



MOBILE FRIENDLY?

Get Ready For Google's **Newest**
Algorithm Update



If Your Website Isn't Mobile-Friendly, April 21st Will Be BIG

It's finally happening. Mobile is taking a huge step forward in 2015 thanks to Google's new mobile ranking signal, which will penalize your website's current mobile search ranking if you fail to optimize your website with responsive mobile design. Responsive web design refers to your site's ability to automatically adjust its window size to fit any device or display size. This has thousands of companies and site-owners scrambling to update their current site—and for good reason.

If your website fails to meet Google's new mobile standards, that hard-earned rank will go down the drain, and now isn't the time to let your SEO slip. According to Hubspot, only 75% of searchers will scroll past the first page of Google results to begin with, and once you're website is slapped with a "not mobile friendly" tag? Forget about it.

That doesn't mean it's too late to solve the issue before it becomes a much larger problem. But it's going to take some dedication on your end if you want to take advantage of the hike in mobile traffic and avoid the consequences of Google's new SEO penalty.

Remember, this isn't an unwarranted power play on the part of the search engine giant. The purpose of this update is to incentivize website owners to provide relevant, easily searchable information for mobile users. After all, your visitors should have a great experience on your website with any device.



What are some reasons your website could lose it's ranking?

- Small, disorganized copy and fonts
- Websites with heavy use of Adobe flash
- Buttons and Calls to Action (CTAs) that are too close together
- Non-responsive landing/conversion pages
- Failing to utilize viewports (the visible area of your browser) for responsive design



These are just some of the reasons why your rank may drop in mobile search and when **80% of internet users are using their smartphones for search**, this is a very big deal.

So what can you do?

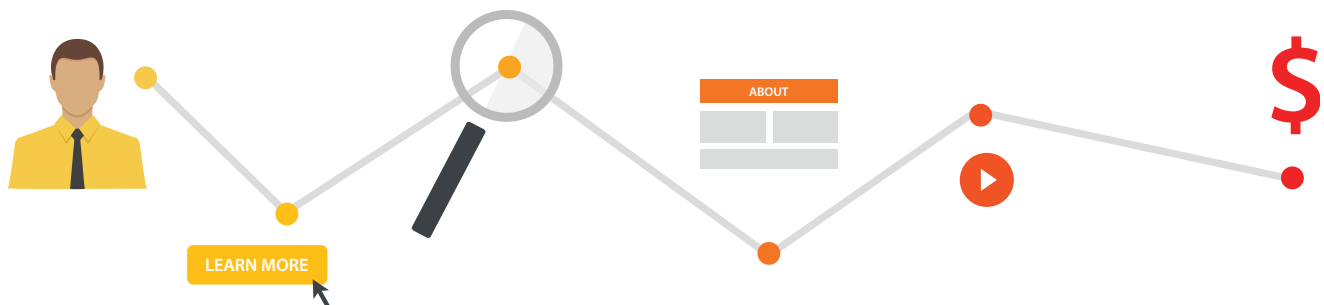
image source: www.constellation7.org

How Can You Improve Your Mobile Website Design and Responsiveness?

- 1 Perform an analysis on your website to determine your target persona's path from the moment they become a visitor on your website to the moment they become a client.**

What does this look like? Do most customers start on the homepage and read until a CTA grabs their attention, or is your web traffic more interested in the Services and About pages? Track your page traffic and call out site pages that perform the best—obviously, these are often your most popular pages. Now take this “path” and compress it so your visitors are able to access the information they need without excessive interaction.

For example, think of your visitors most common progression, i.e. searching on Google, arriving at your website, browsing your services, and purchasing their desired product or service. They don't need clutter or fluffy pages distracting them from their mission—and neither do you.



- 2 Ask yourself what your customers need to get out of your mobile website, in terms of prioritizing content.**

You've already thought through your customer path by this point, so you need to start thinking about how your visitors need to interact with your mobile site. Each site has different expectations for customers, and the ultimate goal of this Google update is to provide users with a simple, intuitive experience—one that isn't complicated or cumbersome to use. And if you can't offer that to your visitors, your search engine ranking will surely suffer.

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Instead of establishing a mobile site in conjunction with your desktop version, you should be revising your website for Responsive Web Design (RWD).

Why maintain two separate versions of the same website when you can focus on a singular version that can automatically adjust to a wide variety of mobile screen sizes? Whether you're viewing your favorite site on your phone, tablet, or desktop computer, RWD gives you access to the same information without using a separate mobile domain. That's a lot of extra work you won't have to do, while improving your ranking.

Worried About the Costs of Making Your Site Responsive and Mobile-friendly?

