SECRET 12

KEEP MOVING TOWARD MOBILE

OVER 50% OF WORLD WIDE WEB TRAFFIC IS MOBILE

Keep Moving Toward Mobile

You have your phone within arm's reach right now. If you need to find anything, you can grab your phone and find it in seconds. This same convenience is why nearly **60% of all web traffic** in the United States comes from mobile devices (and over 50% worldwide).

Thinking "mobile first" should be your priority with search. From your website experience to making Google love you even more — mobile first is non-negotiable.

Mobile First & Google

Does having a prime mobile website affect your search rankings? Yes, 100%. In early 2018, **Google officially announced** its mobile-first indexing of websites, giving search priority to businesses that have a mobile version of their website.

Why? With so much search traffic shifting to mobile, Google needs to provide the best mobile experience to its users. It makes no sense to provide websites in the search results on a mobile device that cannot be viewed from that same device, does it? So, this means building your website with the mobile experience in mind first and desktop second, instead of the other way around. Hence the term "mobile first."

Mobile User Experience

Nearly **70% of customers** are more likely to make a purchase from a company with a mobile site that easily answers their questions or concerns. How does this apply to you? Simple — you need to provide a fantastic mobile user experience. Your customers use mobile sites differently than desktop sites, and your mobile site needs to accommodate them and adapt to how they use their device. These differences could include:

- Swiping vs. clicking
- Using voice to search vs. typing
- Reading bold "chunky" text vs. long-form text
- Shorter forms vs. longer forms
- Large bold images vs. smaller "scattered" images

You can't afford to ignore the mobile user experience any longer. Mobile websites need to be faster, simpler, and clearer to capture and retain attention. The better your mobile experience, the better your chances are to move to the top of the search rankings on mobile. Here is a checklist to get you started!

The Mobile User Experience Top 10!

1 Use large, bold homepage banners with your latest promotions.

2 Incorporate clear, clean images that are clickable.

3 Focus on large text that is simple to read when scrolling.

4 Remember contrasting colors make text easier to read.

5 Include large buttons and navigation icons for easy clicking.

6 Use "one-click" sign-in and "click-to-call" buttons.

7 Try "collage" design formats to simplify product layouts.

8 Always have clear, prominent calls to action (buy now, subscribe, contact, etc.).

9 Mobile pop-ups — don't use them!

10 Search bars are a must for ecommerce sites.

Mobile Load Speed

Speed is power! If there is one thing that matters on mobile, it is speed. Do you like waiting for a table at a restaurant? Or for the light to turn green? No? Me either.
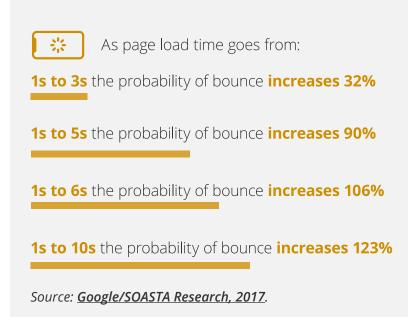
The longer you have to wait for anything, the more frustrated you become. The same goes for visitors trying to use your mobile site. Studies by Google have shown that the longer users wait, the probability they will "bounce" skyrockets.

The name of the game is speed. Less than 3 seconds is your goal, according to Google. The faster your site loads, the more likely you are to keep the user's attention and make that next sale. It's so important that Google has officially made "speed" a mobile ranking factor.

In short, a fast loading mobile site contributes to a positive search ranking on Google.

Need to speed up your mobile site? Here are some places to start:
- Test your mobile speed with **Think With Google**.
- Use a mobile responsive design.
- Try a minimalist design (to reduce **code bloat**).
- Use fewer images and/or compress images.
- Don't use custom fonts.

As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

Source: Google/SOASTA Research, 2017.

Local Mobile Impact

Want to know where mobile search really makes an impact? Local businesses and local audiences.

Have you noticed that wherever you are, Google will give you search results that are closest to you?

The fact is that of the nearly 70% of users who use their mobile device for shopping **80% to 90% of them search with local intent**. All this jargon basically means that a lot of people searching on mobile are looking for local businesses...like yours!

80%-90% of online shoppers
search with local intent

If your user experience is on point, your site speed is great, and your content is valuable, you have a much higher chance of capturing these local customers. This local focus is yet another reason that in addition to your mobile site's readiness, you need to have a complete and attractive Google My Business profile.

TAKING ACTION

Focus your website design on the "mobile experience" first, then the desktop experience. Use programs such as Google's Mobile Tester to identify issues with your mobile environment.

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