Good Practices to Maximize your Mobile SEO

by Aleyda Solis, SEER Interactive, @aleyda

Tài liệu được sưu tầm và chia sẻ miễn phí bởi
Mr.Chau243 - www.hotroseo.com

SEOmoz

Search Strategy

AT GOOGLE WE'VE SEEN

MOBILE SEARCH QUERIES GROW 5X IN THE PAST TWO YEARS.

20% of all telecom searches

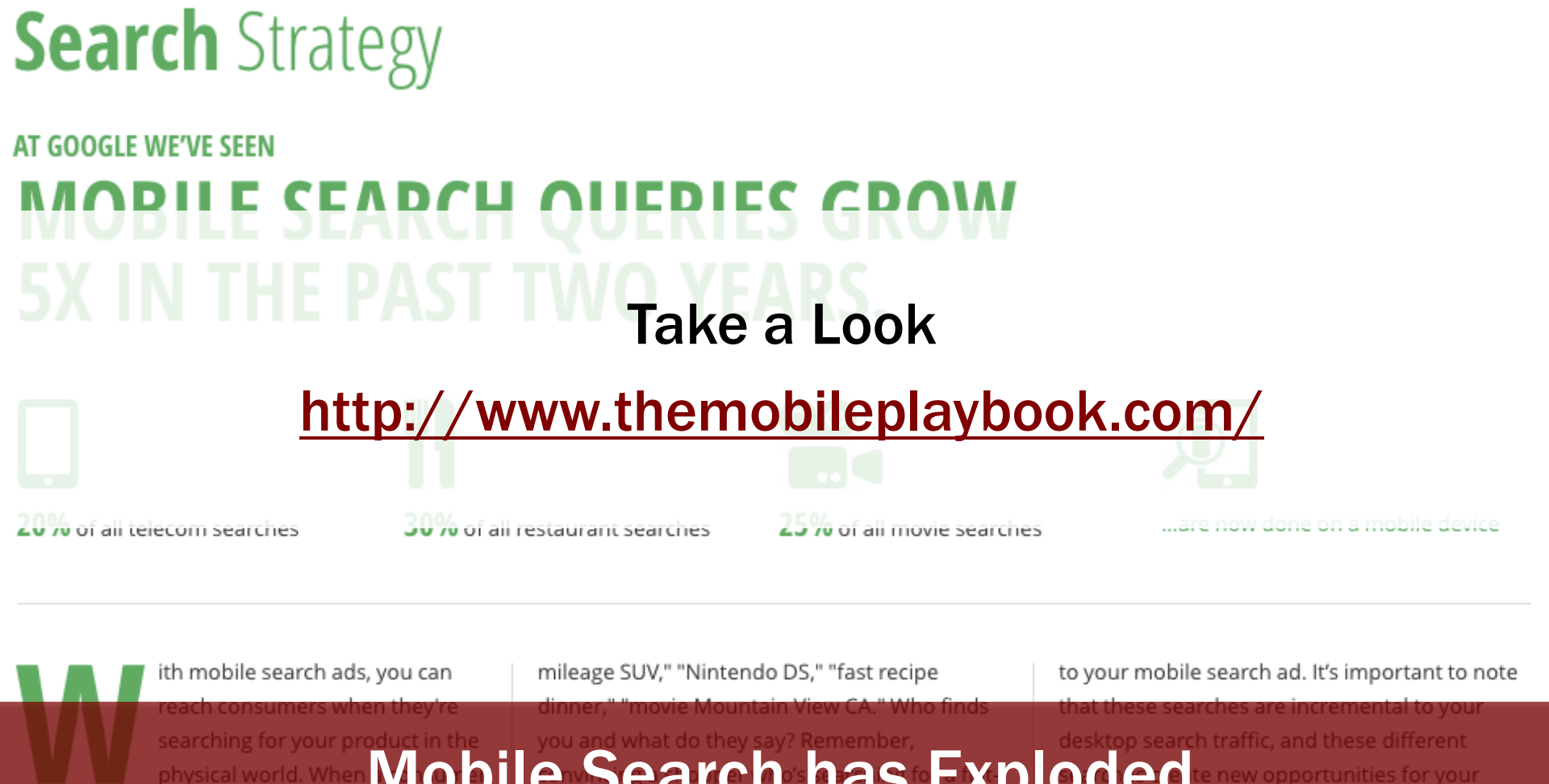
30% of all restaurant searches

25% of all movie searches

...are now done on a mobile device

With mobile search ads, you can reach consumers when they're searching for your product in the physical world. When [illegible] types "buy jeans San Francisco," he's asking a question which good ads will answer. Try a few searches from your smartphone – "best gas mileage SUV," "Nintendo DS," "fast recipe dinner," "movie Mountain View CA." Who finds you and what do they say? Remember, [illegible] screen TV on mobile from inside a major retail store to instead buy online from you could be as simple as adding "We'll remove your old TV!" to your mobile search ad. It's important to note that these searches are incremental to your desktop search traffic, and these different [illegible] new opportunities for your business.

Mobile Search has Exploded



Take a Look

http://www.themobileplaybook.com/

Mobile Search has Exploded

Introducing smartphone Googlebot-Mobile

Thursday, December 15, 2011 at 7:20 AM

Webmaster level: All

With the number of smartphone users rapidly rising, we're seeing more and more websites providing content specifically designed to be browsed on smartphones. Today we are happy to announce that Googlebot-Mobile now crawls with a smartphone user-agent in addition to its previous feature phone user-agents. This is to increase our coverage of smartphone content and to provide a better search experience for smartphone users.

Here are the main user-agent strings that Googlebot-Mobile now uses:

- **Feature phones Googlebot-Mobile:**
  - SAMSUNG-SGH-E250/1.0 Profile/MIDP-2.0 Configuration/CLDC-1.1 UP.Browser/6.2.3.3.c.1.101 (GUI) MMP/2.0 (compatible; Googlebot-Mobile/2.1; +http://www.google.com/bot.html)
  - DoCoMo/2.0 N905i(c100;TB;W24H16) (compatible; Googlebot-Mobile/2.1; +http://www.google.com/bot.html)
- **Smartphone Googlebot-Mobile:**
  - Mozilla/5.0 (iPhone; U; CPU iPhone OS 4_1 like Mac OS X; en-us) AppleWebKit/532.9 (KHTML, like Gecko) Version/4.0.5 Mobile/8B117 Safari/6531.22.7 (compatible; Googlebot-Mobile/2.1; +http://www.google.com/bot.html)

The content crawled by smartphone Googlebot-Mobile will be used primarily to improve the user experience on mobile search. For example, the new crawler may discover content specifically

Buscar

Archive

Site Feed

Google

145K readers BY FEEDBURNER

Select Language

Useful links

Google Webmaster Central
Webmaster Help Center
Google Webmaster Tools
Webmaster Central on YouTube
Webmaster Central China Blog
Webmaster Central Japanese Blog

Google even Introduced a Smartphone GoogleBot

Check it

http://googlewebmastercentral.blogspot.com/2011/12/introducing-smartphone-googlebot-mobile.html

Google even Introduced a Smartphone GoogleBot

Good Practices to Maximize your Mobile SEO

Introducing the New Mashable: Social, Mobile, Visual

Backstage: Basecamp for mobile

Jason Z wrote this on Sep 13 2012 / 27 comments

Today we announced the new Basecamp mobile, a special version of Basecamp fine-tuned for speed, easy reading and easy tapping on mobile phones and tablets. It works automatically in your mobile device's web browser – no app needed.

Guardian launches new mobile site

Today we have launched a new-look Guardian mobile site optimised for smartphones and smaller tablets, in the first step towards a responsive website

Find out more about the new features and give us your feedback

Chris Mulholland
guardian.co.uk, Monday 26 November 2012 14.30 GMT
Jump to comments (104)

The new Guardian mobile site, shown on a 7" tablet and a smartphone

Use of mobiles and tablets is increasing fast with almost 30% of visits to guardian.co.uk now coming through handheld devices. We want our mobile and tablet readers to have the best possible experience when using the Guardian website on smaller screens. Therefore, after several months of development, we are delighted to announce the launch of our new responsive mobile website.

All the "Important" Sites are Going Mobile

Mobile Optimized Websites

Do you have a mobile-optimized website? If you don't, this should be your top priority for engaging mobile customers. 57% of users say they won't recommend a business with a poorly-designed mobile site, and 40% have turned to a competitor's site after a bad mobile experience.[13] Your mobile site will differ from your desktop site not just because of the size of the device, but because the mobile context reveals a different mindset for your consumers. Visitors to your mobile site may be at a different point of the purchase funnel. How does your site appear to mobile [illegible] making it easy for them to connect with you or putting obstacles between them and what they seek?

57%

OF USERS SAY THEY WON'T RECOMMEND A BUSINESS WITH A POORLY DESIGNED MOBILE SITE

40%

ACTION ITEM:
YOUR #1 PRIORITY IS TO BUILD A MOBILE WEBSITE

CLICK TO SEE THE TICKETSNOW CASE STUDY

BEFORE AFTER

Mobile Optimization is a Need

Mobile Optimized Websites

ACTION ITEM:
YOUR #1 PRIORITY IS TO BUILD A MOBILE WEBSITE

CLICK TO SEE THE TICKETSNOW CASE STUDY

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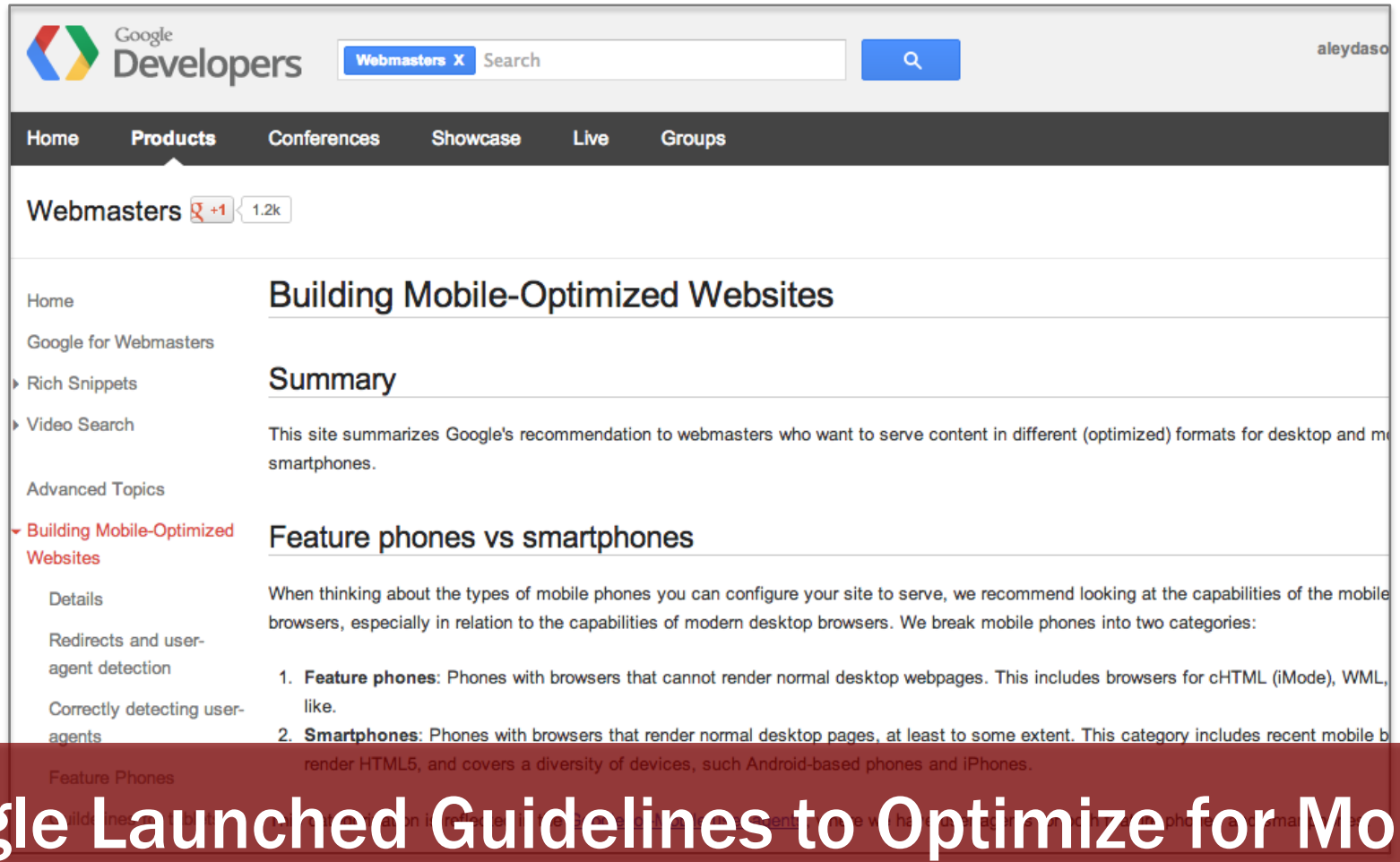
Users say it

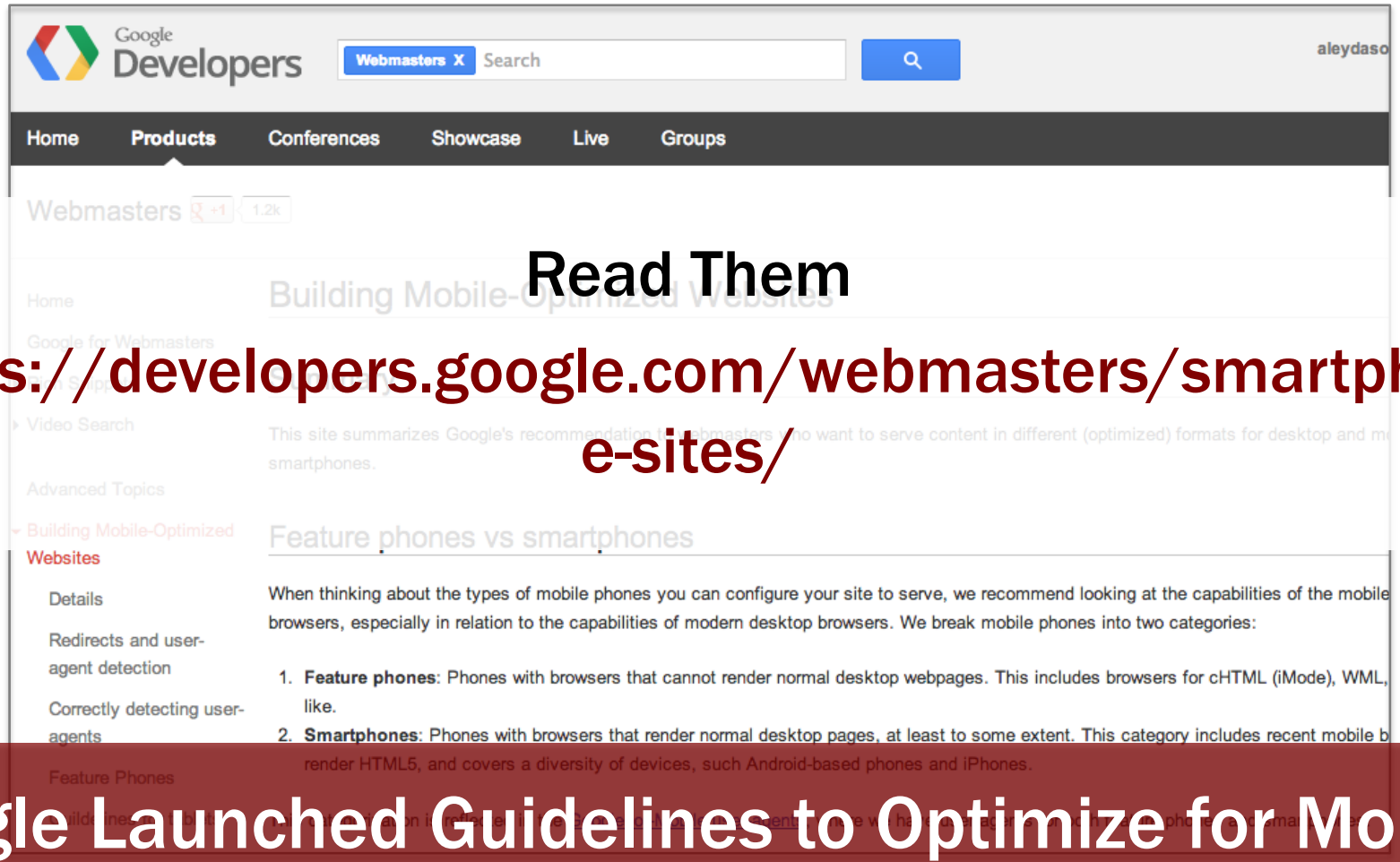
http://www.themobileplaybook.com/

BEFORE AFTER

Mobile Optimization is a Need



Google Launched Guidelines to Optimize for Mobile



Read Them

https://developers.google.com/webmasters/smartphone-sites/

Google Launched Guidelines to Optimize for Mobile

Good Practices to Maximize your Mobile SEO

Jakob Nielsen's Alertbox: April 10, 2012

Mobile Site vs. Full Site

share this

Subscribe to the Alertbox newsletter

About Jakob Nielsen

> **Summary:** Good mobile user experience requires a different design than what's needed to satisfy desktop users. Two designs, two sites, and cross-linking to make it all work.

Based on usability testing of hundreds of sites , the main guidelines for mobile-optimized websites are clear:

- **Build a separate mobile-optimized site** (or *mobile site*) if you can afford it. When people access sites using mobile devices, their measured usability is much higher for mobile sites than for full sites.
  - A mobile app might be even better — at least for now.
- If mobile users arrive at your full site's URL, **auto-redirect them to your mobile** site. Sadly, many search engines still don't rank mobile sites high enough for mobile users, so people are often (mis)guided to full sites instead of the mobile ones, which offer a vastly superior user experience.
- Offer a clear **link from your full site to your mobile site** for users who end up at the full site despite the redirect.
- Offer a clear **link from your mobile site to your full site** for those (few) users who need special features that are found only on the full site.

We've tested hundreds of mobile sites and full sites on all the currently popular platforms (including iPhone, Android, Windows Phone, and BlackBerry). The findings regarding mobile and full sites were the **same for all the different phones** , so I won't discuss specific devices here.

Mashable SOCIAL MEDIA TECH BUSINESS ENTERTAINMENT MORE

2013: A Responsive Year

Given the rapid adoption of tablets and smartphones — and the fact that users currently seem to prefer reading their news on the mobile web rather than in apps — I think it's inevitable that 2013 will be the year that responsive design takes off.

For publishers, it offers the simplest way to reach readers across multiple devices. For users, it ensures a great experience on every screen.

As Ethan Marcotte, the author of *Responsive Web Design*, explains, "Now more than ever, we're designing work meant to be viewed along a gradient of different experiences. Responsive web design offers us a way forward, finally allowing us to 'design for the ebb and flow of things.'"

But You're Not Sure How to Do it

It’s Like a HUGE Wave

That Everybody is Trying to Ride

...but not Many Know How to Do it Well

Don’t Worry Though

I will Teach You How to Surf Mobile Webs

You need to Start with a ~~Surf~~ Mobile SEO Analysis

1.

Learn from Your Current Mobile Users

Good Practices to Maximize your Mobile SEO

Google Analytics

Search this site

Home **Features** Learn Partners Premium Blog Help Sign in or Create an account

Analysis Tools Content **Mobile** Conversion Social Advertising

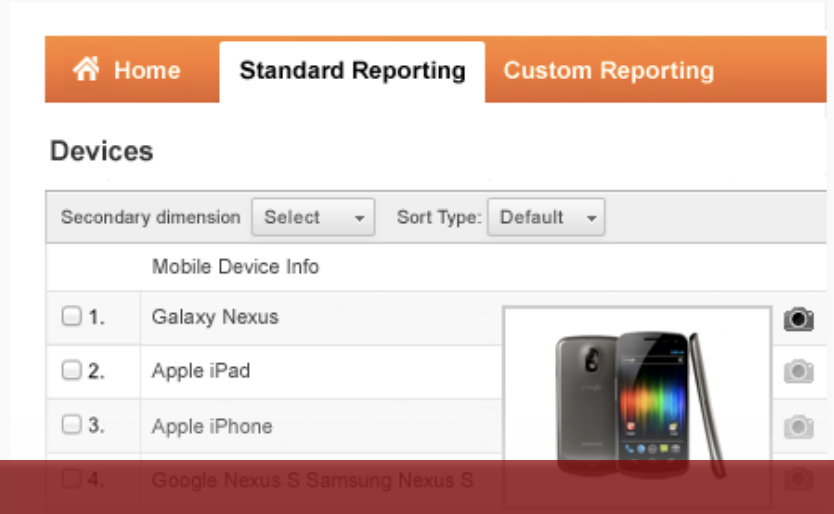
Overview

Mobile App Analytics

Mobile Site Traffic

Mobile Site Reports

Understanding mobile traffic to your site can give you an indication of whether you need to implement responsive design, or whether the traffic justifies a separate mobile site. As mobile device usage continues to grow and consumers' preferences shift, analysis and optimization for mobile is central to your strategy and success.



Use your Google Analytics

Google Analytics

Search this site

Home **Features** Learn Partners Premium Blog Help Sign in or Create an account

Analysis Tools Content **Mobile** Conversion Social Advertising

Overview

Mobile App Analytics

Mobile Site Traffic

Understanding mobile traffic to your site can give you an indication of whether you need to implement responsive design, or whether the traffic justifies a separate mobile site. As mobile device usage continues to grow and consumers' preferences shift, analysis and optimization for mobile is central to your strategy and success.