It's hard to judge the cost of a responsive website without speaking to a web designer who understands the theory and practice behind effective responsive design. After all, each site has different needs. Chatting with a knowledgeable designer can help answer your most pressing questions so you're able to make an educated decision as far as your needs and costs are concerned.

What are some factors associated with cost?

Has your website been updated in the last five years? If not, a web designer might want you to start from scratch. There have been a lot of advancements for web design in the last five years, and your site might need a new, custom framework in order to be as effective as possible.

With such a strong surge of responsive web-templates on the market, it might be more efficient—and costly—to re-do your site, rather than trying to modify what's currently there, especially if your site is:

- Built with Flash
- Using an outdated e-commerce platform



But like we said, there's good news here. If you start from scratch, there are countless responsive templates and themes online that your developer can use to get your site responsive before the upcoming deadline. You can even reuse your content (assuming the quality is solid) and repurpose old pages, saving you time and money.

As with any strategy for your business, you **MUST** bring it back full circle to your buyer personas and target audience. Without targeted content toward your buyer personas (fictitious representatives of your customers and prospects), your website is just a website—words on a page, with pictures. But if you want to transform your website into a 24/7 sales machine, you're going to need it to be responsive so it can take advantage of the **94% of smartphone users that are currently searching for local information through their phones**. And that's just the USA alone.

What If You Don't Update Your Website?

Whether or not you update your website with responsive design is completely up to you. Just know that doing nothing won't stop Google from penalizing your site. Without mobile optimization, you can say goodbye to your website's mobile search engine ranking, as well as your visitors' user experience.

Remember, Google's update is specific in nature. The aim is to create a better experience (and better search results) for mobile users. But when you break it down at its most basic level, it also benefits your business.

All of those mobile searchers are likely to leave your site if it's too difficult to navigate, meaning you're losing out on customers and sales just because your site isn't responsive. And if you're going to invest in a website redesign, you may as well build a new website with purpose.

So What's Next?

If you're trying to figure it out if your website is mobile friendly, start by participating in our **FREE** website assessment for responsiveness!





WHO ARE WE?

About Stratus Interactive

Stratus Interactive is a full-service inbound marketing and website development agency. We have a sweet spot in all things digital and interactive, but we're no strangers to the traditional fundamentals of marketing. Clients love that we've been in the game for over 25 years and understand the implications and opportunities of always-changing marketing and technology landscapes. We are not a marketing agency with a little bit of technology thrown in; nor are we a technology company with a little bit of marketing thrown in—we are a true blend that integrates user experience, digital design, purposeful content, SEO, creativity and analytics to achieve repeatable ROI for our clients.

About Our People

Our ability to help clients reach and exceed business goals lies in our people. The team has award-winning talents and a genuine commitment to the happiness, profitability and success of our clients. We have assembled a diverse blend of perspectives and skills that create a cohesive and integrated set of capabilities. We're a very interdependent group, often working together and tapping into the skills and knowledge of one another. We are teachers and students of one another. Each of us maintains an area(s) of expertise, but none of us work in a vacuum. Our power to serve you lies in our shared ideas, goals, opinions, responsibility, criticism and praise.



OUR CLIENT PHILOSOPHY

We help clients achieve their definition of success by internalizing them- their goals, culture, target buyer personas, what makes them remarkable, their challenges and pain. Our goal is to become an extension of our client's company and assimilate. Our recipe for a successful client partnership is based on:

Collaboration

We're a collaborative group that believes in many minds over one. We collaborate with one another, our clients, our audience and our peers.

Culture

The culture of our organization is a mixture of fundamental disciplines and creative independence. Each team member is passionate about his or her craft and values an environment where it thrives, is nurtured and constantly evolves.

Accountability

We take responsibility for our work and our results. We set clear goals and objectives by which we measure our work.

Agility

Our clients' needs are dynamic, sometimes spontaneous, and always an immediate priority. Agility is not a nice-to-have, it's a must-have. Our team can change and adapt strategies and tactics quickly and with precision.



Trust

The relationship with our clients is first and foremost, about trust. The security and privacy of our clients' information is sacred. Our clients can trust that Stratus will always act in the best interests of their organization and its goals. Businesses need a partner, not a vendor, and trust is the foundation of a lasting, productive partnership.

Responsiveness

Our clients entrust to us their time, money, and proprietary information. We don't take this responsibility lightly and we are available whenever you need us. We're hands on, so when clients need us (or even just want to say hello), they get us. Phone, email, office pop-ins- they know how to find us.

GIVE US A SHOUT ANYTIME!

144 East Market Street
West Chester, PA 19382

610.692.6229
www.stratusinteractive.com

