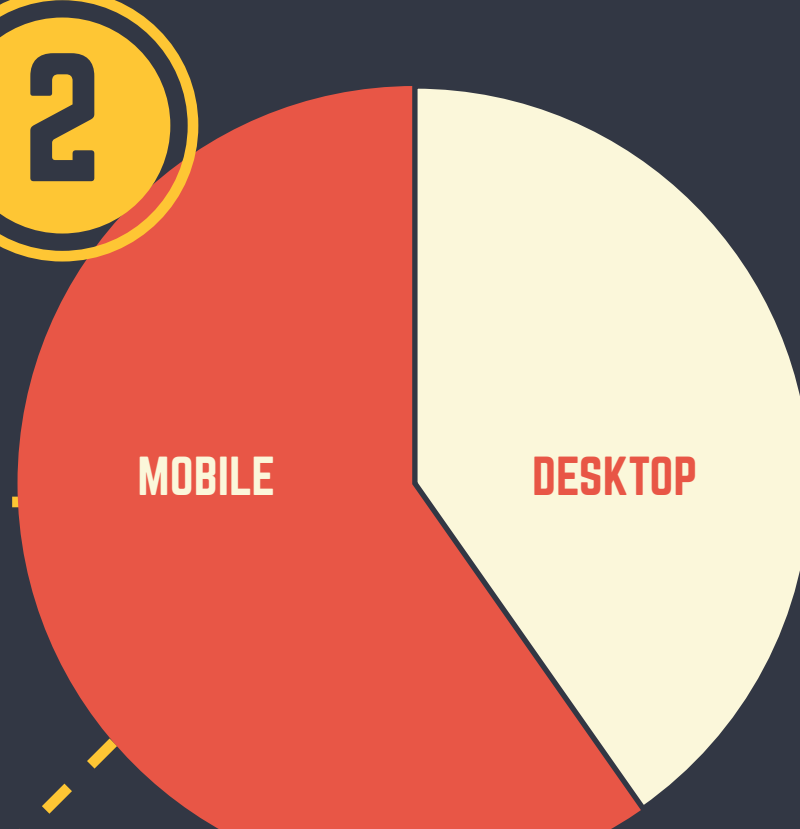


7 STELLAR STATS THAT PROVE THE IMPORTANCE OF OPTIMIZING FOR MOBILE

1



2



MOBILE GOOGLE SEARCHES LEAVE DESKTOP IN THE DUST IN OCTOBER 2015

3



SEARCHES INCLUDING

...NEAR ME

HAVE INCREASED 146%

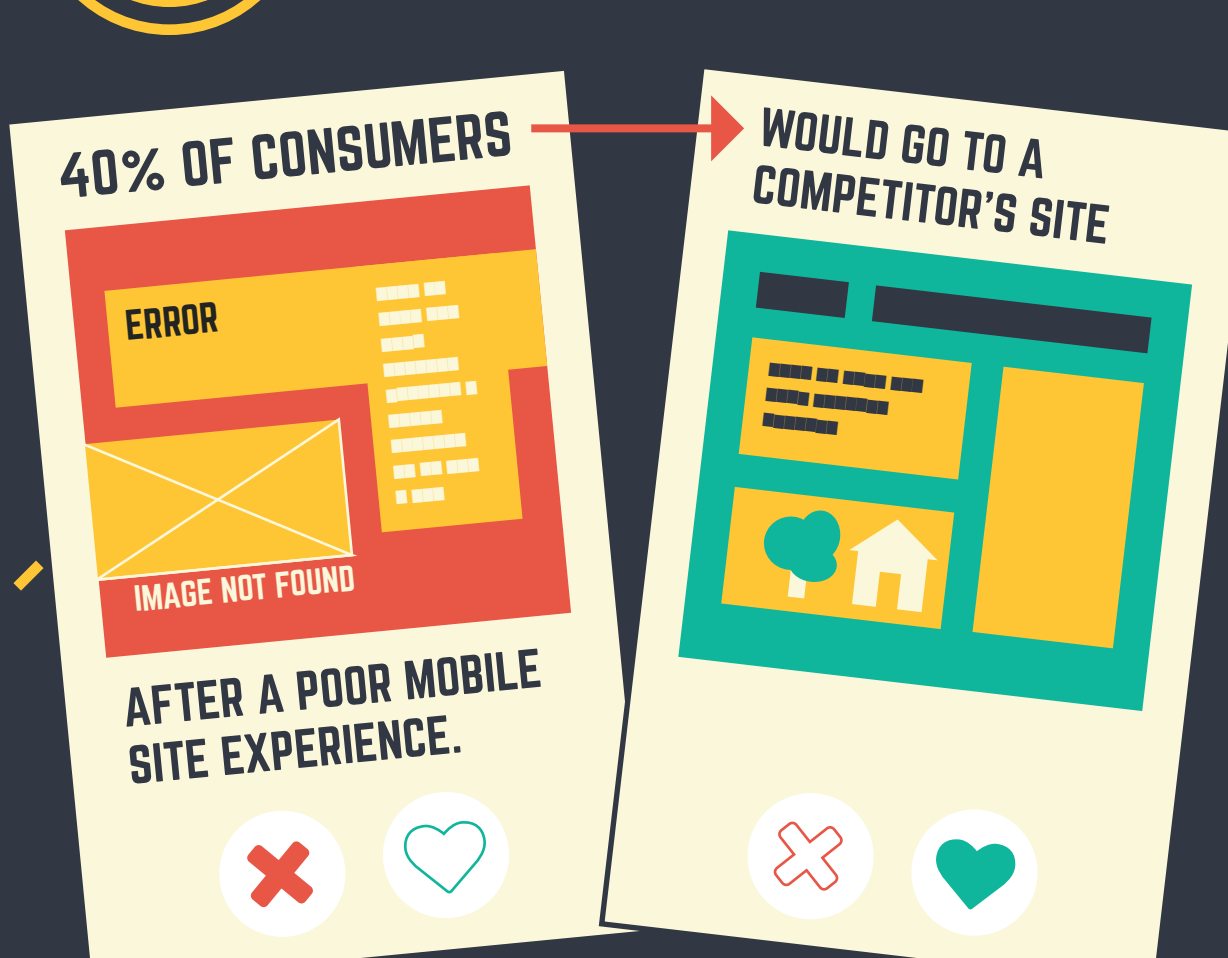
4



5

43% of consumers are unlikely to return to a SLUGGISH mobile site

6



7



75% OF AMERICANS USE THEIR PHONE IN THE BATHROOM.

EVERYONE'S DONE IT; THIS IS A NO JUDGING ZONE. IF THAT ISN'T ENOUGH TO CONVINCE YOU THAT YOUR SITE NEEDS TO BE OPTIMIZED FOR MOBILE, WHAT IS?

BEST PRACTICES FOR MAKING YOUR SITE MOBILE FRIENDLY

1

MAKE SURE YOUR PAGE SPEED IS AS QUICK AS CAN BE.

Compressing files, optimizing images, reducing redirects, and beyond can make your site rank higher and convert better. Speed may be more important to mobile sites than it is for the *Fast and Furious* franchise.

2

STAY FAR, FAR AWAY FROM POP-UPS AND INTERSTITIALS.

They're intrusive, terrible for UX, and Google can even penalize you for it. Try a sleek top banner instead.

3

WRITE ENGAGING AND CONCISE TITLE TAGS AND META DESCRIPTIONS.

The mobile SERP is smaller. Make the most of what you've got.

4

INCLUDE A CLEARLY DEFINED ACTION PATH FOR YOUR USERS.

Make it easy for them to find what they're looking for--and for your site to get the conversions you want. Win-win.

5