Custom Reporting

Devices

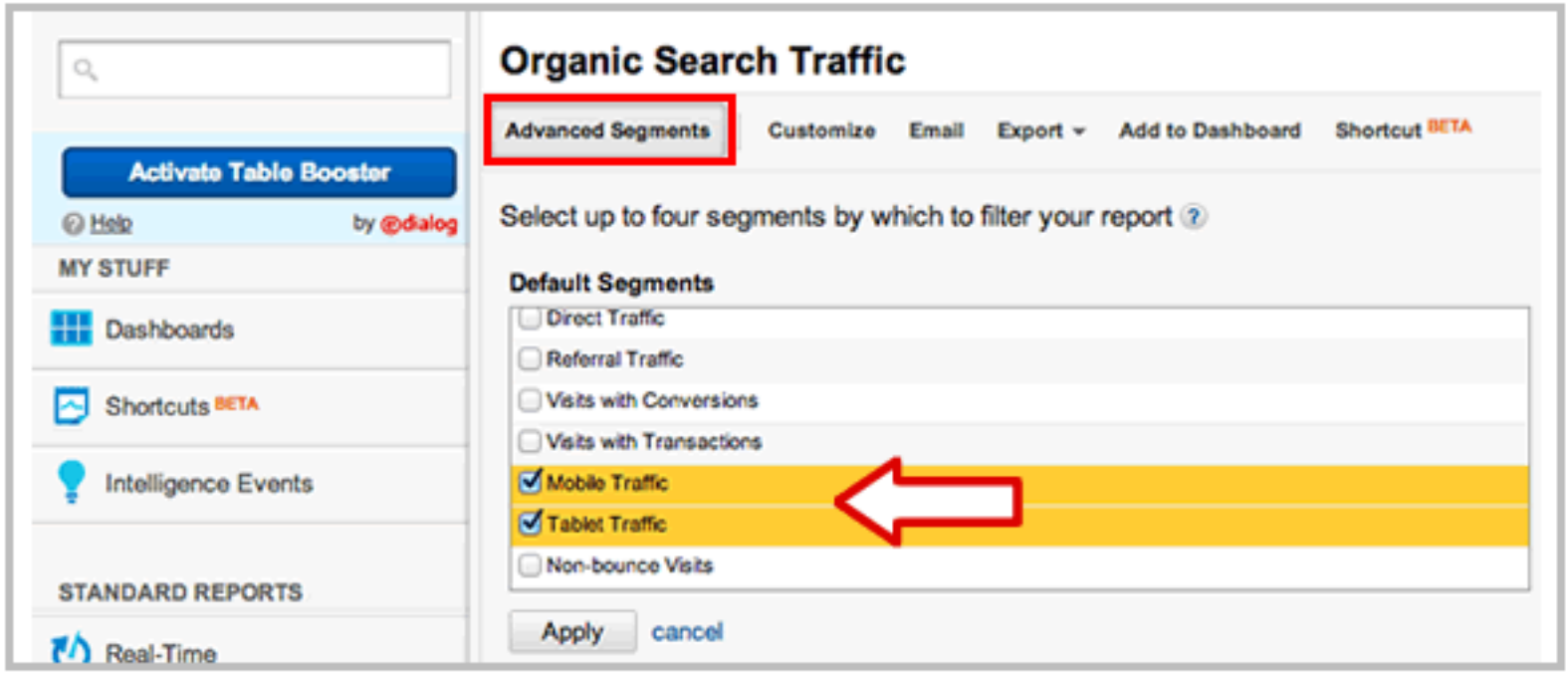
Secondary dimension Select Sort Type: Default

	Mobile Device Info
1.	Galaxy Nexus
2.	Apple iPad
3.	Apple iPhone
4.	Google Nexus S Samsung Nexus S

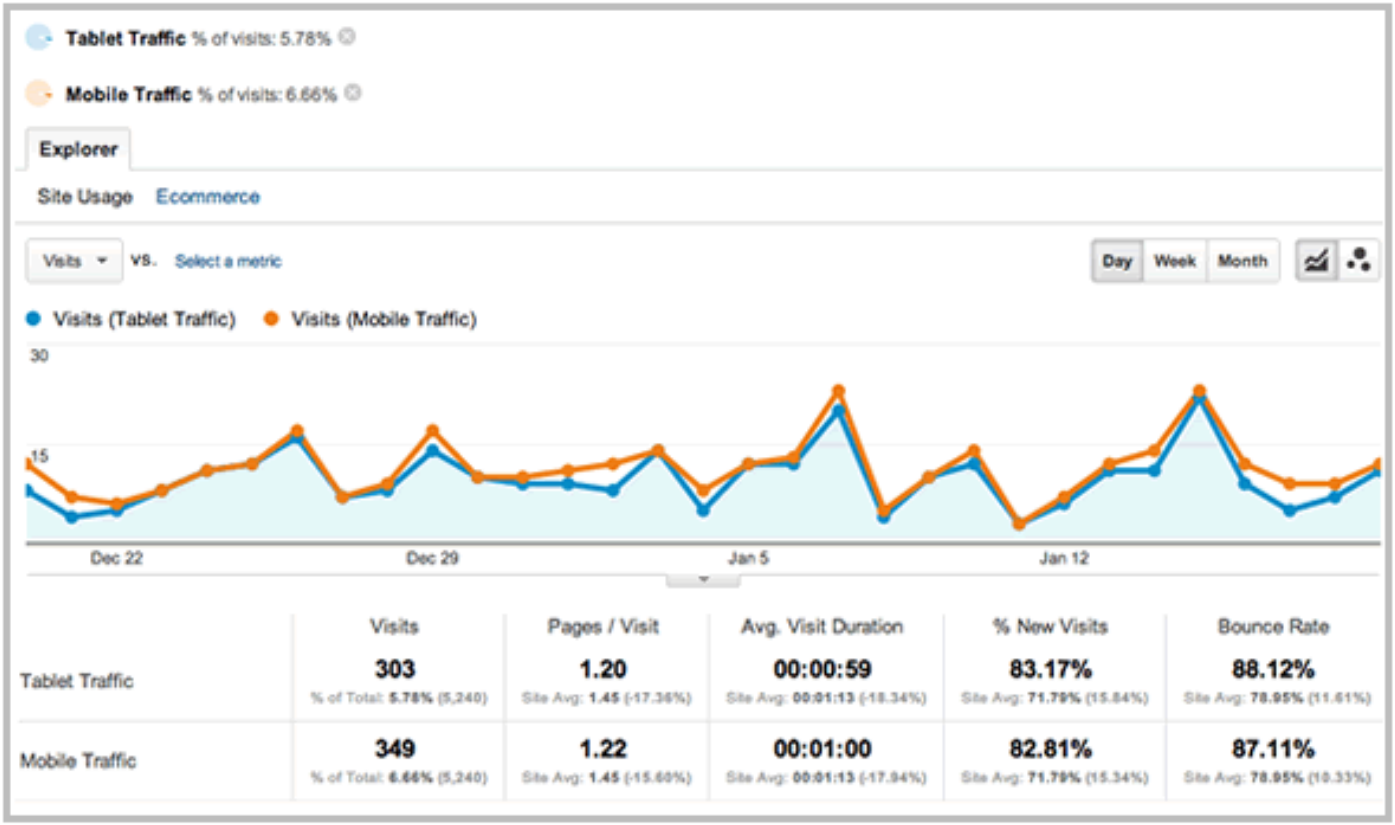
Go to

http://www.google.com/analytics/

Use your Google Analytics

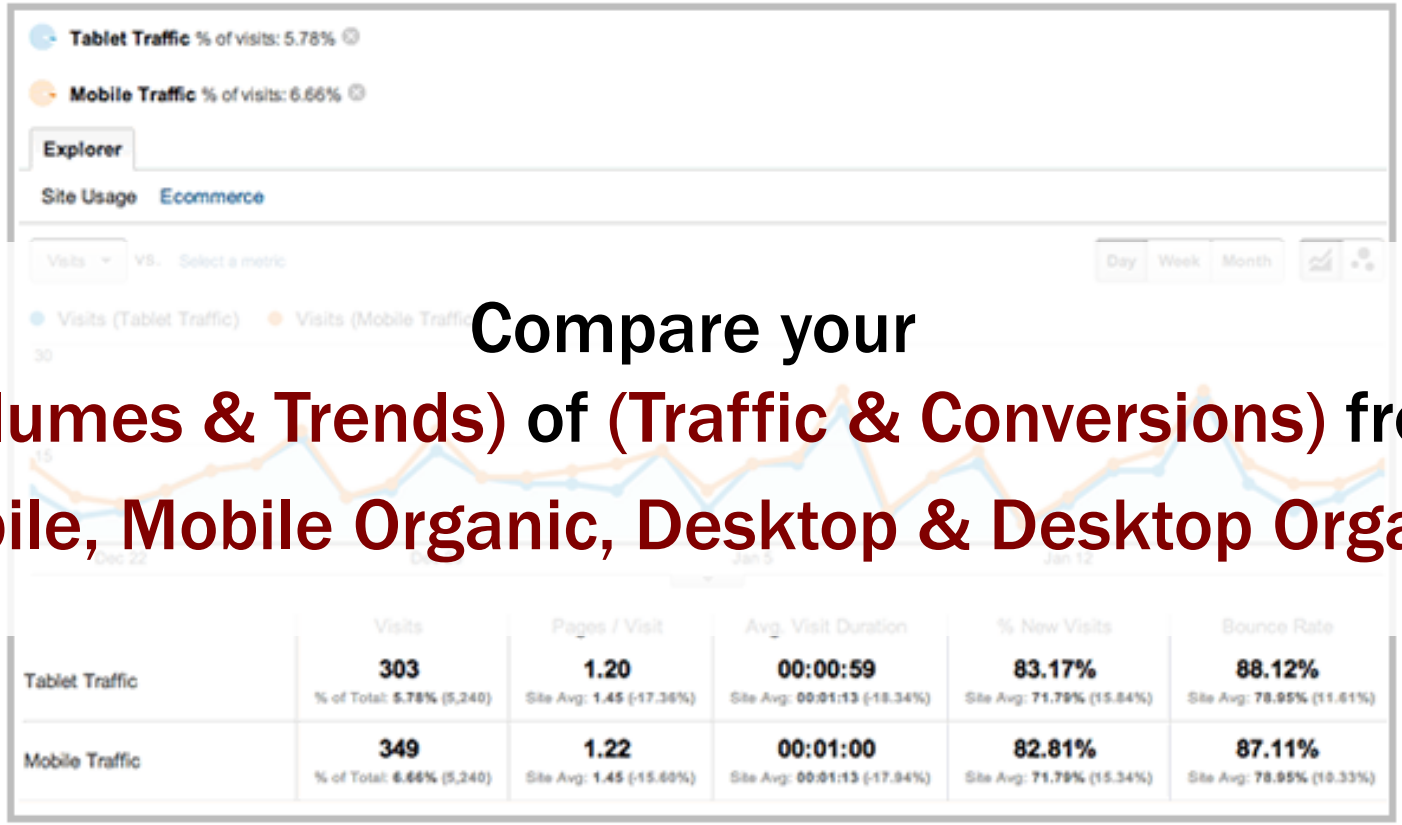


Choose the Mobile Advanced Segments



	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
Tablet Traffic	303	1.20	00:00:59	83.17%	88.12%
	% of Total: 5.78% (5,240)	Site Avg: 1.45 (-17.36%)	Site Avg: 00:01:13 (-18.34%)	Site Avg: 71.79% (15.84%)	Site Avg: 78.95% (11.61%)
Mobile Traffic	349	1.22	00:01:00	82.81%	87.11%
	% of Total: 6.66% (5,240)	Site Avg: 1.45 (-15.60%)	Site Avg: 00:01:13 (-17.94%)	Site Avg: 71.79% (15.34%)	Site Avg: 78.95% (10.33%)

Verify Your Mobile Traffic Volume & Trend



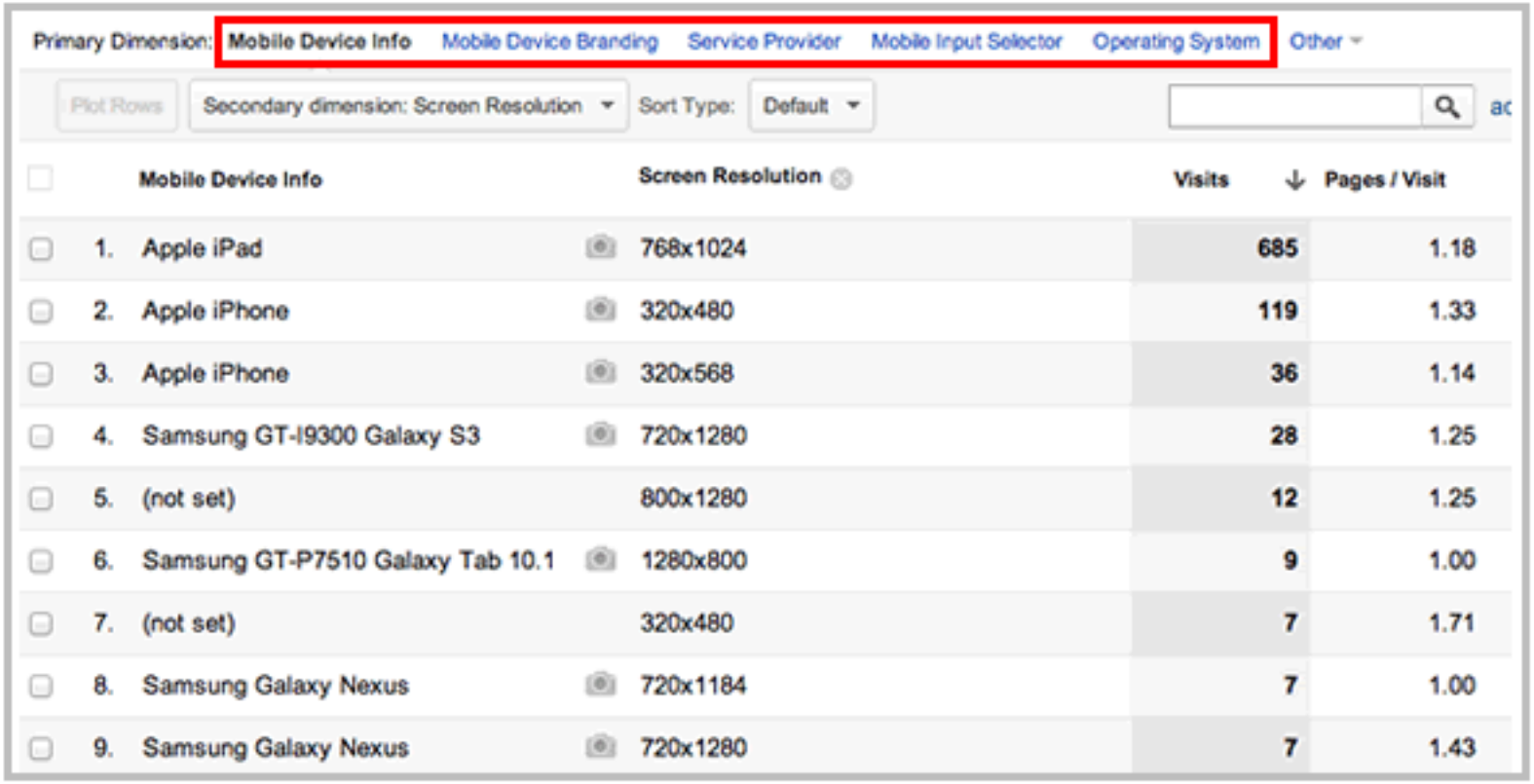
Compare your

(Volumes & Trends) of (Traffic & Conversions) from

(Mobile, Mobile Organic, Desktop & Desktop Organic)

Verify Your Mobile Traffic Volume & Trend

Go to Audience > Mobile > Devices

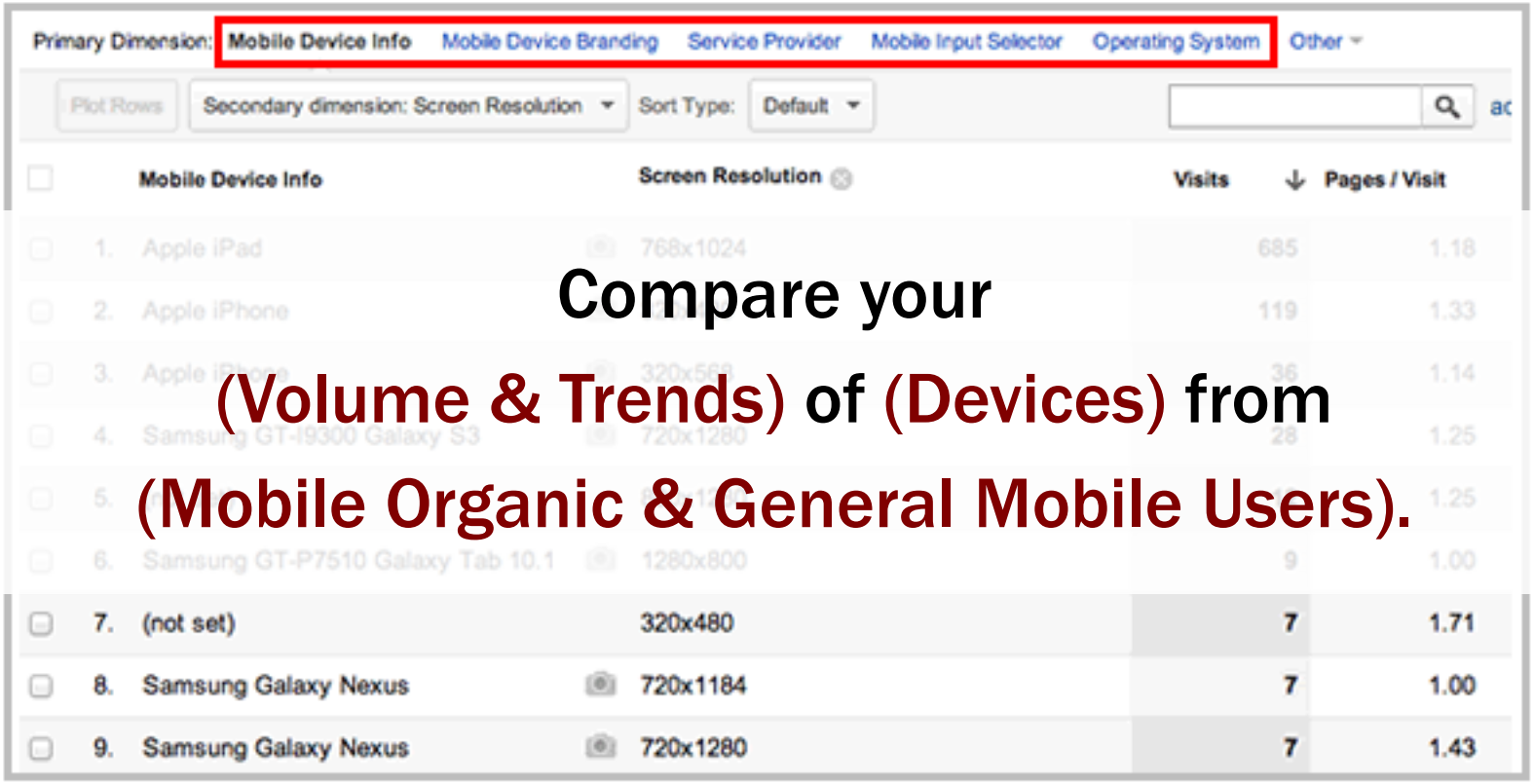


Primary Dimension: **Mobile Device Info** | Mobile Device Branding | Service Provider | Mobile Input Selector | Operating System | Other

Plot Rows | Secondary dimension: Screen Resolution | Sort Type: Default

	Mobile Device Info	Screen Resolution	Visits ↓	Pages / Visit
1.	Apple iPad	768x1024	685	1.18
2.	Apple iPhone	320x480	119	1.33
3.	Apple iPhone	320x568	36	1.14
4.	Samsung GT-I9300 Galaxy S3	720x1280	28	1.25
5.	(not set)	800x1280	12	1.25
6.	Samsung GT-P7510 Galaxy Tab 10.1	1280x800	9	1.00
7.	(not set)	320x480	7	1.71
8.	Samsung Galaxy Nexus	720x1184	7	1.00
9.	Samsung Galaxy Nexus	720x1280	7	1.43

Verify Your Visitors Mobile Devices

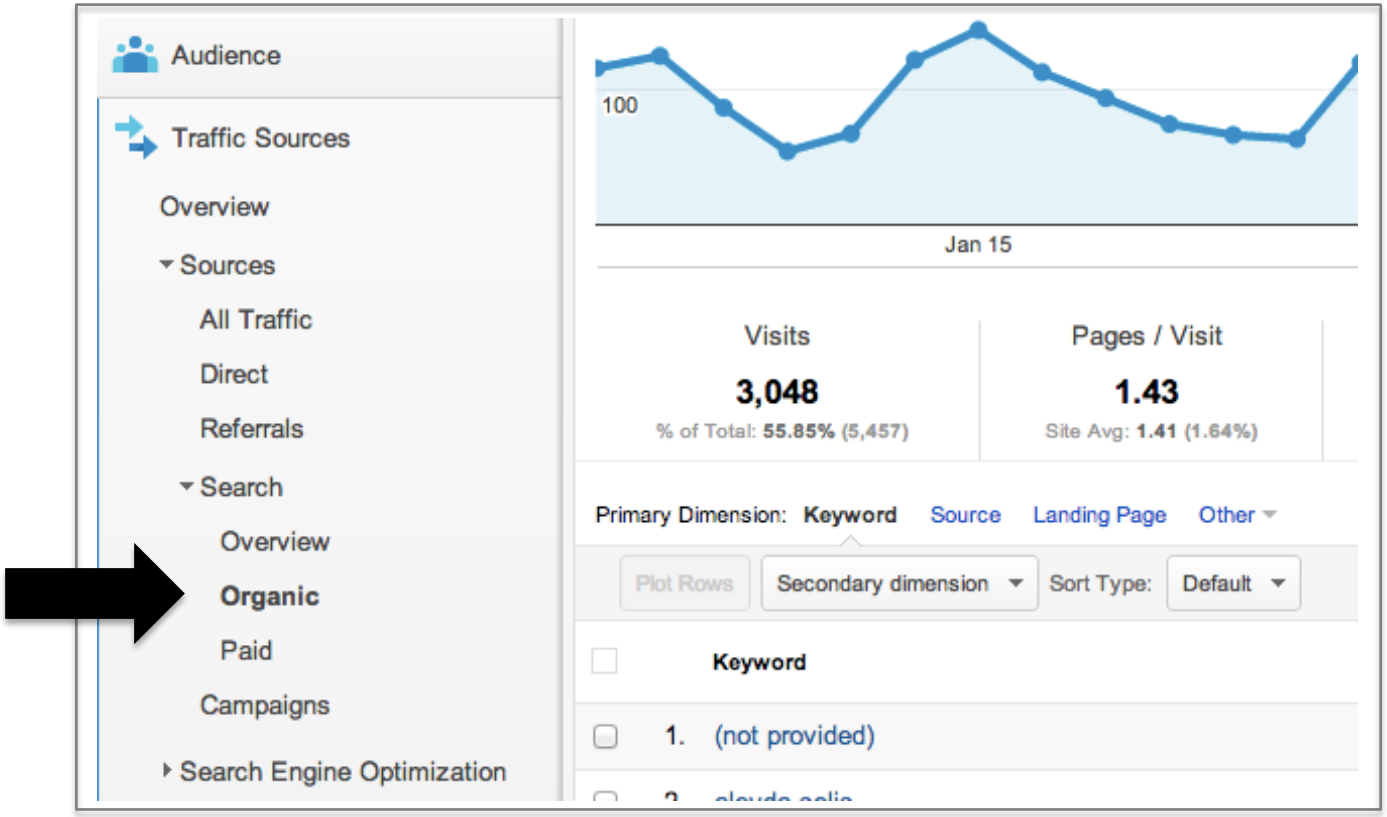


Compare your

(Volume & Trends) of (Devices) from

(Mobile Organic & General Mobile Users).

