LIVING IN THE MOBILE-FIRST WORLD
5 Key Insights for a Proactive Engagement Strategy

The shift from desktop to mobile readership has shown no signs of slowing. This year alone, the overall number of visits taking place on mobile increased by more than 20%. A growing mobile audience presents a new challenge for content creators — shifting from a desktop-first mindset to one that’s leaning mobile.

Below, we discuss five trends that shed some light on this evolution, supported by data that can help inform your audience engagement strategies moving forward.

**1. Create more content tailored for mobile visits**

Two out of every three visits take place on a mobile device, a number that has grown as much as 10% in the last two years. On the other hand, visits to a roughly 60% desktop vs. mobile traffic split for the past three years.

When evaluating the sources of the revenue, we’ve seen the growth in mobile traffic.

**2. Mobile direct traffic shows no signs of slowing**

Direct traffic, the percentage of audiences that can visit the newsroom without any referral, has grown at an approximate 60% increase in mobile direct traffic, and about a 5% increase in desktop direct traffic.

About 65% of direct visits take place on mobile devices, potentially driving traffic to sites where mobile users have little to no mobile traffic. As a result, it’s essential to prioritize mobile-optimized content that can be accessed via mobile devices.

**3. Google and its related entities are still driving referrals**

Unsurprisingly, Google continues to dominate the search ecosystem. It’s the largest search engine on the web.

By device, more than half of search is mobile. Currently, 80% of search traffic is mobile. Google Chrome is by far the largest source of traffic to the site, followed by Bing and Yahoo Search.

Put another way, search traffic is now almost 80% mobile. With over 50% of mobile traffic coming from Google and its related entities, it’s critical to have a multi-channel strategy.

**4. Address the emerging aggregators**

Aggregators have grown to be one of the most important sources of traffic. Aggregators get more than 20% of the traffic. Currently, Flipboard is referring to the site more than 20% of the traffic. Similarly, the growth in mobile traffic has been an approximate 10% increase.

Mobile direct traffic shows no signs of slowing. Two out of every three visits take place on a mobile device. It’s critical to have a multi-channel strategy.

**5. Mobile engagement rise puts pressure on UX improvements**

Mobile technology has reshaped engagement patterns as well. On desktop, the average scroll depth 34% more down the page and consuming more than double the time spent on desktop. When more than half of mobile visits are on a phone, the nature of these visits can be quite different. The average scroll depth is 91%.

Mobile device isn’t always as ideal as on desktop experience. You can use user experience and mobile optimization to improve your audience engagement.

**Decoding the Mobile Data**

**Whether it’s your homepage or articles, your search should help guide your optimizations need to be prioritized.**

**Gateways to content matter.** The new mobile is a user experience优化 that fundamentally changed. While it’s crucial to have a multi-channel strategy that supports your online, mobile, and on-device efforts, it’s still vital to think about it primarily on mobile.

**User interactions.** There’s a cautionary tale in betting too heavily on one source of traffic. We’ve seen the impact on publishers. Is there a revenue goal to Facebook, for instance. While search is undoubtedly rising, redistribution is key to mitigating the risk of relying too heavily on any single source. **聒噪优化的价值。**