KEEP LOCAL IN MIND.

Remember all of those "near me" searches? If you're a business with a local element, include local keywords and other important local info.

6

OPTIMIZE MOBILE FORMS.

Typing is more difficult than on desktop. (Anyone else worried they have giant thumbs?)

7

SCHEMA, SCHEMA!

With limited screen space, rich snippets make your mobile site stand out.

8

DON'T BLOCK CSS...

JavaScript, or images. 'Nuff said.



9

TESTING FOREVER 'Y'ALL

Even after you unveil your shiny new mobile-friendly site, you're not finished. Test each mobile page for formatting, functionality, and other usability errors every few months.



HELPFUL TOOLS

TO HELP YOU ALONG YOUR QUEST FOR MOBILE-FRIENDLINESS

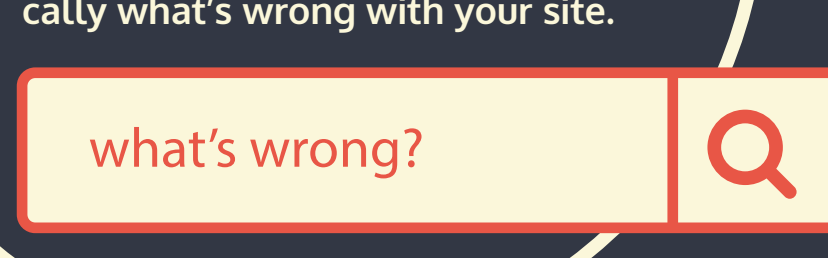


GOOGLE MOBILE-FRIENDLY TEST

If you're not sure if your current site is optimized for mobile, use the handy-dandy Google Mobile-Friendly Test. Just pop in your URL and find out if your site makes the grade.

GOOGLE SEARCH CONSOLE

Passing the Google mobile-friendly test isn't enough, though. Google Search Console can tell you specifically what's wrong with your site.



GOOGLE ANALYTICS

Google Analytics is your BFF. Dive into your account to compare how desktop users differ from mobile users. Use this information to guide your mobile optimizations.

Sources:

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