Verify Your Visitors Mobile Devices



Go to Traffic Sources > Search > Organic

	Keyword	Landing Page	Visits	Pages / Visit	Avg. Visit Duration
1.	la mejor agenda para ipad	www.aleydasolis.com/moviles/aplicaciones-ipad-seo/			
	Mobile Traffic		17	1.00	00:00:00
	Tablet Traffic		15	1.00	00:00:00
2.	aplicaciones ipad imprescindibles	www.aleydasolis.com/moviles/aplicaciones-ipad-seo/			
	Mobile Traffic		12	1.25	00:00:25
	Tablet Traffic		12	1.25	00:00:25
3.	apps ipad imprescindibles	www.aleydasolis.com/moviles/aplicaciones-ipad-seo/			
	Mobile Traffic		7	1.14	00:02:37
	Tablet Traffic		7	1.14	00:02:37
4.	mejor agenda ipad	www.aleydasolis.com/moviles/aplicaciones-ipad-seo/			

Organic Mobile Keywords & Landing Pages

Verify Your Organic Mobile Keywords & Pages

	Keyword	Landing Page	Visits	Pages / Visit	Avg. Visit Duration
1.	la mejor agenda para ipad	www.aleydasolis.com/moviles/aplicaciones-ipad-seo/			
	Mobile Traffic		17	1.00	00:00:00
	Tablet Traffic		15	1.00	00:00:00
2.	aplicaciones ipad imprescindibles	www.aleydasolis.com/moviles/aplicacio			
	Mobile Traffic				
	Tablet Traffic				
3.	apps ipad imprescindibles				
	Mobile Traffic		7	1.14	00:02:37
	Tablet Traffic		7	1.14	00:02:37
4.	mejor agenda ipad	www.aleydasolis.com/moviles/aplicaciones-ipad-seo/			

Compare your Organic (Keywords & Landing Pages) from (Mobile & Desktop).

Organic Mobile Keywords & Landing Pages

Verify Your Organic Mobile Keywords & Pages

2.
Check Your Current Mobile Site Experience

Good Practices to Maximize your Mobile SEO

Go to a Mobile Emulator

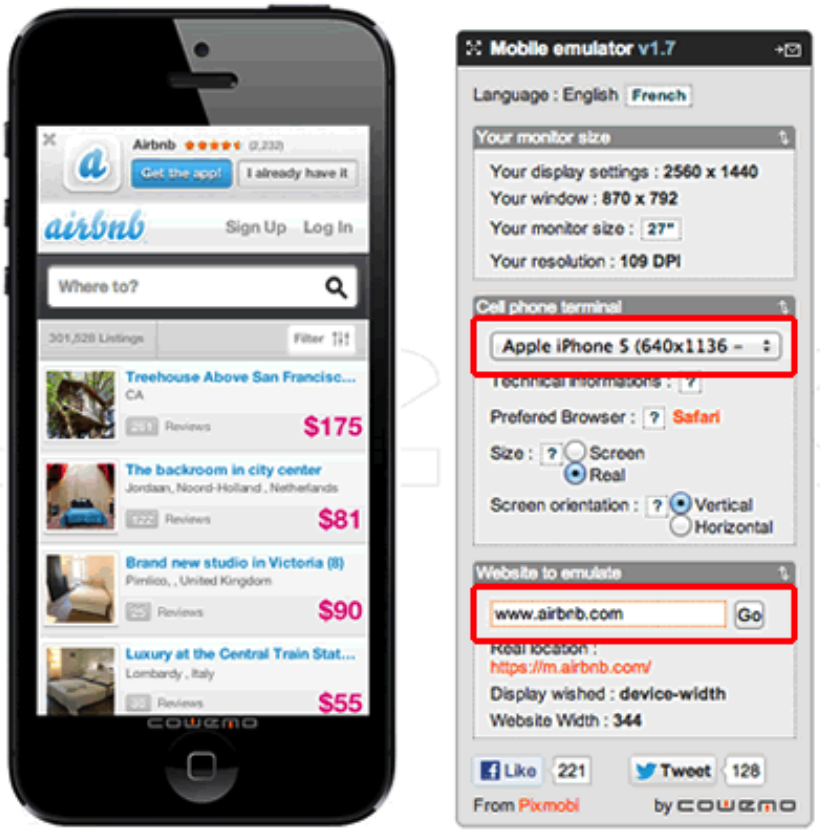
You can use

http://www.opera.com/developer/tools/mobile/

or

http://www.mobilephoneemulator.com

Go to a Mobile Emulator



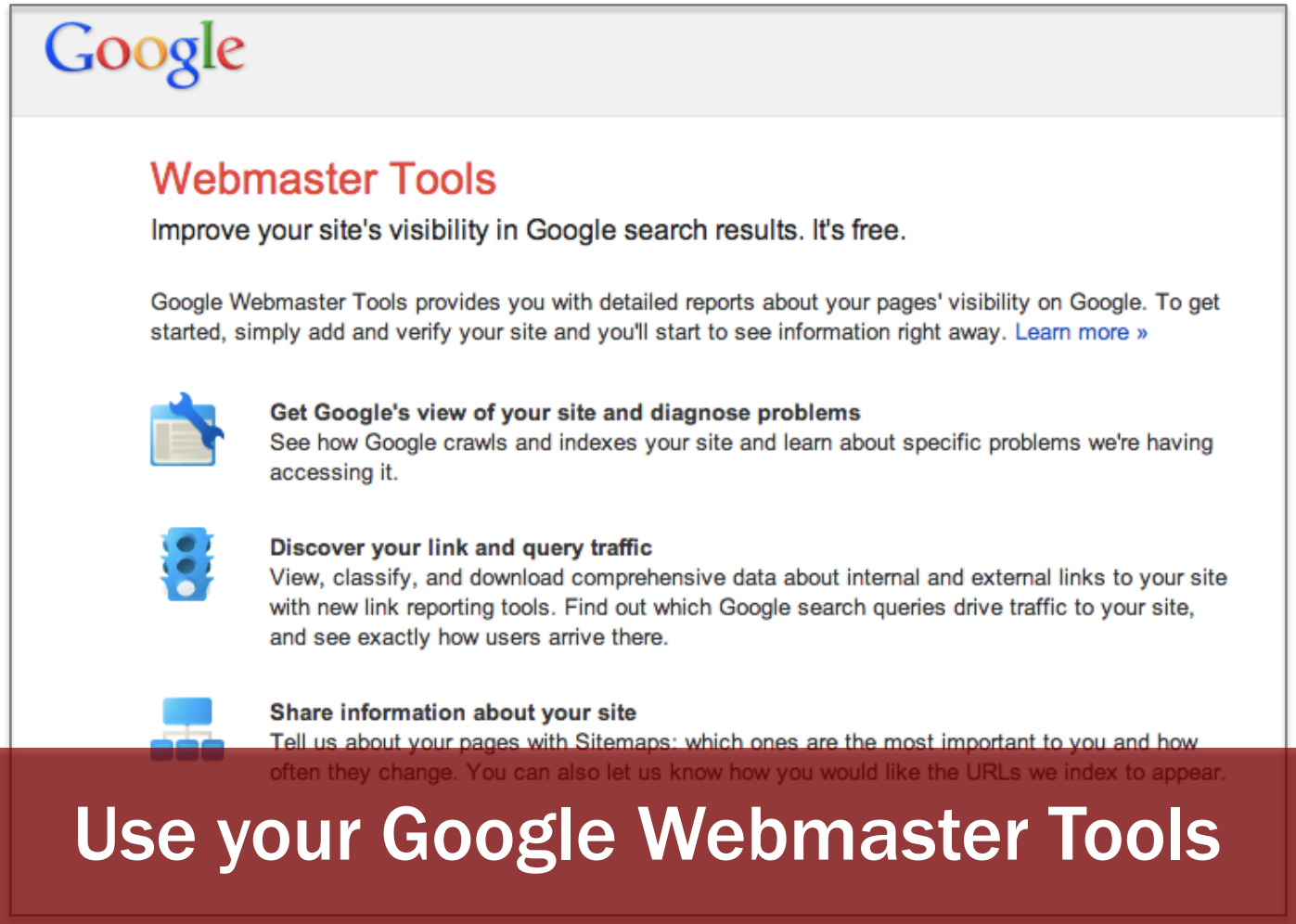
Verify the Visibility & Usability of your Content

Is all your content (Text, Menu, Images, Videos) correctly (Displayed & Working).

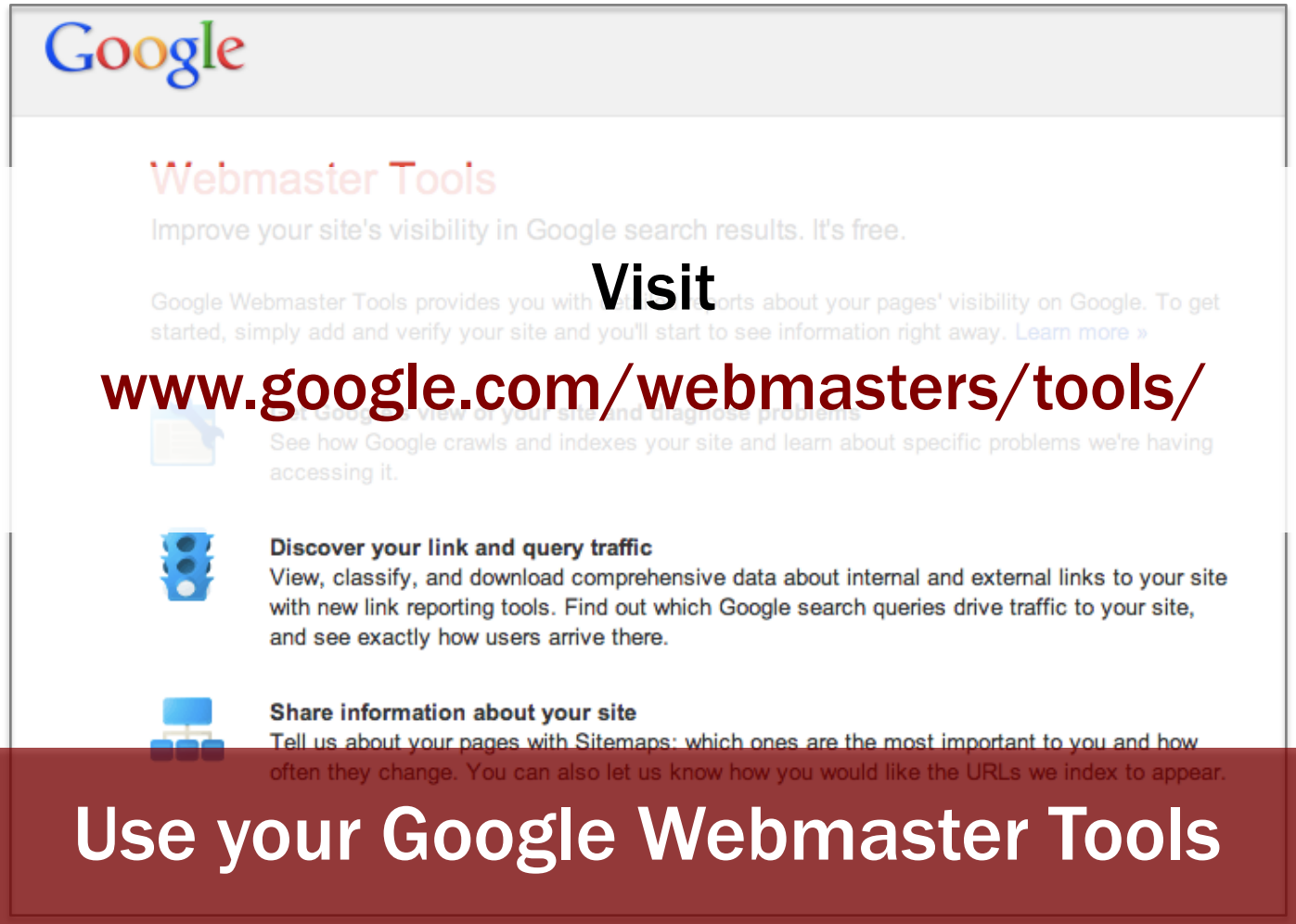
Verify the Visibility & Usability of your Content

3.

