The first commercially available handheld mobile.

1984 - THE MOTOROLA DYNATAC 8000X

1999

NOKIA 7110

The first WAP (mobile internet precursor) enabled mobile phone.

An early mobile webpage viewed with Opera Mini mobile web browser.

In 2008 Google Play and the App Store paved the way for improved mobile experience of the web.

Google's Accelerated Mobile Pages is an open source initiative designed to provide a positive and rapid mobile experience.

In 2016, mobile search exceeded those performed on desktop - a trend that has continued in the interim.

2007

IPHONE, 1ST GEN

Contributed heavily to the rise of the modern smartphone with its large, touchscreen interface.

Siri became the first widely available voice interface for mobile.

The first smart speaker, Amazon Echo hit the market in 2014 and is now in more than 60 million homes in the US alone.

Google Assistant debuted in 2016, it was integrated into various Google products and sold almost 7 million devices over Christmas in 2017.

As of 2017, 25% of all searches were voice searches. This is predicted to reach 50% by 2020.

Mobilgeddon was the name given to the April 2015 algorithm update that pushed webmasters to implement better mobile practices.

The second Mobile Friendly update - this time included load speed as a ranking factor.

Launched 2017, the Mobile Interstitial Penalty devalued sites that use “interstitial pages (between SERPs and the linked to content) which negatively impacted the mobile experience.

Announced in 2016, the Mobile-First Index took until 2018 to fully roll out, with Google using the mobile version of a site ahead of the desktop purposes of ranking.

With voice search likely to surpass standard search in the early 2020s, and the processing power of handheld devices growing all the time, wearable devices and internet ready appliances will become part of our everyday life. While this may spell the end of traditional SERPs, the increase in ‘screened’ voice devices and inevitable rise of interrogative search will see SEO take on greater rather than diminished importance.

For some jargon-free advice about your search marketing strategy, contact us today on 08454853021.

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