



Mobile SEO

Cheat Sheet

10 tips to make your mobile marketing matter

 **CLICKCONSULT**®



Introduction

Mobile has been the centre of Google's algorithmic updates for a few years now, from Hummingbird's refocus on latent semantic indexing (LSI) to the recent announcement of mobile-first indexing. As such it is no surprise that the search marketing industry has begun to refocus its priorities.

Once, the main discussion around mobile was how long it would take the user experience to rival that of desktop; then how long until mobile searches surpassed desktop searches, now we're in an era where the question should be: 'how long before desktop is an obsolete concern?'

While brands have historically seen mobile as of secondary importance (after all, the eCommerce value of mobile is still eclipsed in most areas by desktop), the shift in weighting of SERPs to favour mobile is indicative of the search industry's faith in mobile (as, perhaps, does the release of the Google Pixel), but also, therefore, of where brands need to focus their efforts in the future.

There is only one direction that these changes are likely to take us – far from reaching a balance between desktop and mobile, it is likely we will see mobile become the main area of concern for future organic search endeavours. As such Click Consult has drawn up a list of ten things to help you bring your brand to the forefront on the (for now) smallest screen.

1. Accelerated Mobile Pages (AMP)

Partially created to compete with Facebook's 'Instant Articles' and Apple News, AMP is a project undertaken by Google to facilitate a faster, more open mobile web.

AMP improves speed by stripping out slow to render code elements such as JavaScript (and a lot of CSS – leaving only in-line CSS styling). This leaves an easily cached, lightweight page which is ideal for loading on mobile devices.

The vast majority of brands now produce content for a branded blog. In order to make sure you're getting the most visibility for this content, all possible effort must be made to improve its chances. With AMP's mobile friendly nature (and there's an easily foreseeable future in which Google favours sites using AMP content), it makes total sense from both a user experience (UX) and business perspective to adopt AMP for all applicable content.



2. Employ HTTPS

One of the main concerns for mobile consumers is the security of the site, and there is (whether rightly or not) a perception of mobile devices as somehow less secure than desktops.

As such it is vital that brands do whatever they can to put consumer minds at ease as to the secure nature of the site. One of the best ways to do this (in addition to basic security procedures) is to implement a shift to an HTTPS domain.

HTTPS can remove many of the risks which are of primary concern to mobile device users (such

as 'man-in-the-middle' attacks) by offering bi-directional encryption between a client and a server.

While implementation of HTTPS may not instantly allay all consumer fears, it is a definitive step in the right direction and will assist with building consumer trust as mobile use continues to expand and allows your brand to be well positioned if and when HTTPS's weighting is boosted as a ranking signal.

3. App indexing

App indexing offers a way of re-engaging with consumers that may have installed your app and then forgotten about it (as [this video](#) states, the average person has 36 apps installed, but uses less than a quarter of them). Yet, there will be a reason they installed your app in the first place, and there may be content within your app that will satisfy future search queries.

With app indexing, you can surface links to app content on Google Search (including an install button for your app on the Android platform), it also allows your users to see app content directly from 'suggested results' in the Google App.



4. Be visual



5. Don't push it (too much)

Modern marketers have unparalleled access to consumers. With Ofcom's [2016 Communications Market Report](#) revealing that 90% of the UK's population (under 34 and 71% overall) now own a smartphone, brands now accompany their consumers at virtually every moment of their day. Time using the internet on a smartphone was calculated (in the same report mentioned above) was 59.6 hours in March 2016 alone while 30% of people accessed their bank accounts via their phone at least once during that month.

It is no wonder, therefore, that internet ad spend grew by 17.3% (to £8.6 billion) in 2015, remaining the largest type of ad spend by a large distance. Yet 2016 was also the year of the ad-blocker (with the NY Times reporting that ad-blockers could remove \$12 billion from the US market while [UK adoption of ad-blockers had risen to 22% by March 2016](#)).

While correlation is not necessarily causation, it is difficult to completely disentangle the increasing ad spend from the increasing adoption of ad-blockers. In addition to this, while Google has begun punishing mobile interstitial ads, brands have increased their use of the push notification. At all times, there seems to be a kind of arms race between a marketer's desire to have access to consumers and those consumers desire to browse without advertising.

It is therefore increasingly necessary to ensure that marketers are respectful of the access they now have, of the 24 hour connected society we live in, and that they do not seek to over expose consumers and, in line with search marketing best practices, build relationships rather than marketing lists and offer genuine value to their audience if they don't want to end up the architects of their own downfall.



6. Make it snappy

[A report published by Google's DoubleClick](#) calculated that the average load time for a mobile site was (in September 2016) 19 seconds via a 3G connection. When this is considered with the further information that '53% of mobile site visits are abandoned if pages take longer than 3 seconds to load', it paints a particularly poor picture for the chances of many brands to succeed on mobile devices.

However, the study also showed that sites loading in 5 seconds (vs those loading in 19) enjoyed:

- 25% higher ad viewability
- 70% longer average session
- 35% lower bounce rates
- Up to 200% more mobile ad revenue

With mobile user expectations unlikely to become less demanding, brands are really going to have to up their game in order to capitalise on a rapidly growing, increasingly important section of online consumers. By reducing the excess JavaScript, using the minimum number of fonts, reducing the file size of images and streamlining the element load order, you can ensure that the site is reduced in excess weight and also loads in a more consumer friendly (and, importantly, readable) way.