Verify your Mobile Search Behavior



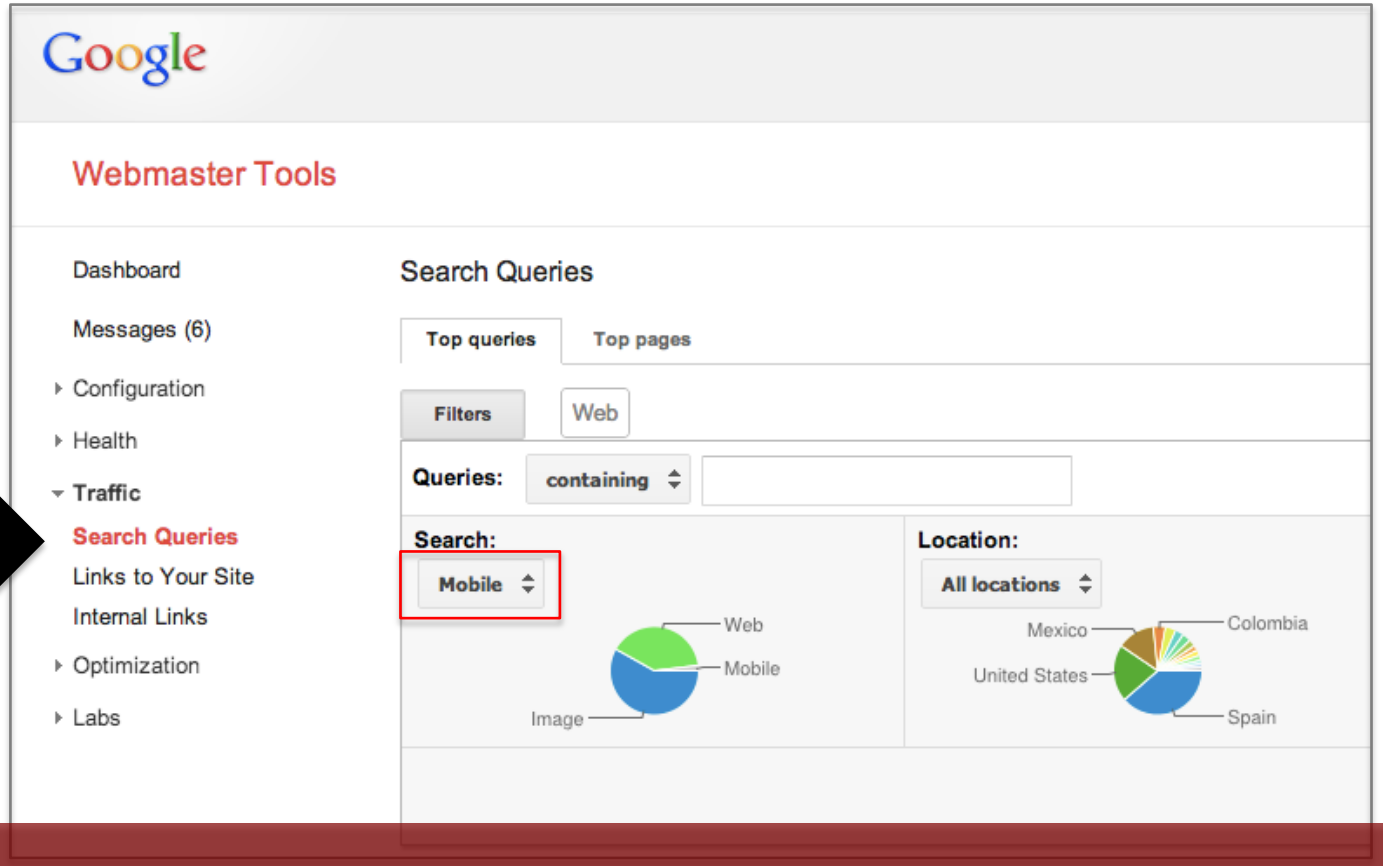
Use your Google Webmaster Tools



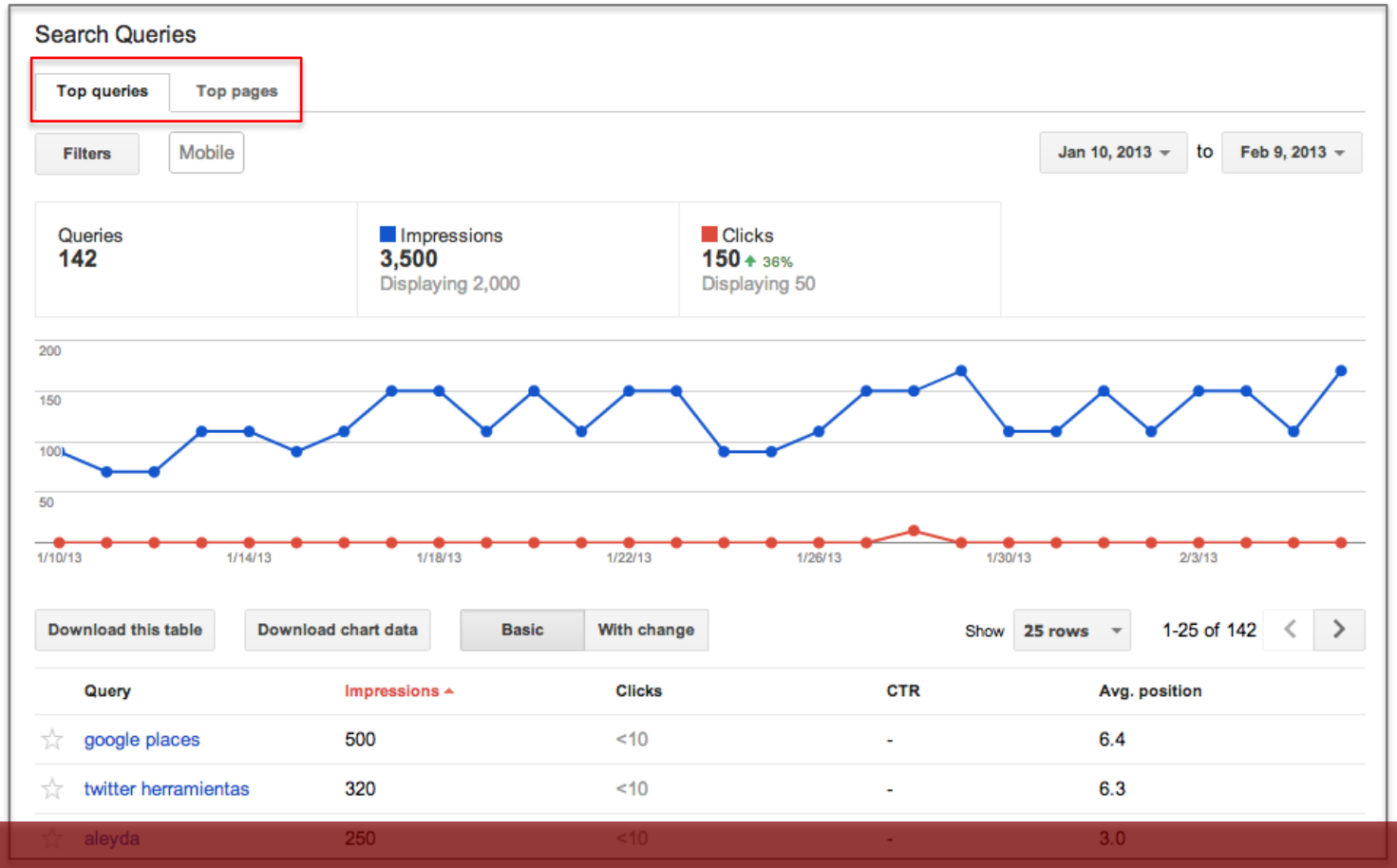
Visit

www.google.com/webmasters/tools/

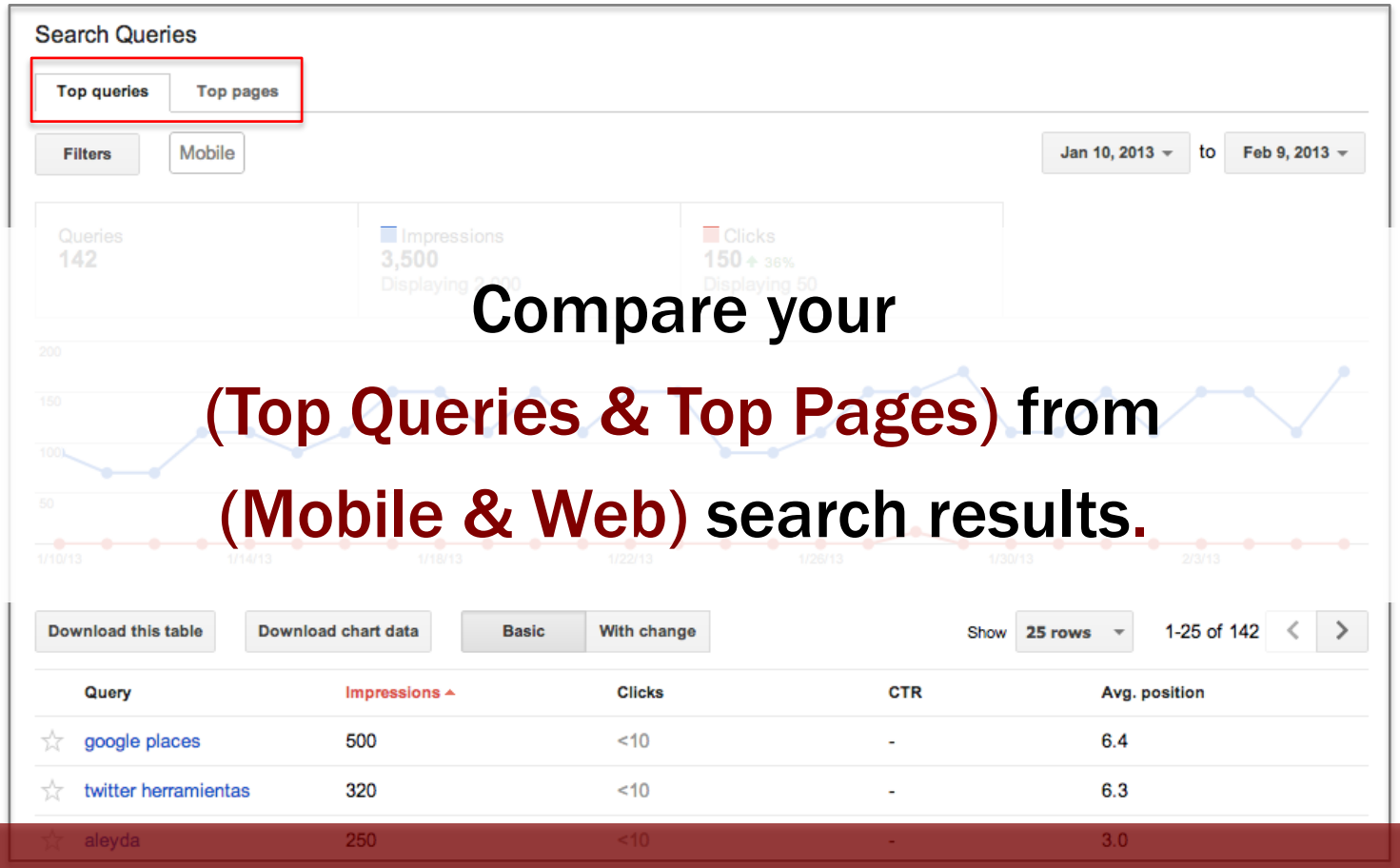
Use your Google Webmaster Tools



Go to Traffic > Search Queries > Mobile



Verify Queries & Pages Mobile Search Visibility

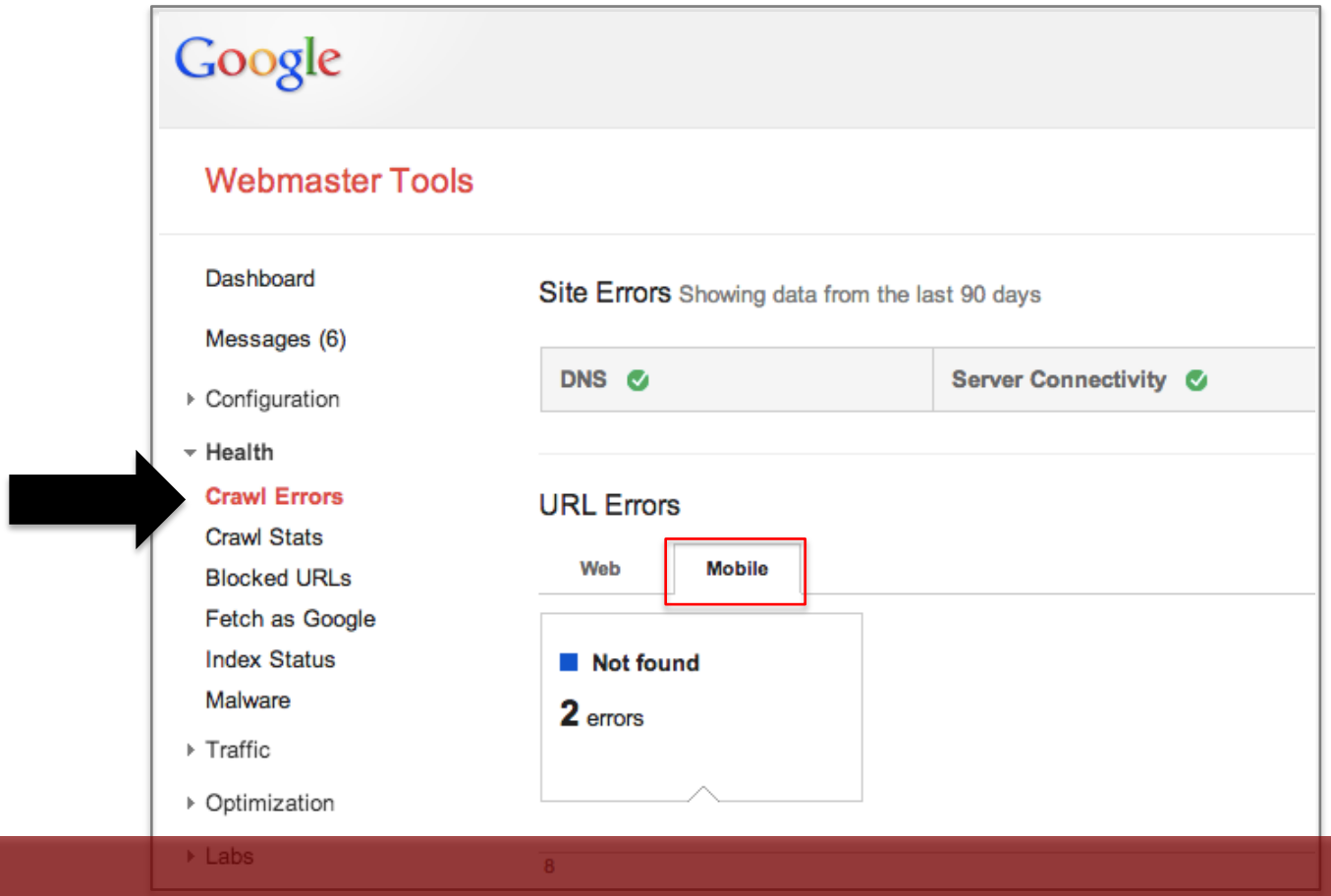


Compare your

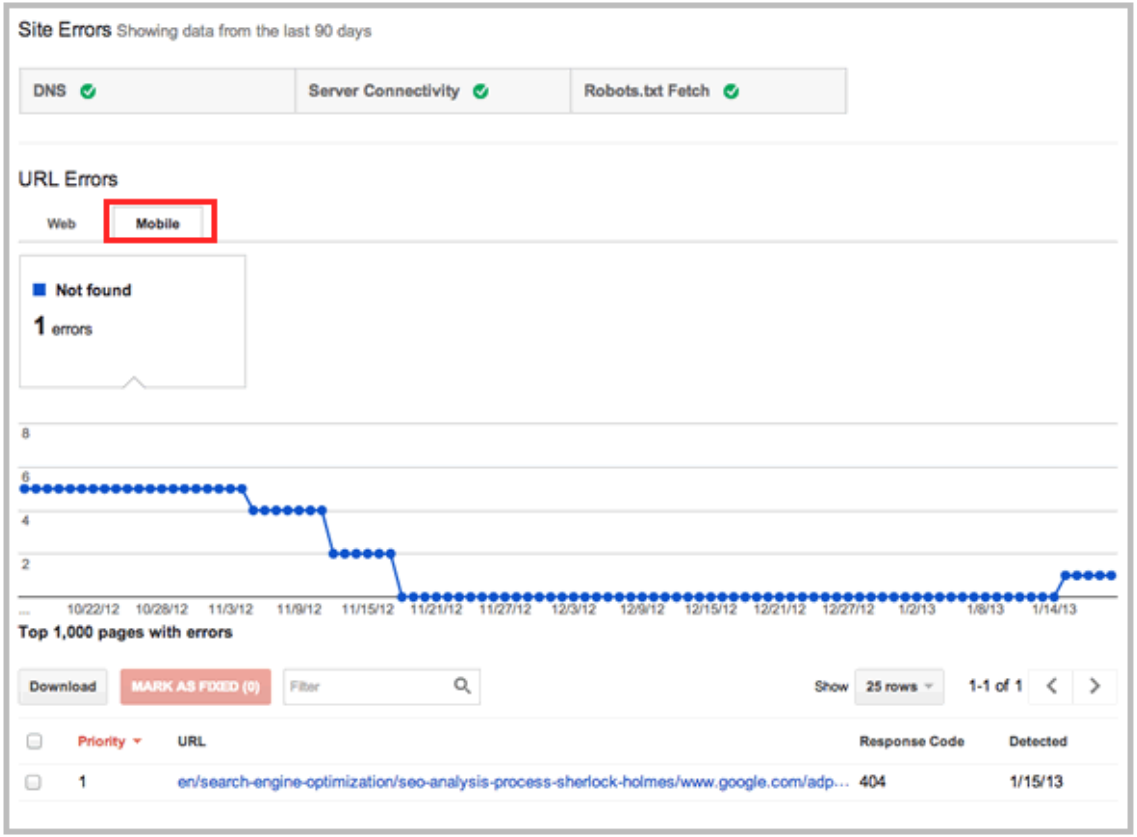
(Top Queries & Top Pages) from

(Mobile & Web) search results.

Verify Queries & Pages Mobile Search Visibility

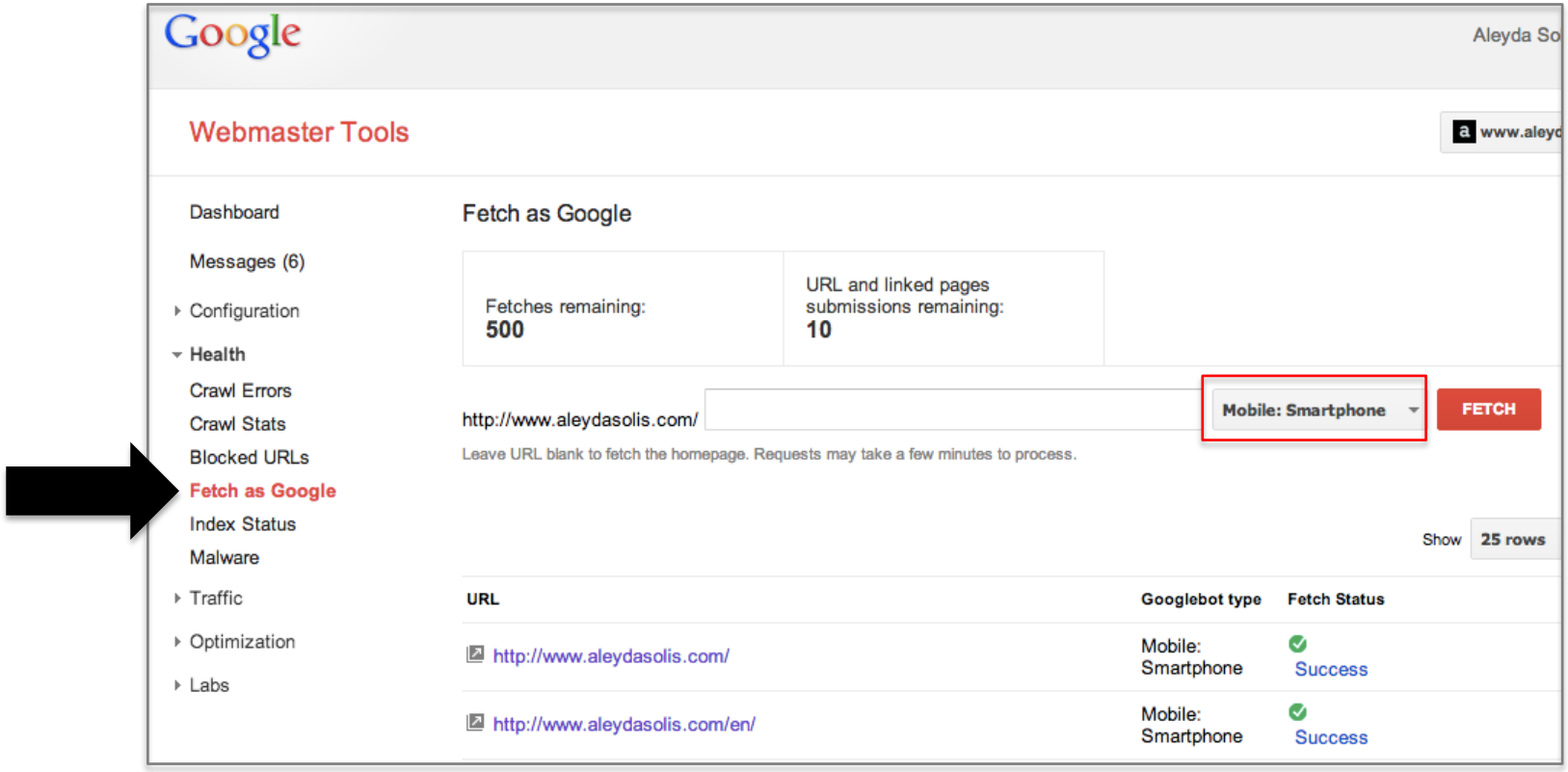


Go to Health > Crawl Errors > Mobile

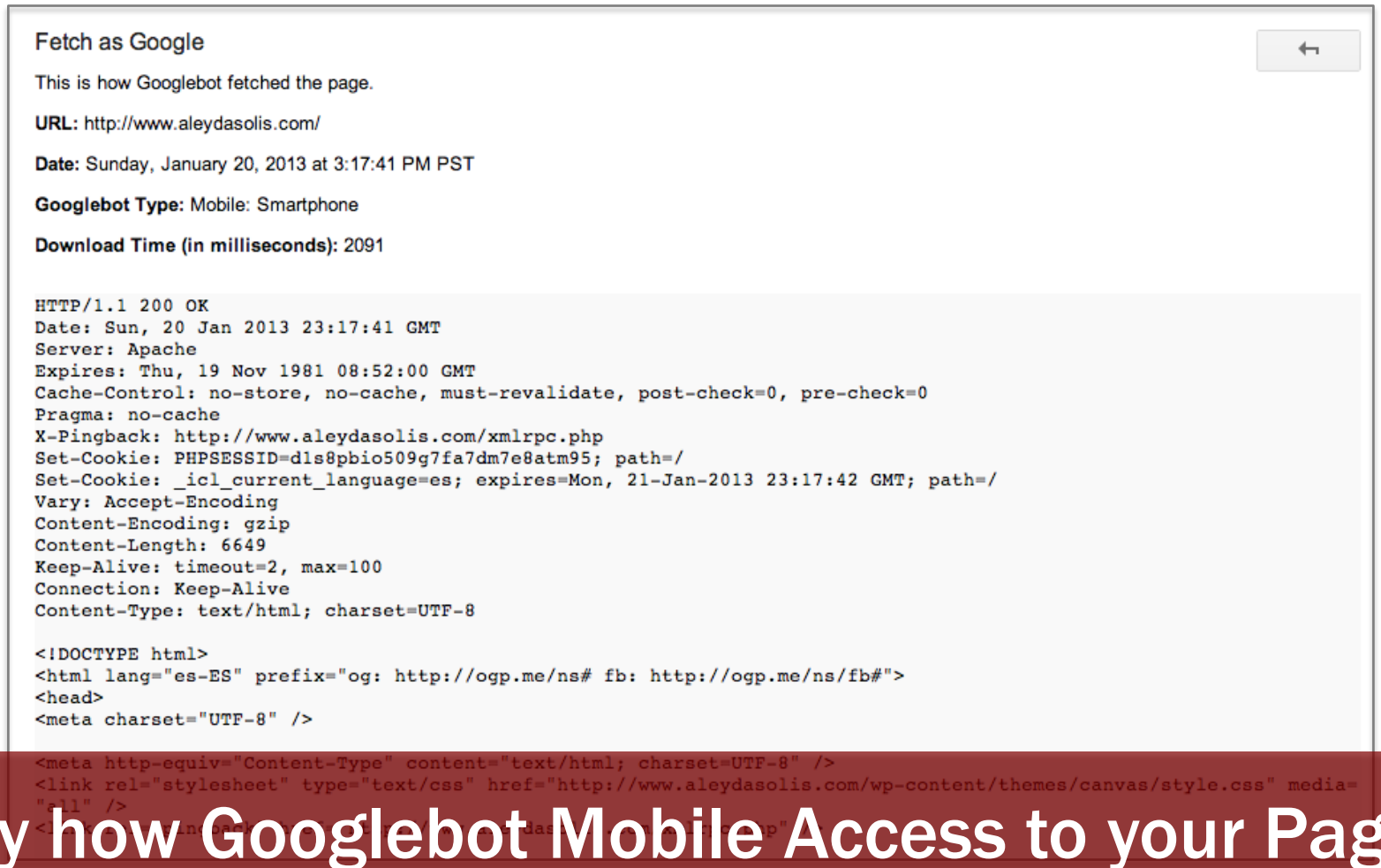


Identify Mobile Crawl Issues

Good Practices to Maximize your Mobile SEO



Go to Health > Fetch as Google > Mobile



Fetch as Google

This is how Googlebot fetched the page.

URL: http://www.aleydasolis.com/

Date: Sunday, January 20, 2013 at 3:17:41 PM PST

Googlebot Type: Mobile: Smartphone

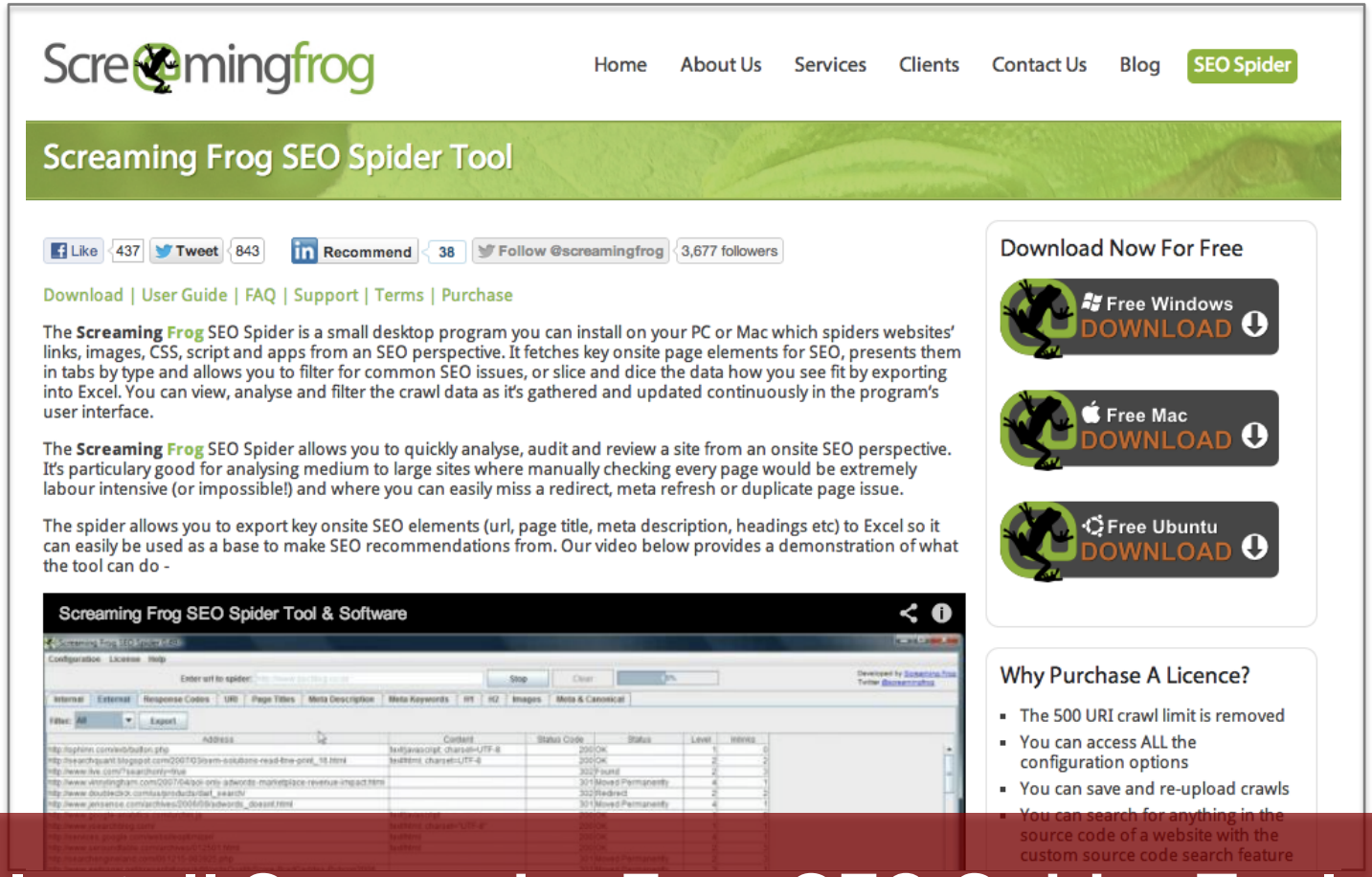
Download Time (in milliseconds): 2091

```
HTTP/1.1 200 OK
Date: Sun, 20 Jan 2013 23:17:41 GMT
Server: Apache
Expires: Thu, 19 Nov 1981 08:52:00 GMT
Cache-Control: no-store, no-cache, must-revalidate, post-check=0, pre-check=0
Pragma: no-cache
X-Pingback: http://www.aleydasolis.com/xmlrpc.php
Set-Cookie: PHPSESSID=dls8pbio509g7fa7dm7e8atm95; path=/
Set-Cookie: _icl_current_language=es; expires=Mon, 21-Jan-2013 23:17:42 GMT; path=/
Vary: Accept-Encoding
Content-Encoding: gzip
Content-Length: 6649
Keep-Alive: timeout=2, max=100
Connection: Keep-Alive
Content-Type: text/html; charset=UTF-8

<!DOCTYPE html>
<html lang="es-ES" prefix="og: http://ogp.me/ns# fb: http://ogp.me/ns/fb#">
<head>
<meta charset="UTF-8" />

<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
<link rel="stylesheet" type="text/css" href="http://www.aleydasolis.com/wp-content/themes/canvas/style.css" media=
"all" />
```

Verify how Googlebot Mobile Access to your Pages

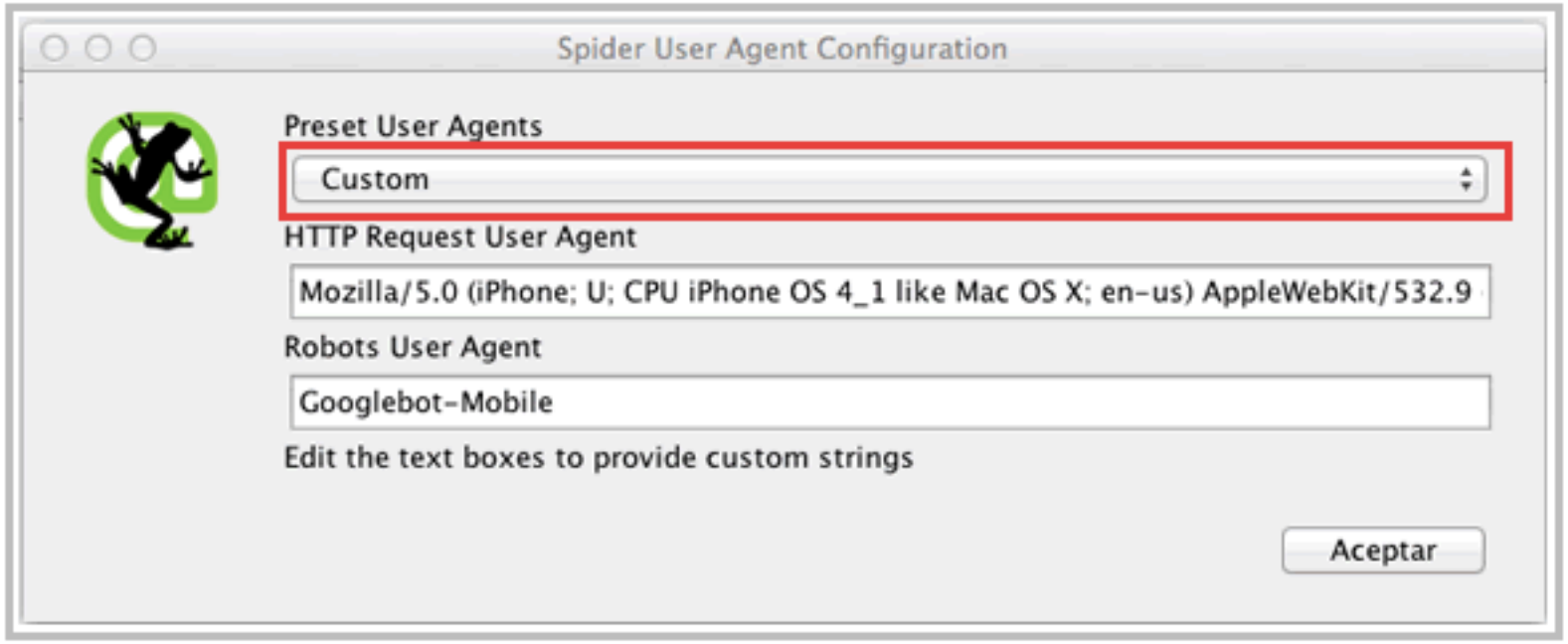


Install ScreamingFrog SEO Spider Tool

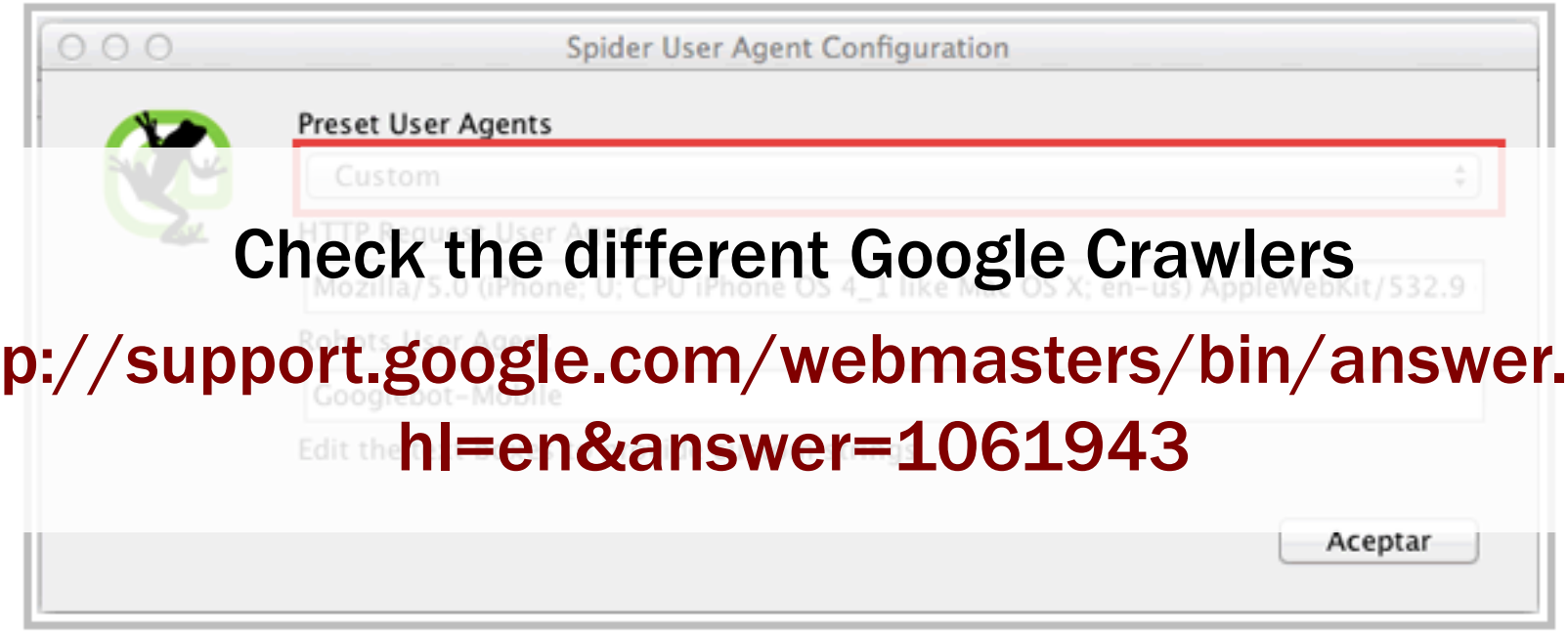
Download it from

http://www.screamingfrog.co.uk/seo-spider/

Install ScreamingFrog SEO Spider Tool



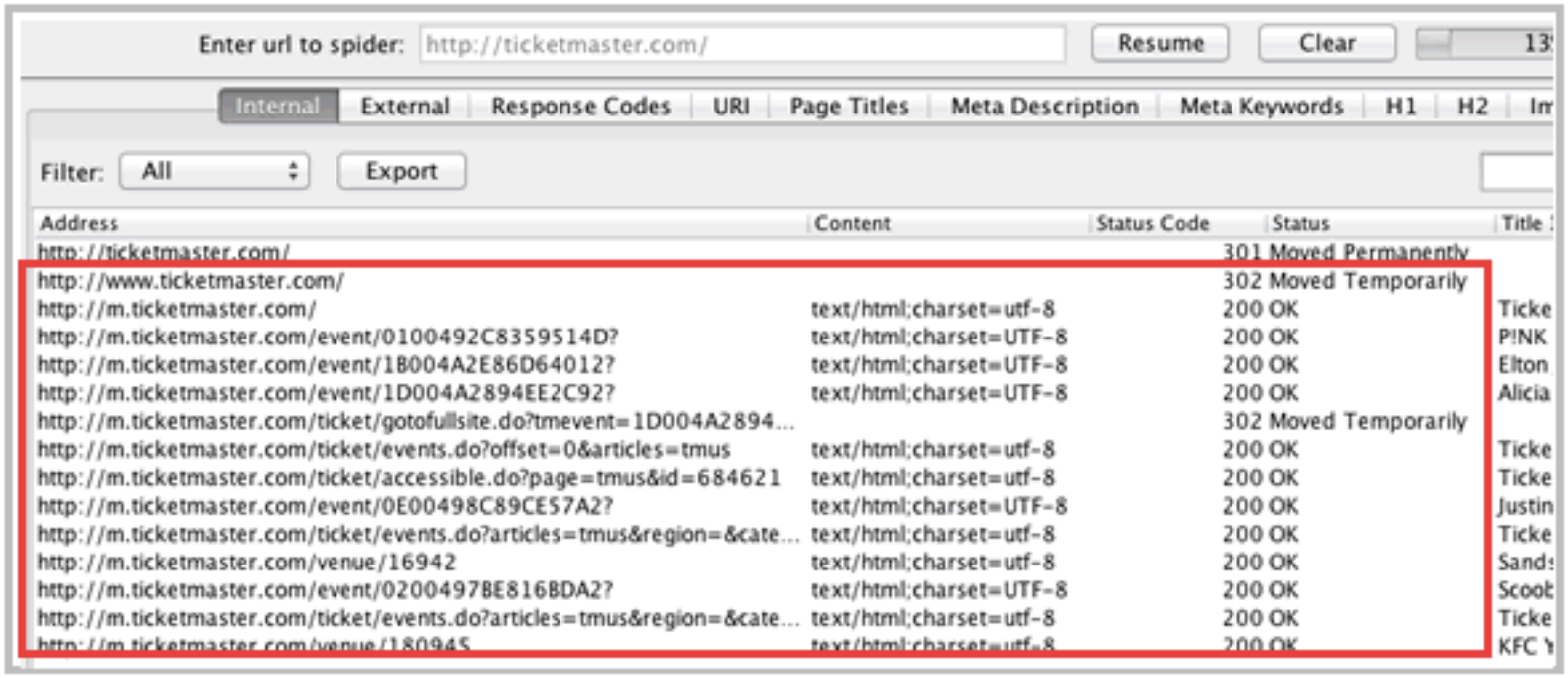
Configure it to Crawl as Googlebot Mobile



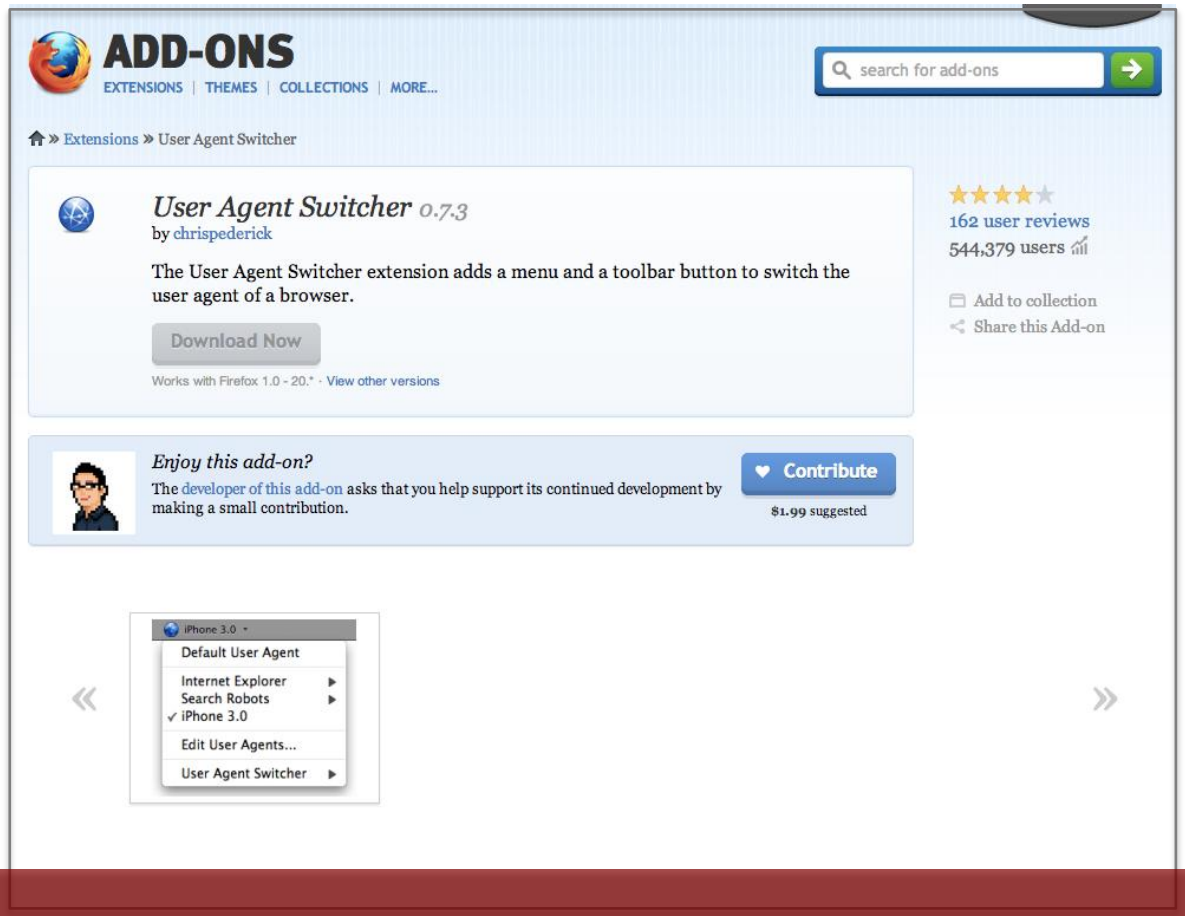
Check the different Google Crawlers

http://support.google.com/webmasters/bin/answer.py?hl=en&answer=1061943

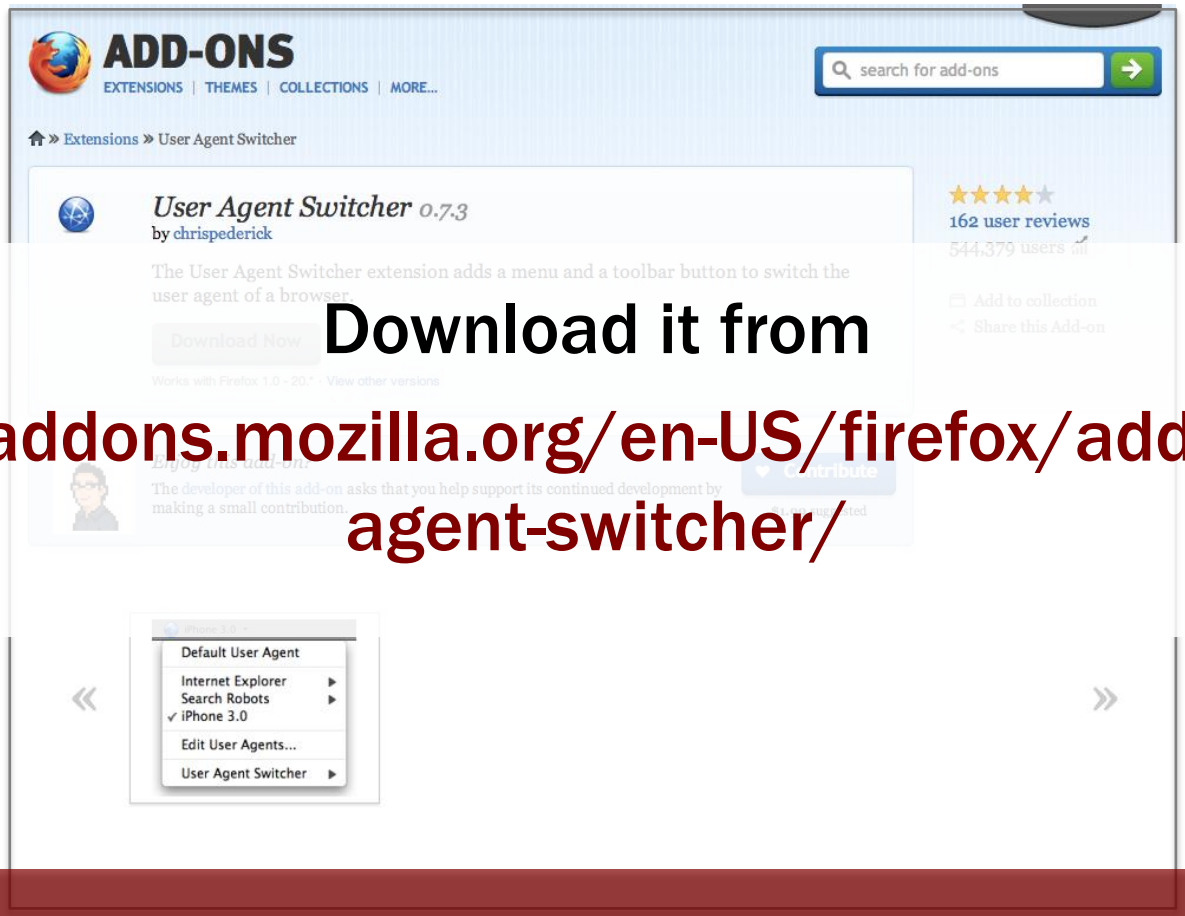
Configure it to Crawl as Googlebot Mobile



Check how Googlebot Mobile Crawls your Site



Install the User Agent Switcher Firefox Add-On

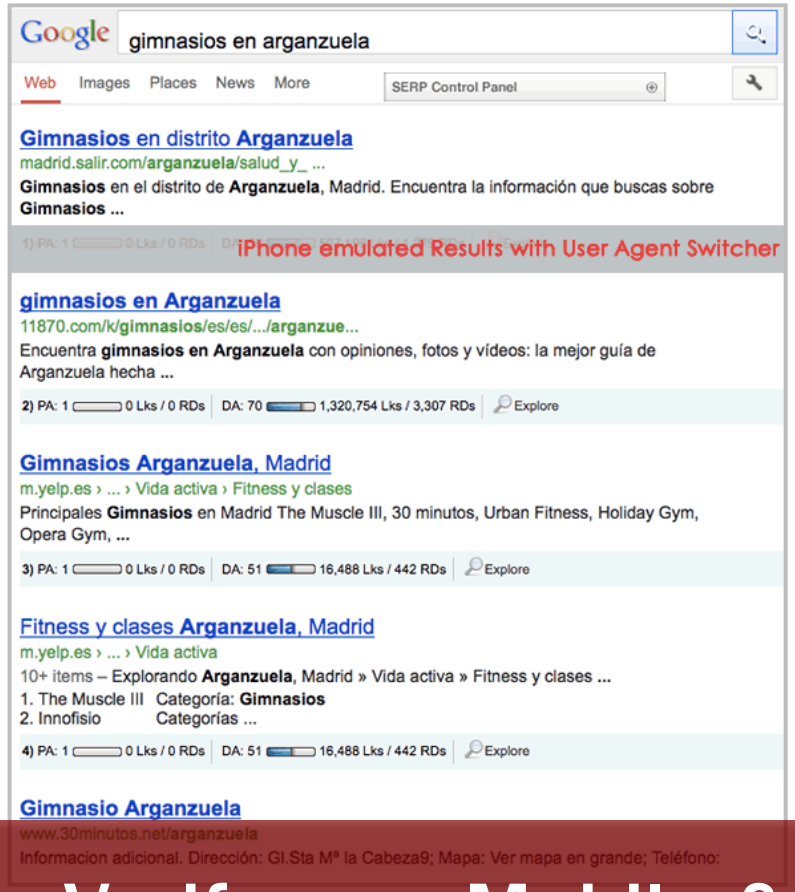


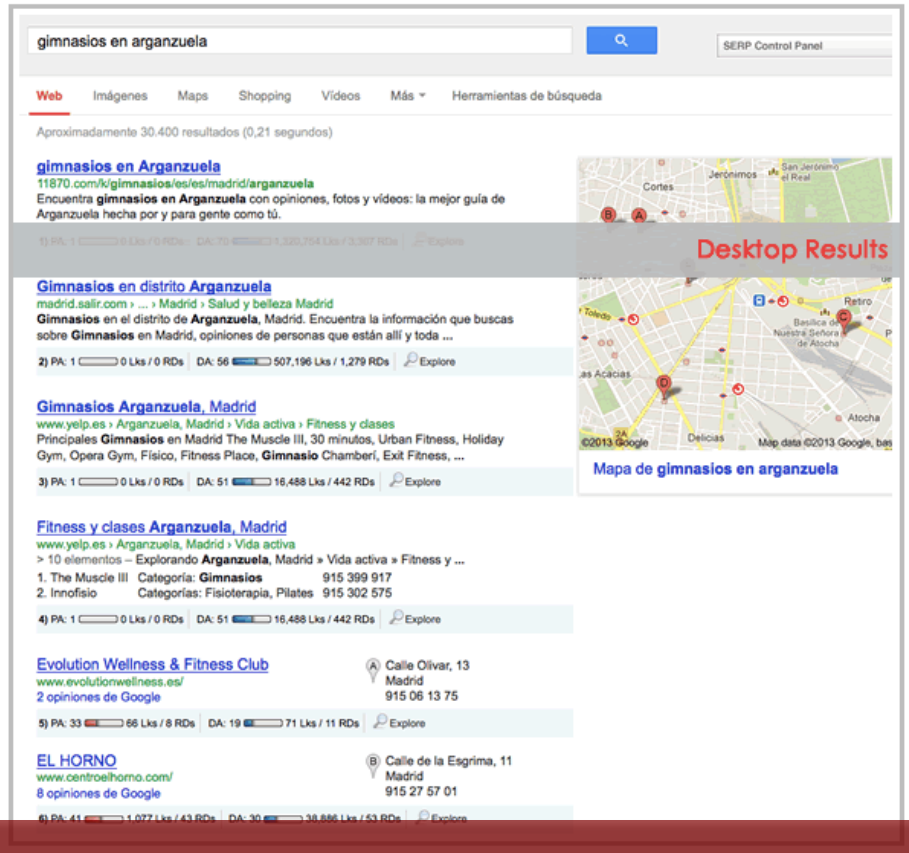
Download it from

https://addons.mozilla.org/en-US/firefox/addon/user-agent-switcher/

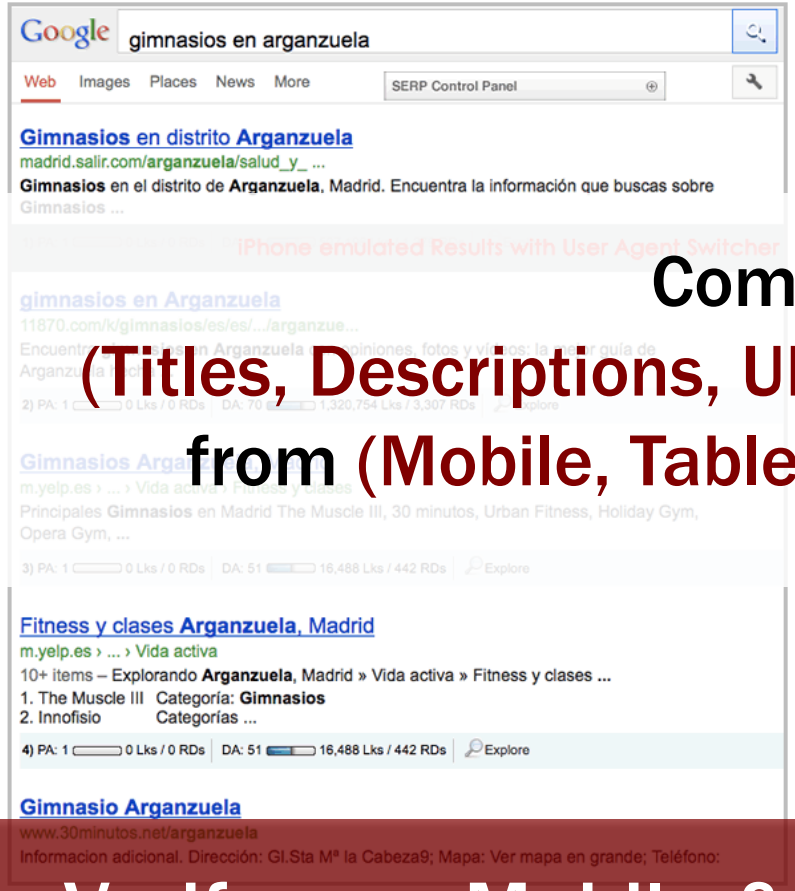
Install the User Agent Switcher Firefox Add-On