The following tools are recommended by Google to assist in the assessment of your site: [PageSpeed Insights](#), [WebPageTest](#), [Google Analytics](#), [Chrome DevTools](#), and the [Mobile-Friendly Test](#).



7. Be responsive

Many of the issues surrounding speed can be resolved, just as the user experience (UX) can be enhanced, by employing a responsive website design which is able to adapt to a consumer's device. With Google [using your mobile site in the calculation of SERPs](#), it will also be best practice for

brands to ensure that even when it is impossible to entirely replicate the desktop experience on a mobile device, that the mobile experience should at least offer a comparable level of usefulness and the same quality of UX to users on any type of device.



8. Optimise for voice search

This is a point Click Consult have been making for a while (and there's [a blog on our site](#) giving some more information as to how to achieve this), but with Google reporting that a fifth of all searches are now spoken, there is no excuse to postpone this kind of optimisation any longer. We boil the requirements down to two critical factors, natural language and markup:

1. The advancement of voice search and the tremendous improvements in the vocabulary of search engines can (and should) be incredibly liberating to content producers across all industries. While there may be industry-specific terms which have no useable synonym, for the most part the content produced across all sectors is freer to be itself than ever before.

2. Markup is the key to succeeding not only in voice search, but also in local, Google's Knowledge Graph and in mobile search as a whole. The main drawback, however, is that if it has not been implemented early on, it can be difficult and time consuming to do at later stages. However, with markup serving as essential sign-posts for search engines, it is more than worth the time it may take.

9. Be local

Again, the key to this is ensuring that your site is using the correct schema/JSON-LD markup. With ‘near me’ search queries regularly increasing in three digit percentages year on year, if your brand has a physical location, it needs to be appearing in local listings. In the blog linked to previously (regarding voice search) there is the suggestion that if markup hasn’t been a priority and regularly updated since the brand’s inception, it is possible to employ the Google Tag Manager (along with a walkthrough on the [Moz blog](#)).

With it getting easier and easier to look up your next purchase on the go and on a whim, your brand could miss out on an awful lot simply by being more difficult to find than the competition.



10. Make it easy

This is really an exercise in efficiency – and one that physical stores and supermarkets have been concerned with for decades. The stand-out issues with the mobile buyer’s journey is how regularly it is interrupted and how short the sessions can be – people can and do browse while waiting to do other things, or between tasks, just a minute or two here and there. It is therefore important to make buying from your brand, or otherwise converting, as quick and as easy as possible.

Think about how you’re [shepherded through a supermarket](#) – there is a fully developed science behind aisle positioning, dimensions, typical navigation patterns and countless other factors besides, in order to make your visit as quick and as profitable (for the store) as possible. While there’s no need to be quite so Machiavellian, ensuring that your mobile consumers are able to convert quickly and efficiently is a key factor in success on mobile devices.





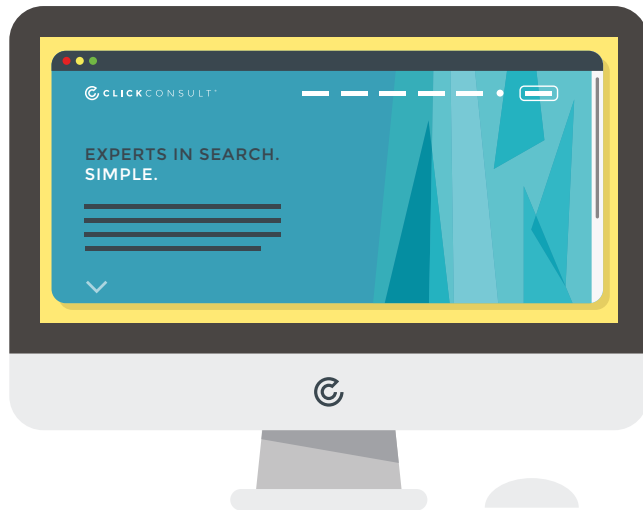
Conclusion

While there are many different areas to concern yourself with when considering how your brand fits into an increasingly mobile economy, mobile simply cannot be ignored in virtually any industry. While there is no one guaranteed path to success, these ten steps will enable you to enter, or simply compete better, for the rapidly increasing mobile section of your demographic.

So:

- Use accelerated mobile pages (AMP)
- Employ HTTPS
- Make use of app indexing
- Be visual
- Don't push it (too much)
- Make it snappy
- Be responsive
- Optimise for voice search
- Be local
- Make it easy

Get in touch with us today!



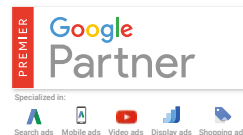
Do you need any help going mobile?

Contact us today on the number below, to see how Click Consult can help your brand succeed in the mobile first era:

0845 205 0292

Or visit our [website](#) to find out more

Our website also features an online resources section, full of useful eBooks. We also write a blog, where you can find an abundance of search marketing tips. If you're feeling social, get in touch on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#).



Accredited Professional





CLICKCONSULT®

EXPERTS IN SEARCH.
SIMPLE.