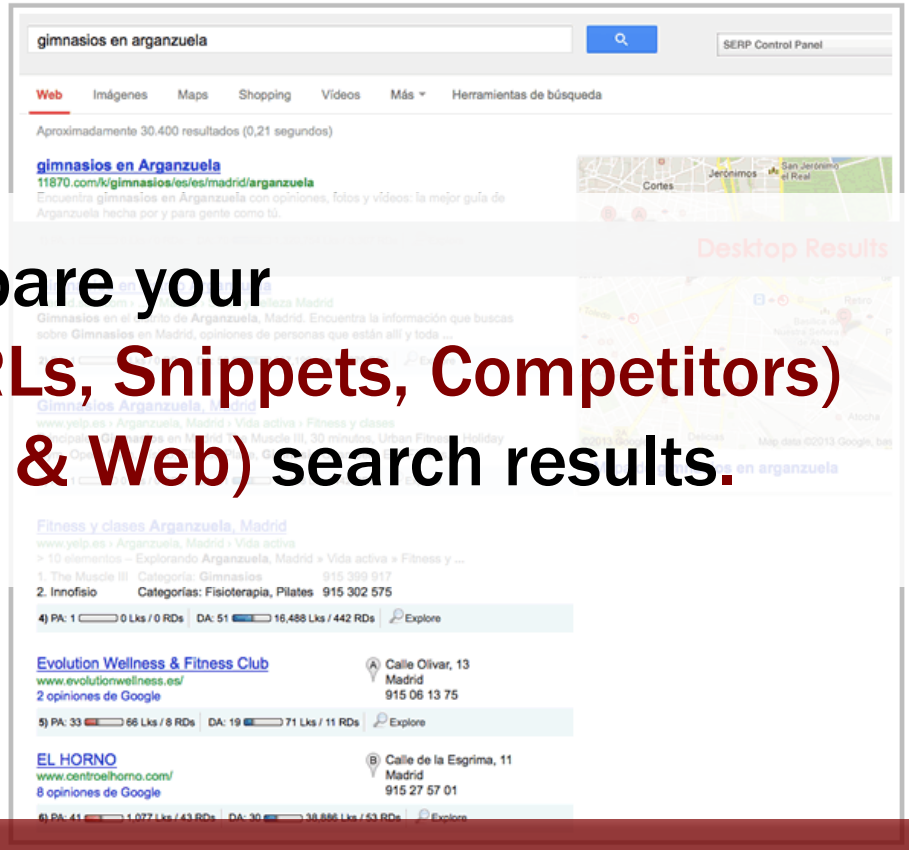
Good Practices to Maximize your Mobile SEO





Verify your Mobile & Desktop Search Results



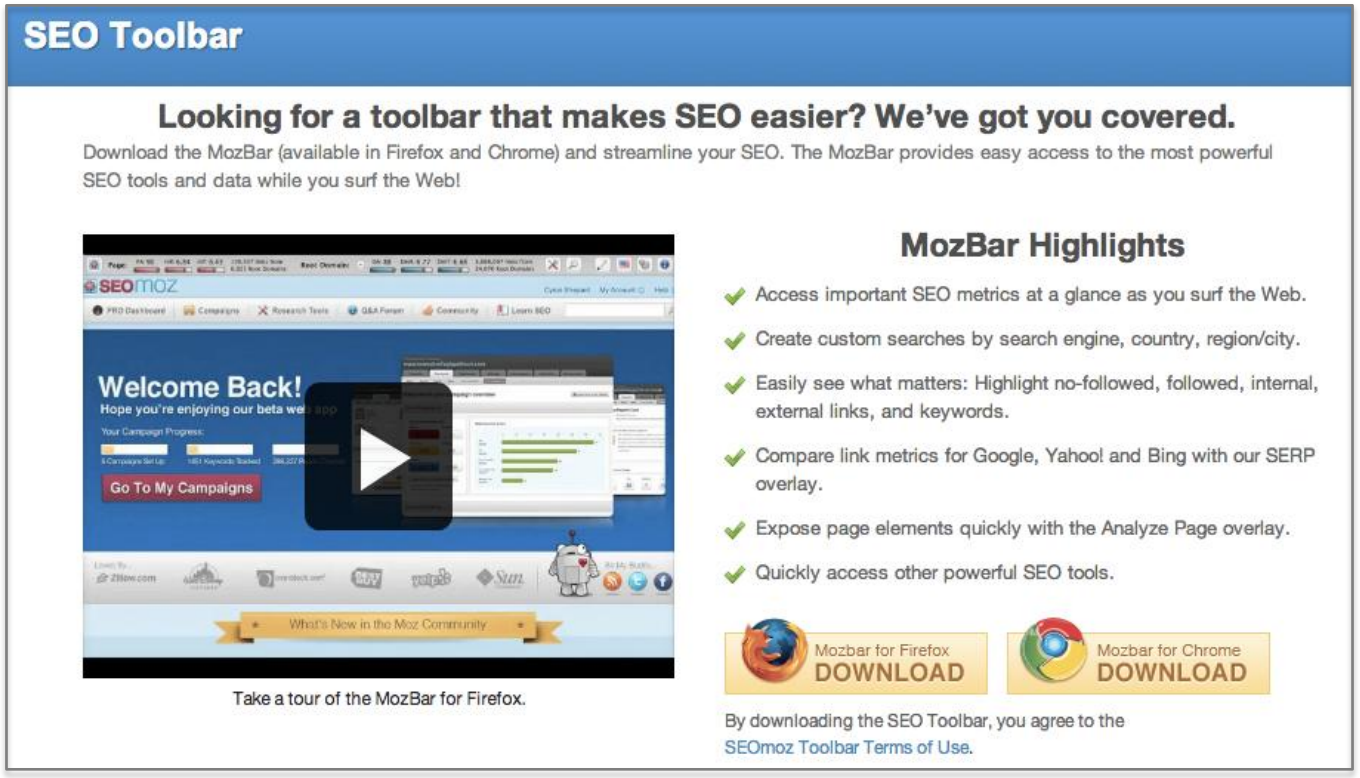


Compare your

(Titles, Descriptions, URLs, Snippets, Competitors)

from (Mobile, Tablet & Web) search results.

Verify your Mobile & Desktop Search Results



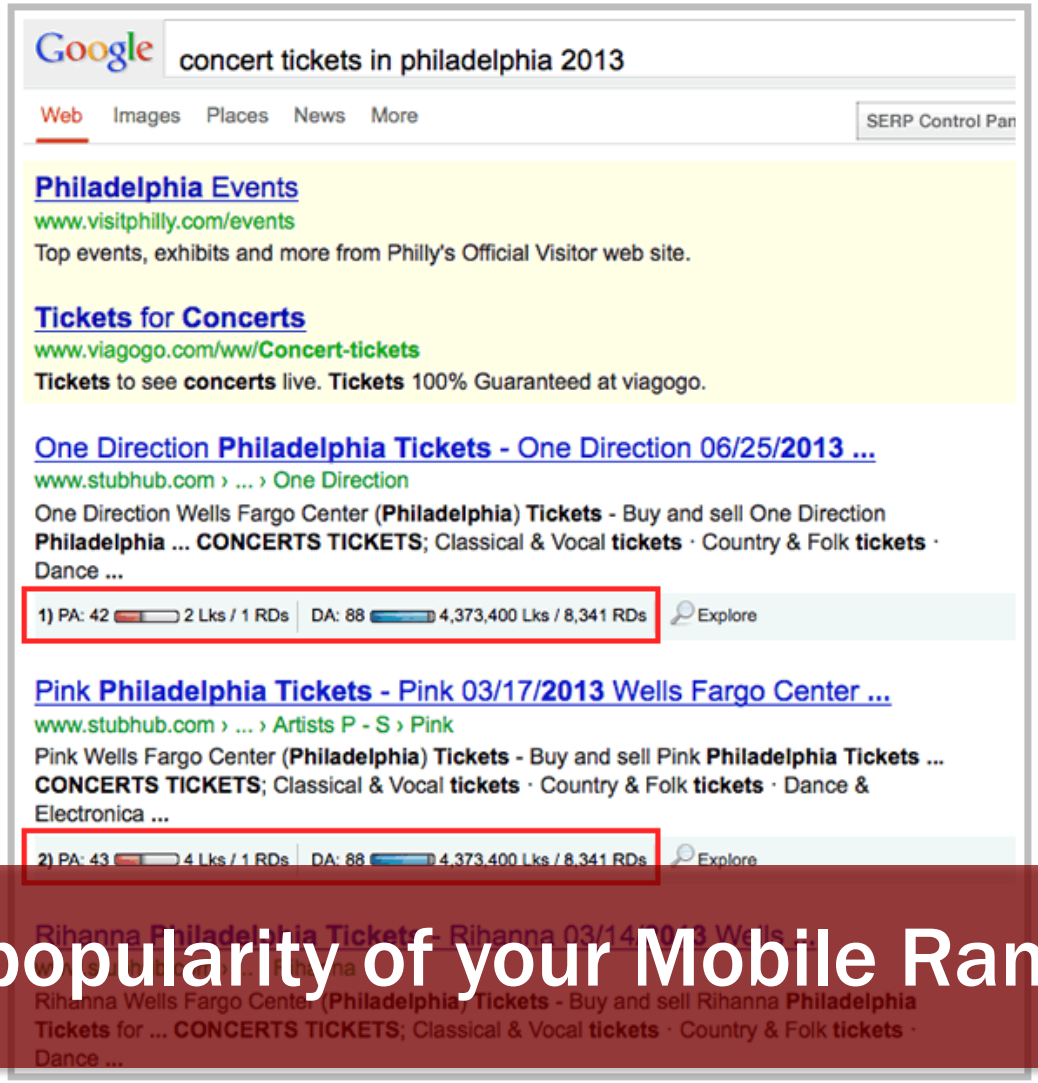
Install the SEOmoz SEO Toolbar

Download it from

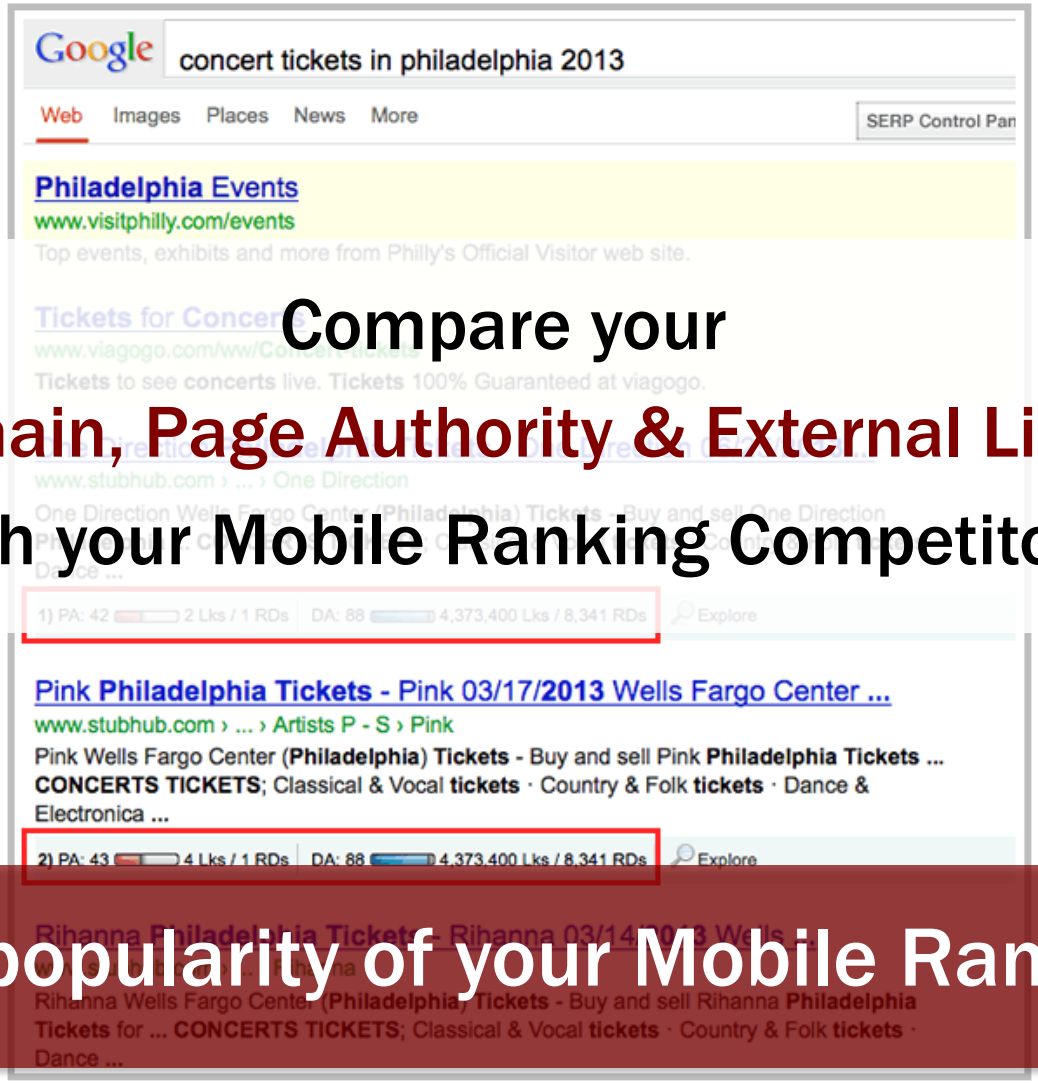
http://www.seomoz.org/seo-toolbar

Install the SEOmoz SEO Toolbar

Good Practices to Maximize your Mobile SEO



Identify the popularity of your Mobile Ranking Pages



Compare your

(Domain, Page Authority & External Links)

With your Mobile Ranking Competitors

Identify the popularity of your Mobile Ranking Pages

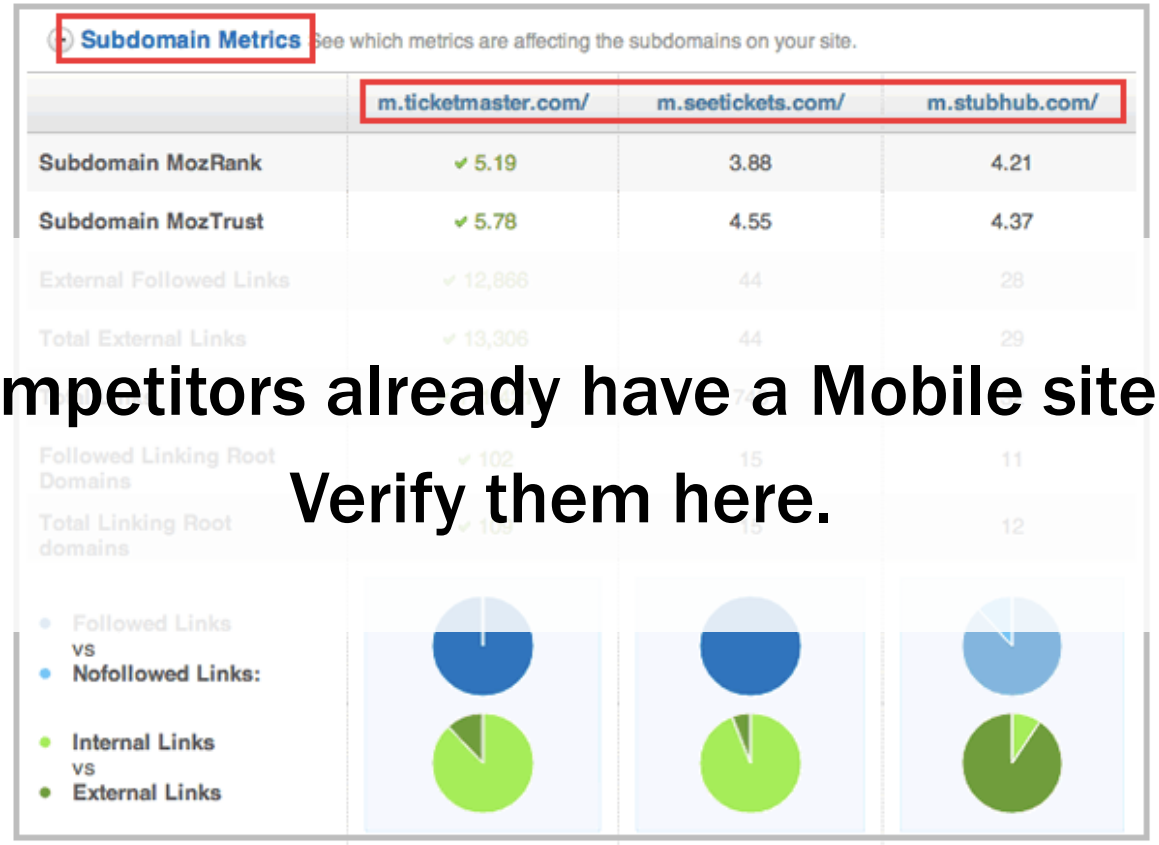
Use Open Site Explorer

Use Open Site Explorer

Subdomain Metrics See which metrics are affecting the subdomains on your site.

	m.ticketmaster.com/	m.seetickets.com/	m.stubhub.com/
Subdomain MozRank	✔ 5.19	3.88	4.21
Subdomain MozTrust	✔ 5.78	4.55	4.37
External Followed Links	✔ 12,866	44	28
Total External Links	✔ 13,306	44	29
Total Links	✔ 111,421	746	32
Followed Linking Root Domains	✔ 102	15	11
Total Linking Root domains	✔ 109	15	12

Verify your Popularity and Competitors Link Metrics



If your Competitors already have a Mobile site version,

Verify them here.

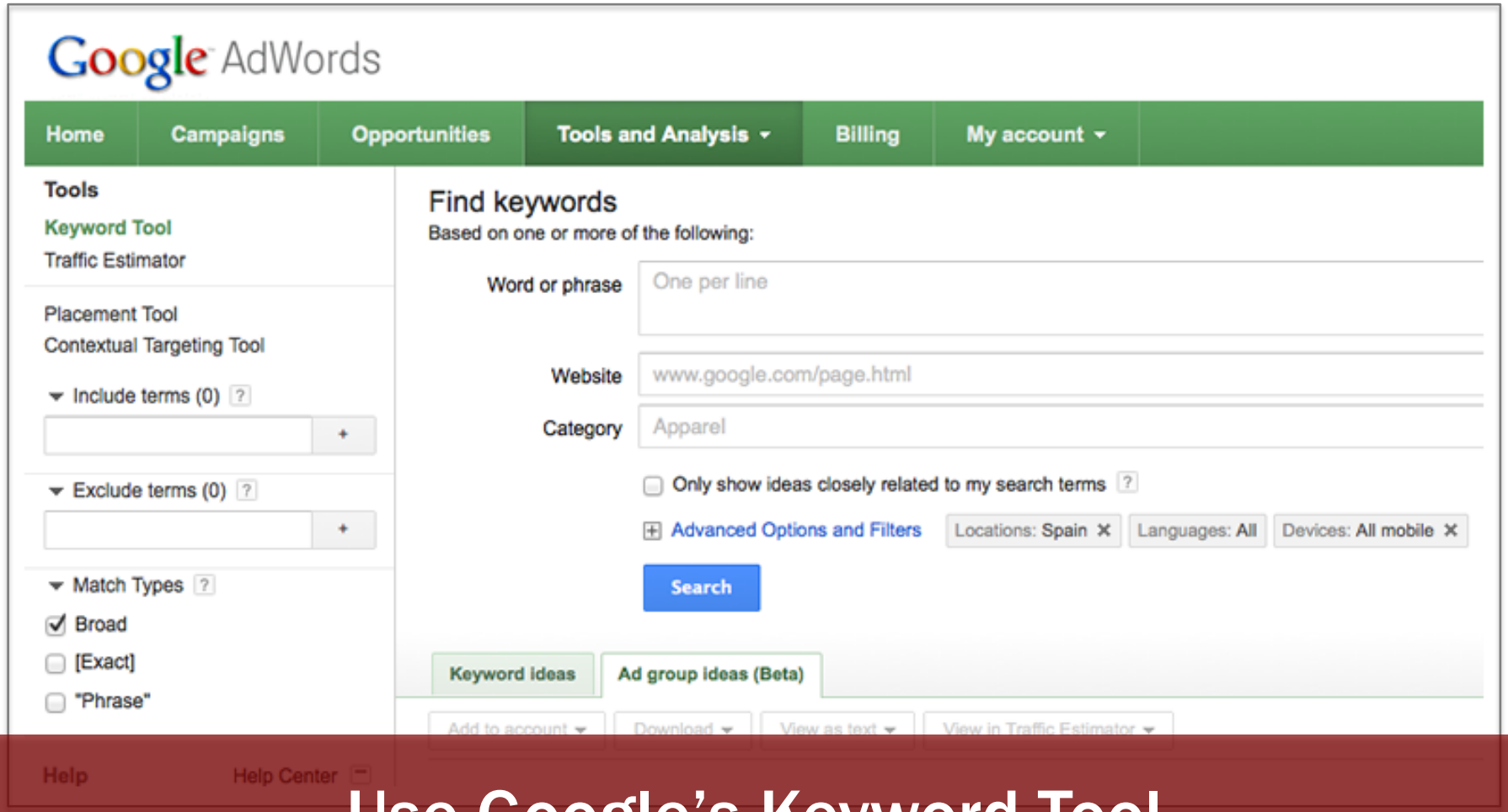
Verify your Popularity and Competitors Link Metrics

Not Much? These are just your current site results

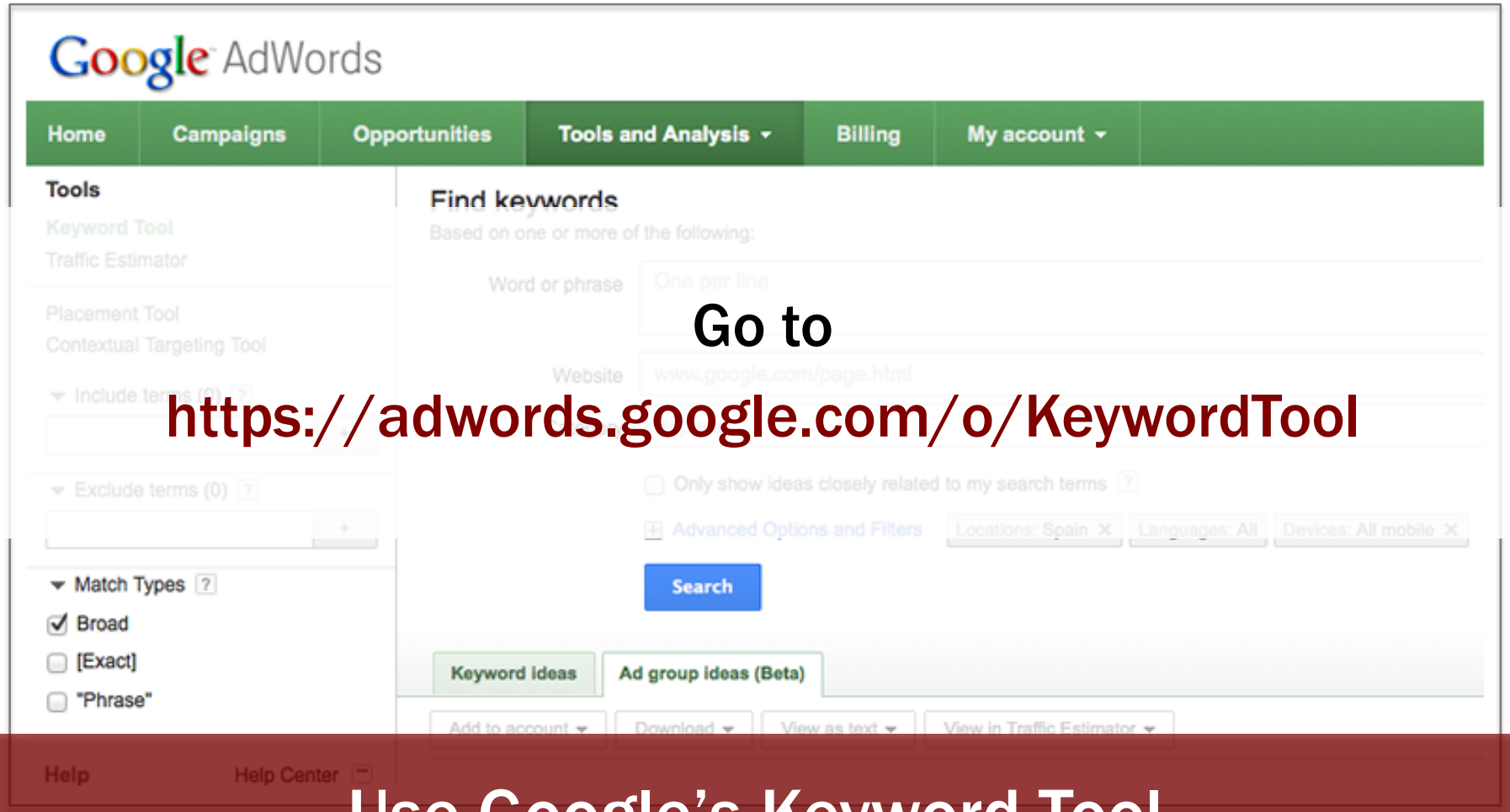
Now It's time to see What's out There!

4.

Research your Mobile Industry Audience



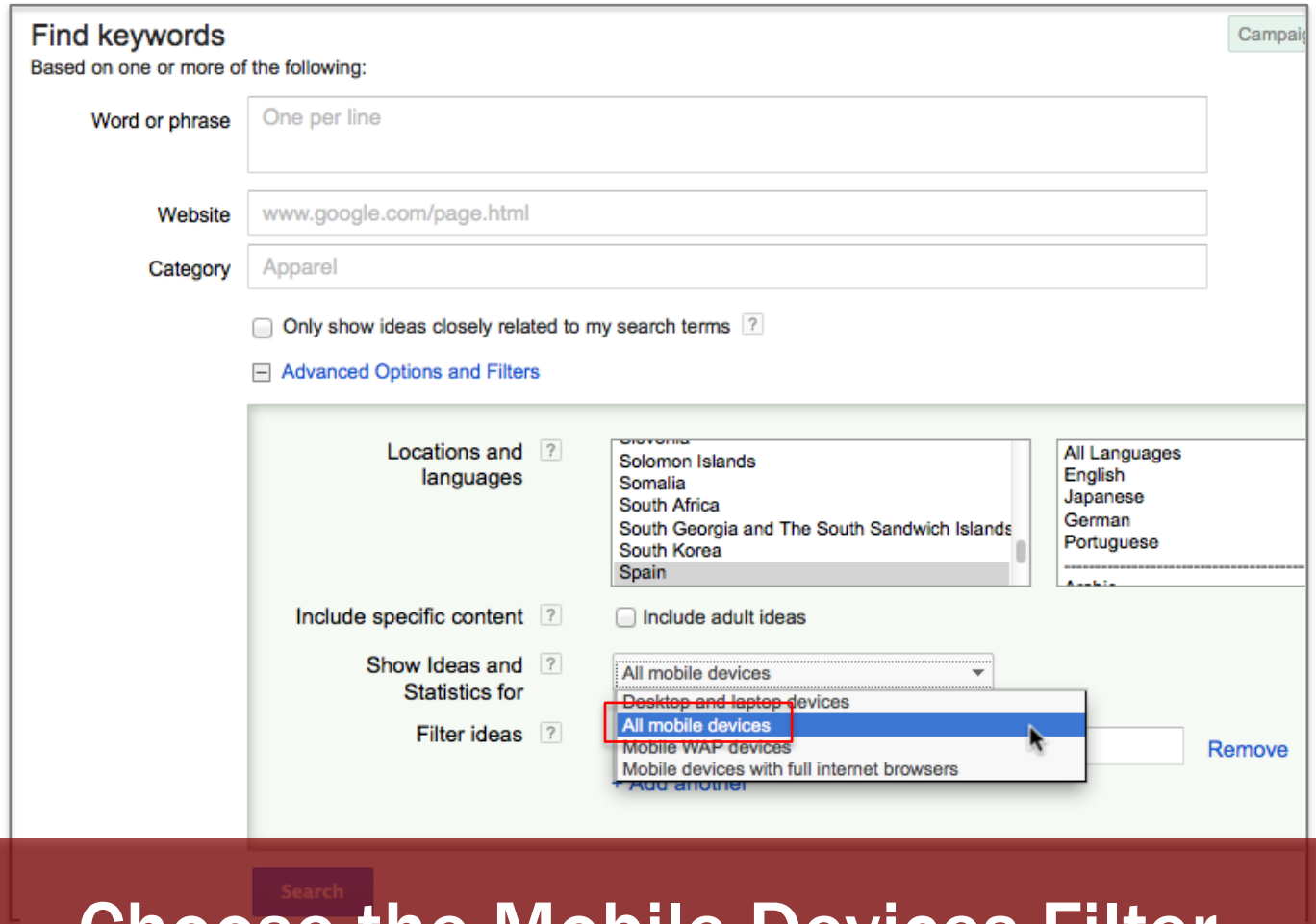
Use Google's Keyword Tool



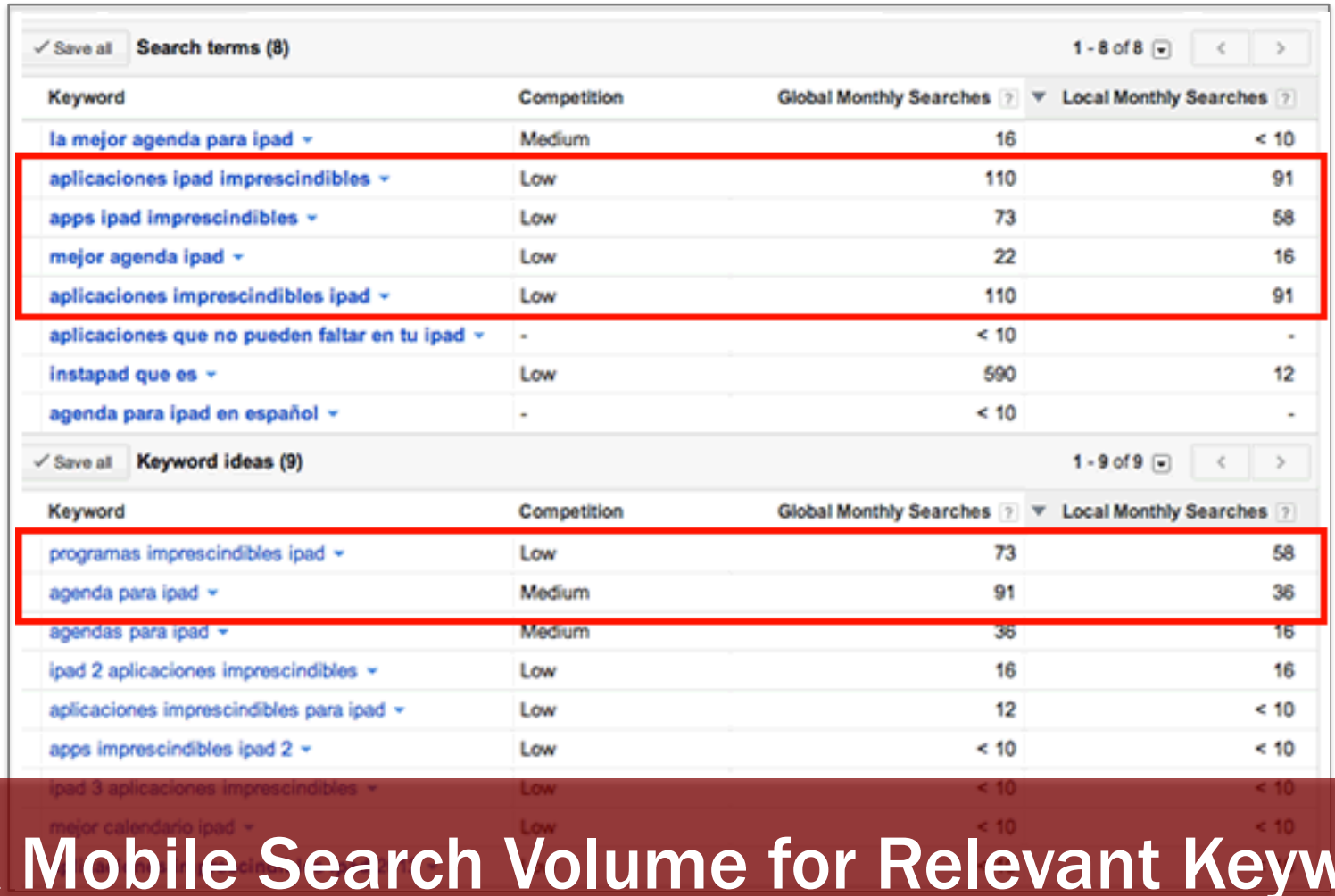
Go to

https://adwords.google.com/o/KeywordTool

Use Google's Keyword Tool



Choose the Mobile Devices Filter



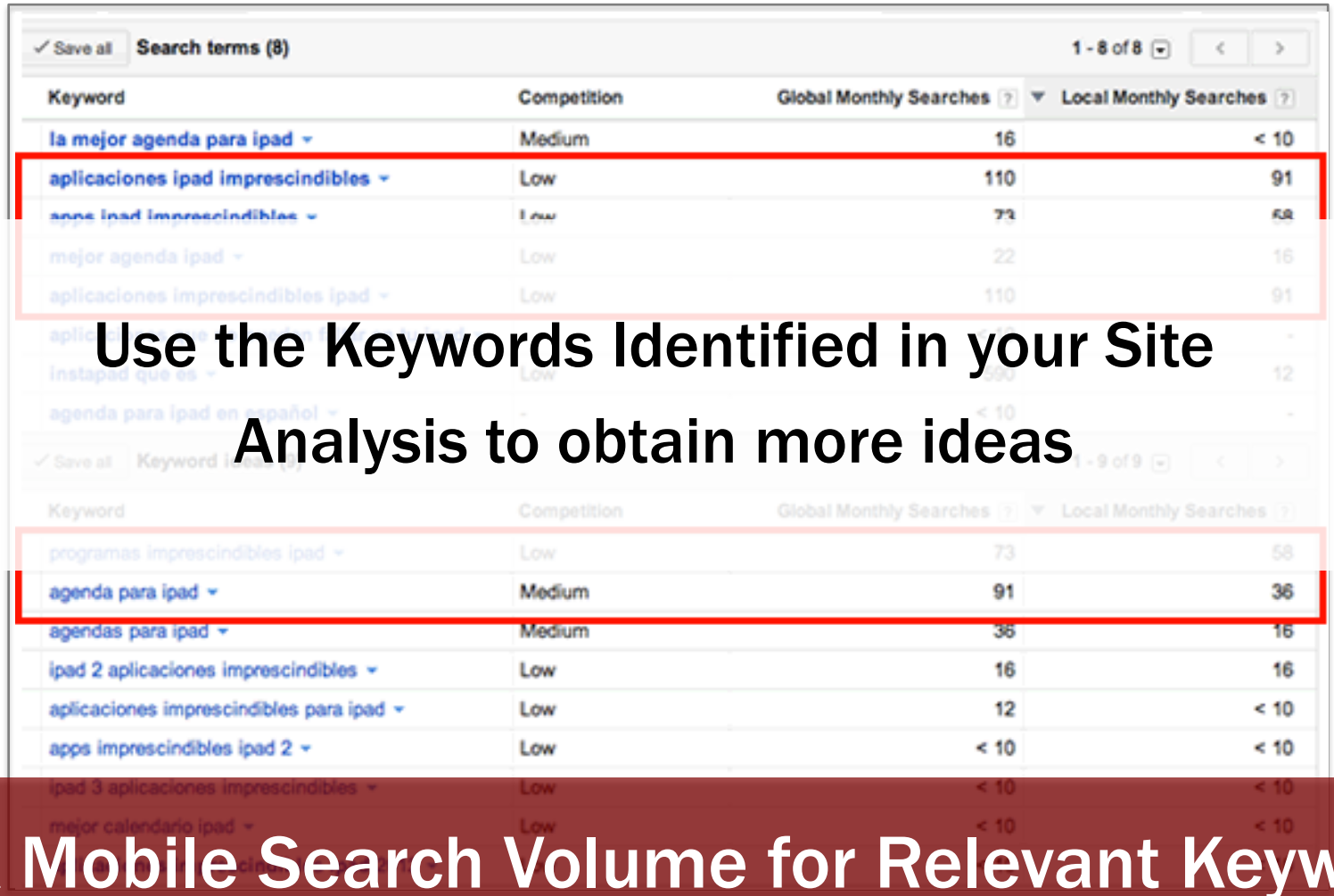
✓ Save all **Search terms (8)** 1 - 8 of 8

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
la mejor agenda para ipad	Medium	16	< 10
aplicaciones ipad imprescindibles	Low	110	91
apps ipad imprescindibles	Low	73	58
mejor agenda ipad	Low	22	16
aplicaciones imprescindibles ipad	Low	110	91
aplicaciones que no pueden faltar en tu ipad	-	< 10	-
instapad que es	Low	590	12
agenda para ipad en español	-	< 10	-

✓ Save all **Keyword ideas (9)** 1 - 9 of 9

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
programas imprescindibles ipad	Low	73	58
agenda para ipad	Medium	91	36
agendas para ipad	Medium	36	16
ipad 2 aplicaciones imprescindibles	Low	16	16
aplicaciones imprescindibles para ipad	Low	12	< 10
apps imprescindibles ipad 2	Low	< 10	< 10
ipad 3 aplicaciones imprescindibles	Low	< 10	< 10
mejor calendario ipad	Low	< 10	< 10

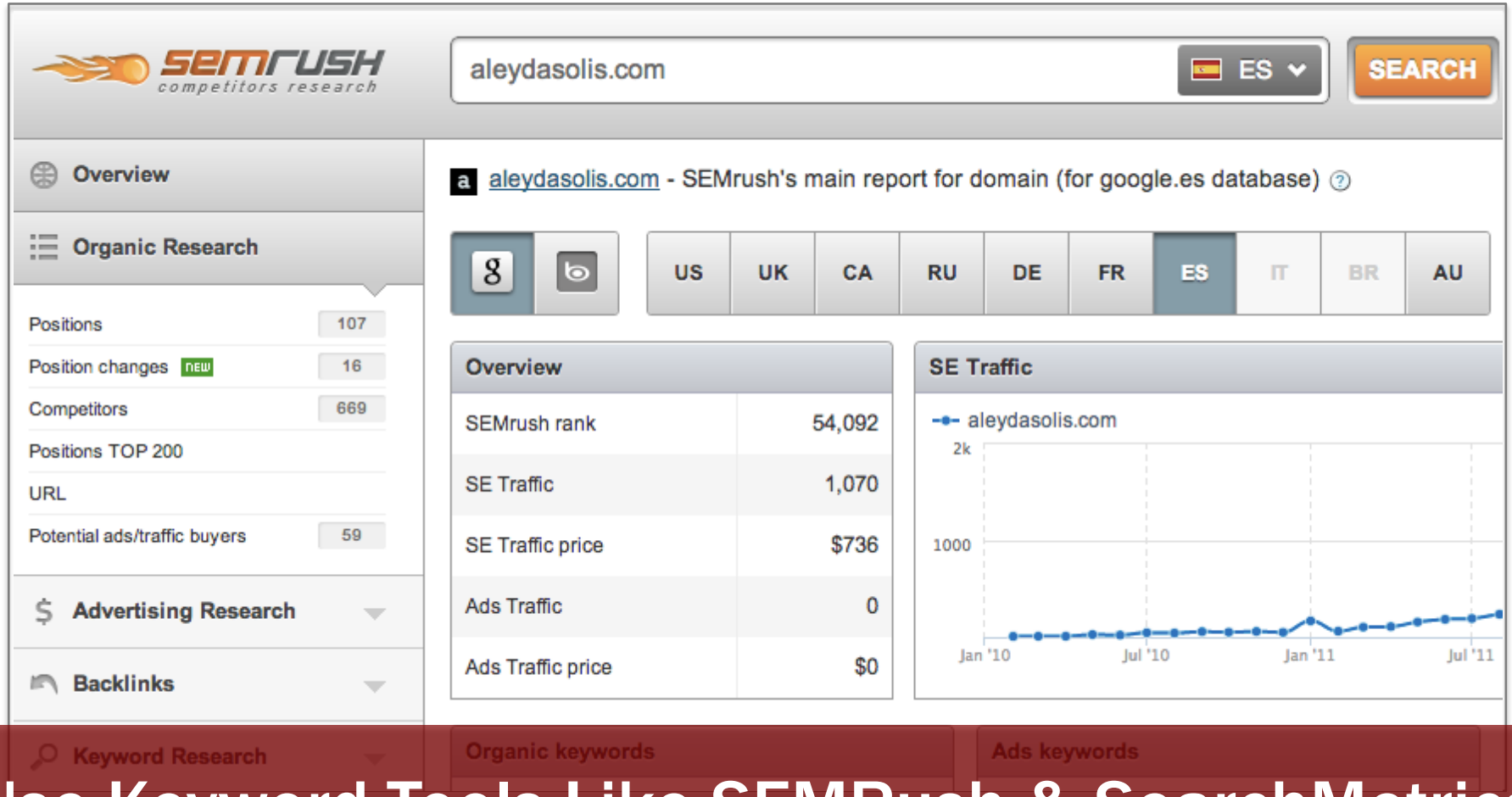
Check Mobile Search Volume for Relevant Keywords



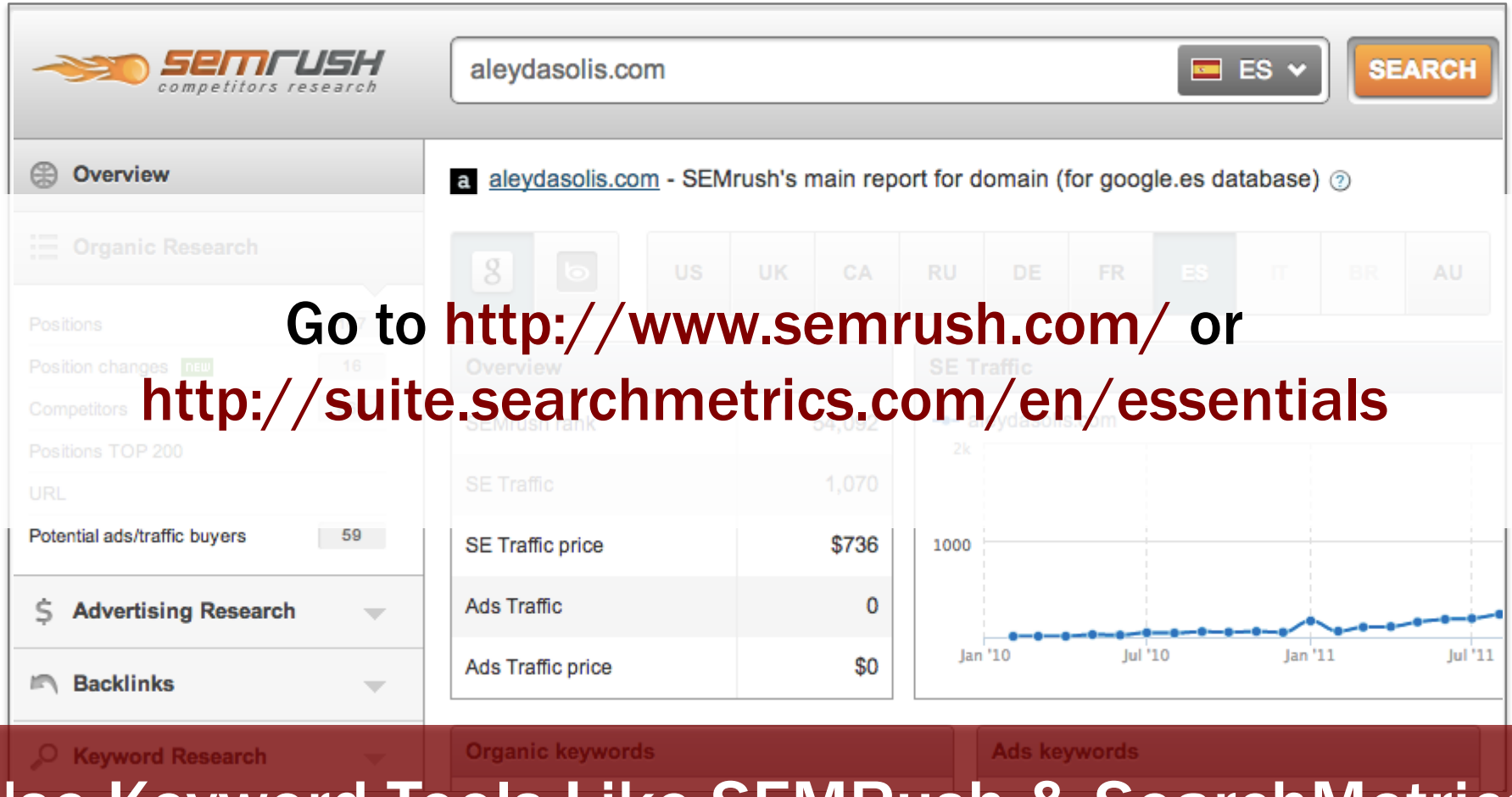
Use the Keywords Identified in your Site Analysis to obtain more ideas

Check Mobile Search Volume for Relevant Keywords

Pretty cool right? Let's go for more!

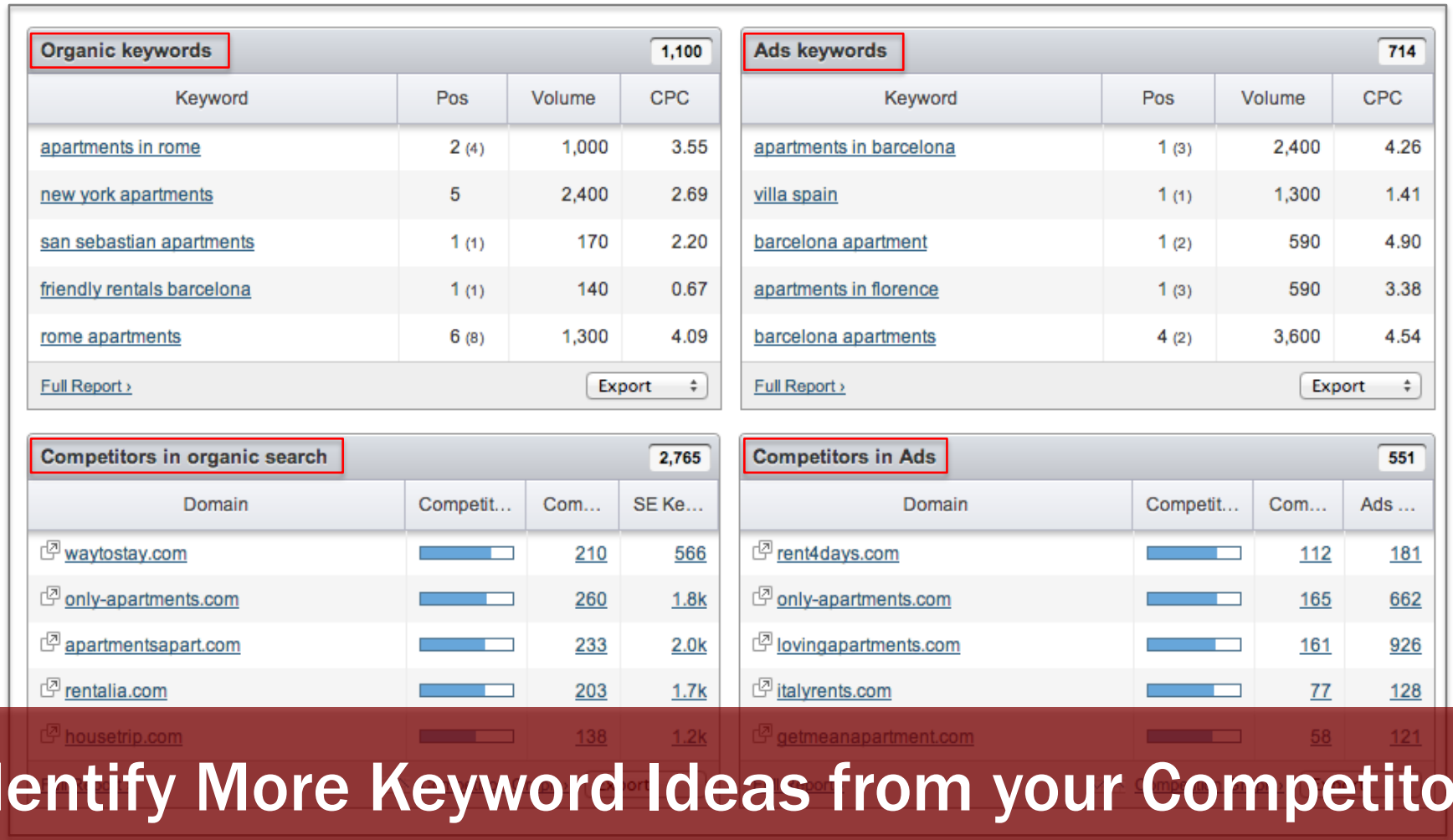


Use Keyword Tools Like SEMRush & SearchMetrics



Go to http://www.semrush.com/ or
http://suite.searchmetrics.com/en/essentials

Use Keyword Tools Like SEMRush & SearchMetrics



Organic keywords 1,100

Keyword	Pos	Volume	CPC
apartments in rome	2 (4)	1,000	3.55
new york apartments	5	2,400	2.69
san sebastian apartments	1 (1)	170	2.20
friendly rentals barcelona	1 (1)	140	0.67
rome apartments	6 (8)	1,300	4.09

Full Report › Export

Ads keywords 714

Keyword	Pos	Volume	CPC
apartments in barcelona	1 (3)	2,400	4.26
villa spain	1 (1)	1,300	1.41
barcelona apartment	1 (2)	590	4.90
apartments in florence	1 (3)	590	3.38
barcelona apartments	4 (2)	3,600	4.54

Full Report › Export

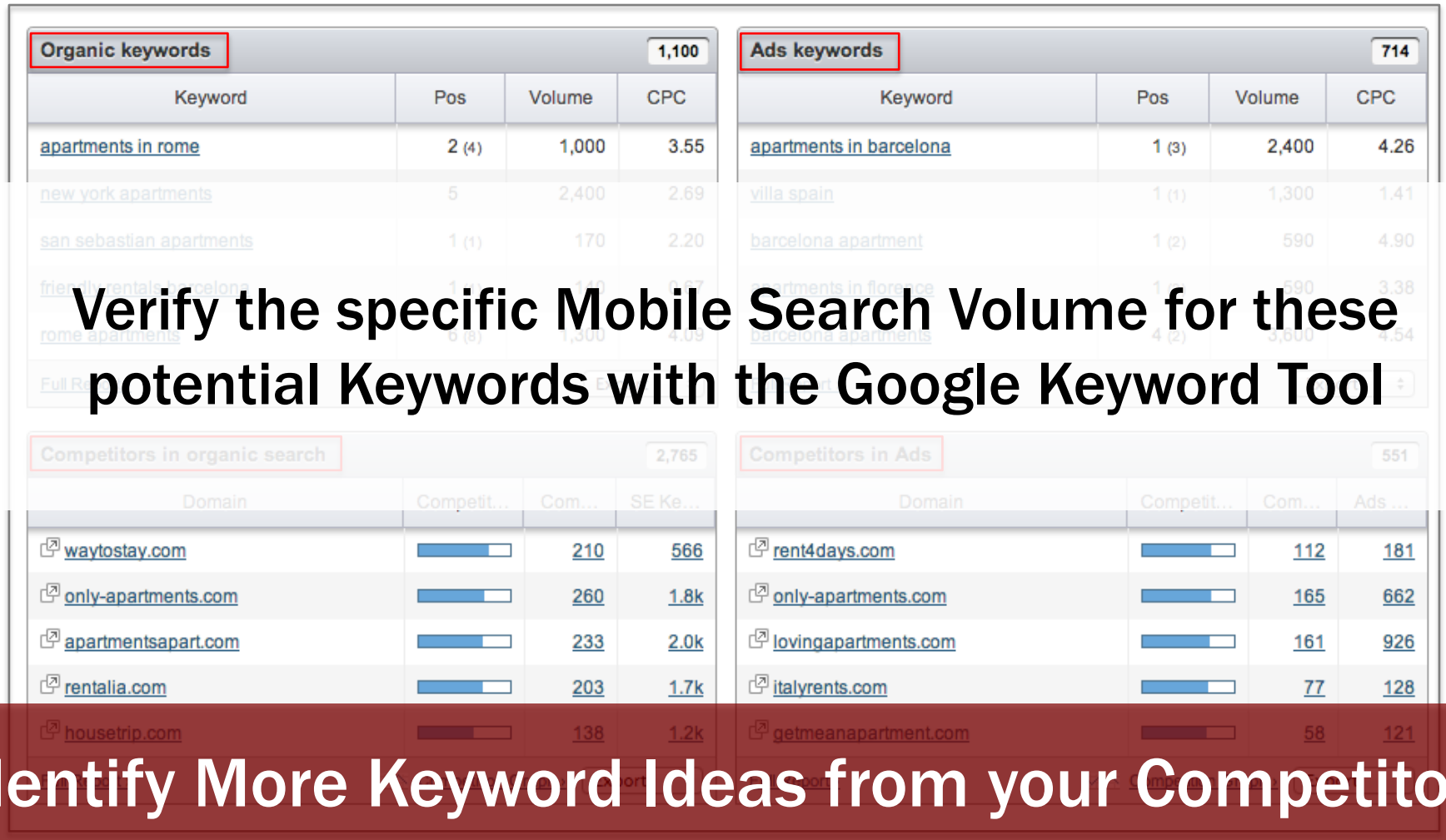
Competitors in organic search 2,765

Domain	Competit…	Com…	SE Ke…
waytostay.com		210	566
only-apartments.com		260	1.8k
apartmentsapart.com		233	2.0k
rentalia.com		203	1.7k
housetrip.com		138	1.2k

Competitors in Ads 551

Domain	Competit…	Com…	Ads …
rent4days.com		112	181
only-apartments.com		165	662
lovingapartments.com		161	926
italyrents.com		77	128
getmeanapartment.com		58	121

Identify More Keyword Ideas from your Competitors



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Ads keywords 714

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rentalia.com		203	1.7k
housetrip.com		138	1.2k

Competitors in Ads 551

Domain	Competit...	Com...	Ads ...
rent4days.com		112	181
only-apartments.com		165	662
lovingapartments.com		161	926
italyrents.com		77	128
getmeanapartment.com		58	121

Verify the specific Mobile Search Volume for these potential Keywords with the Google Keyword Tool

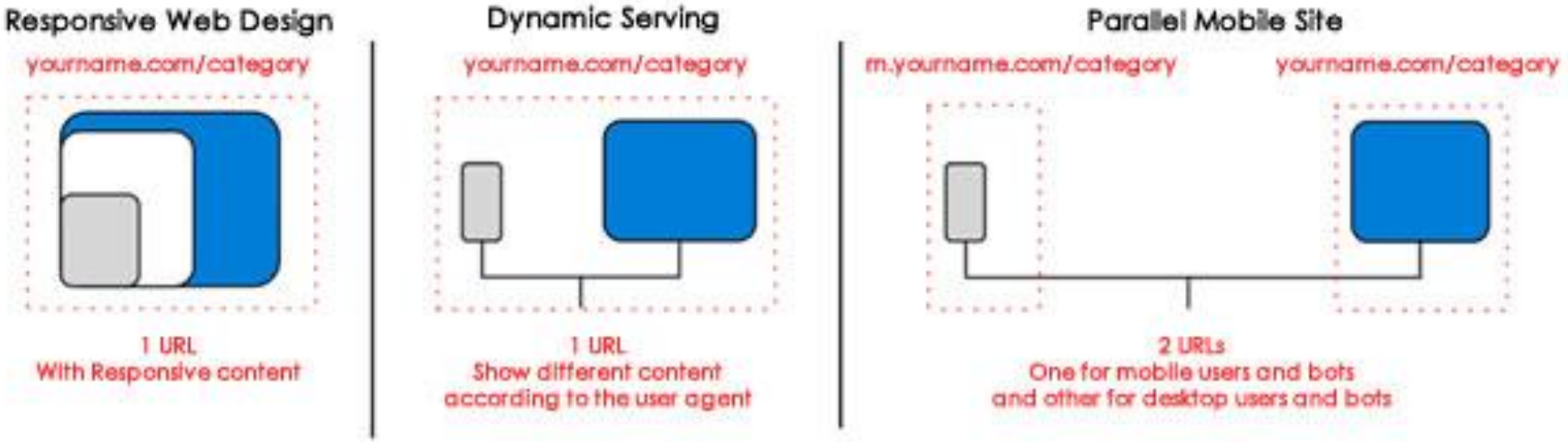
Identify More Keyword Ideas from your Competitors

Now you see all the Potential Mobile Waves?

It's time to Choose how to Ride Them

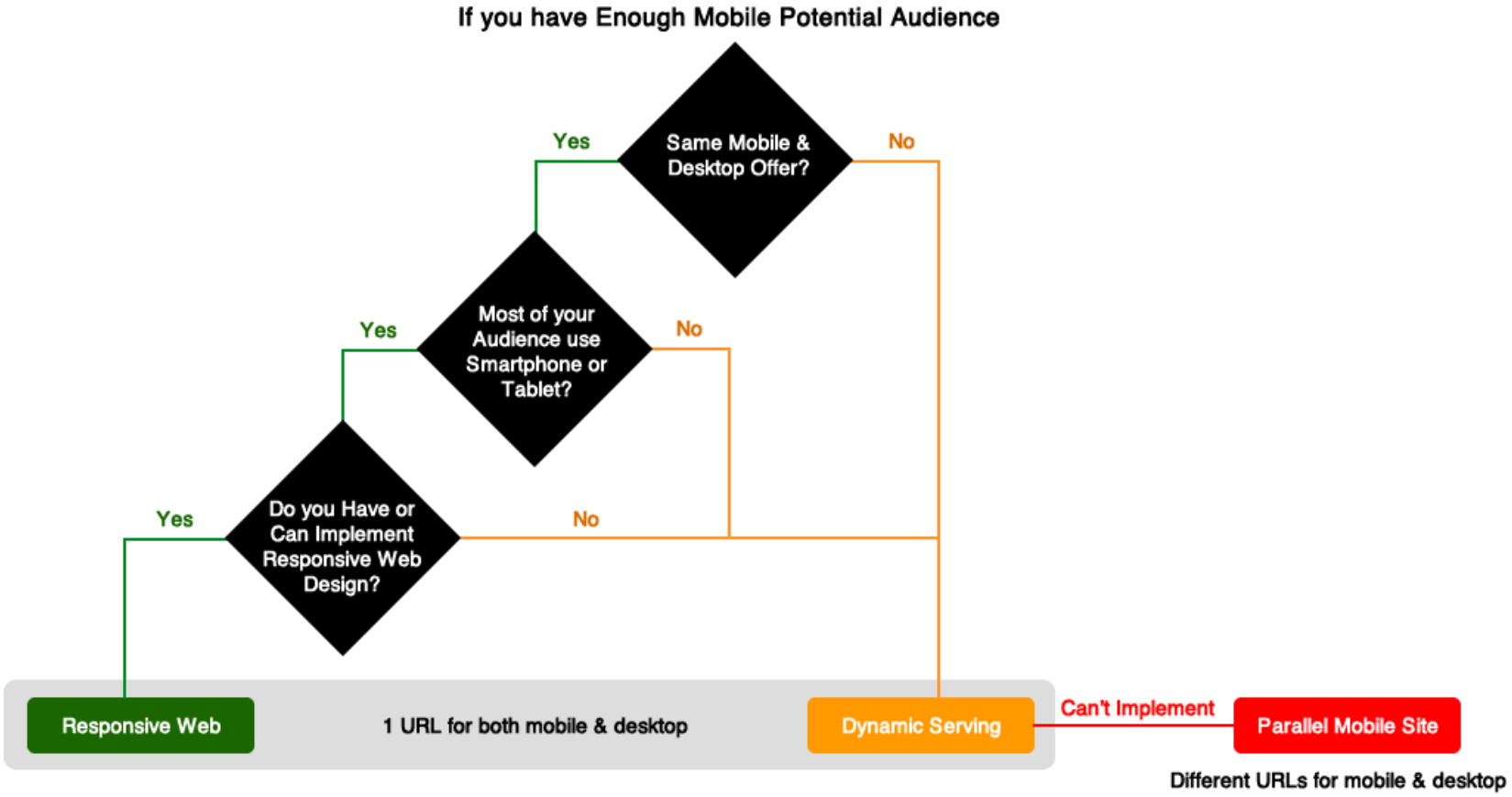
5.

Select the Best Mobile Site Architecture

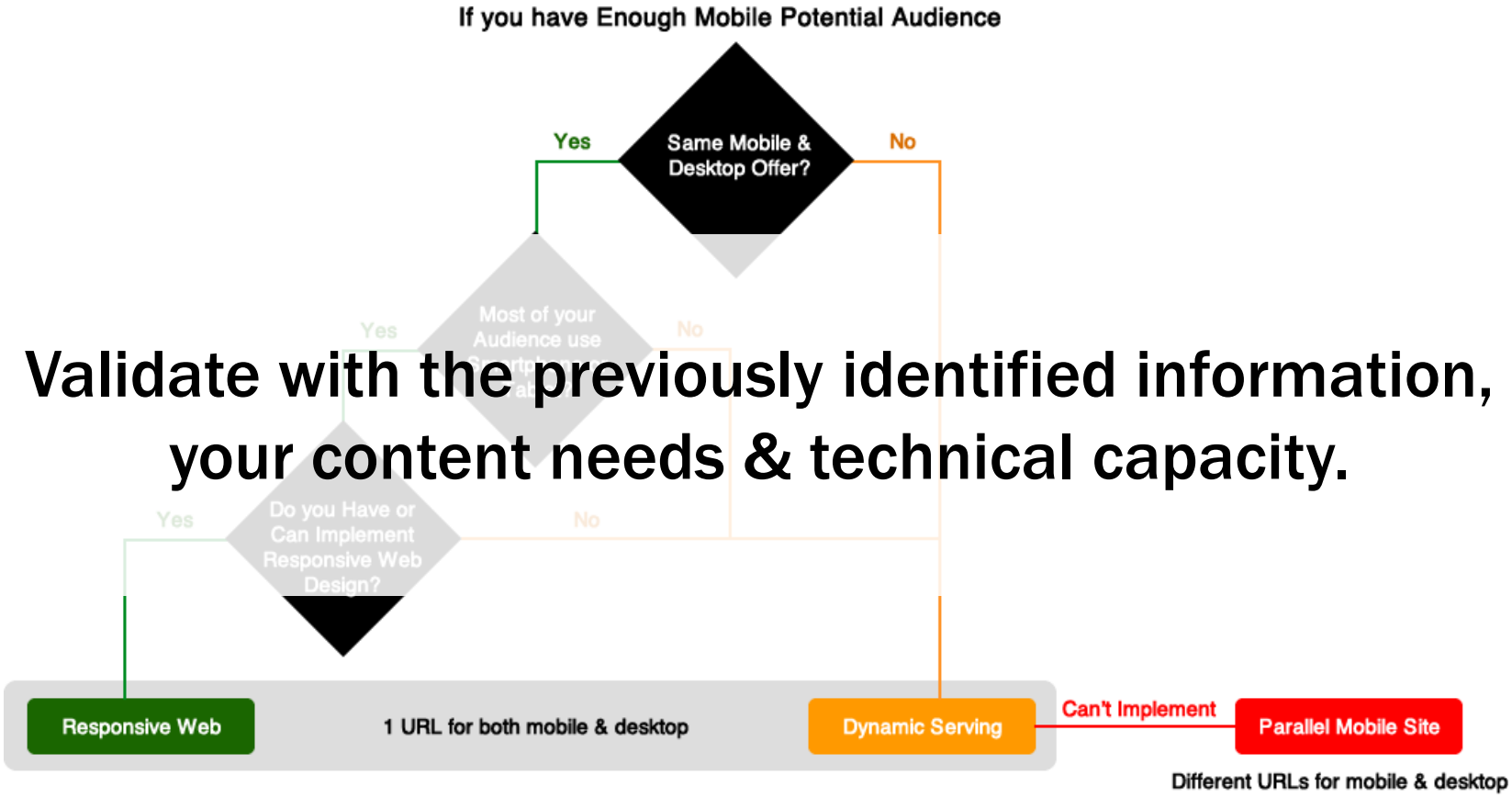


All of them have Pros, Cons & SEO Best Practices

Good Practices to Maximize your Mobile SEO



Select the Most Suitable for You

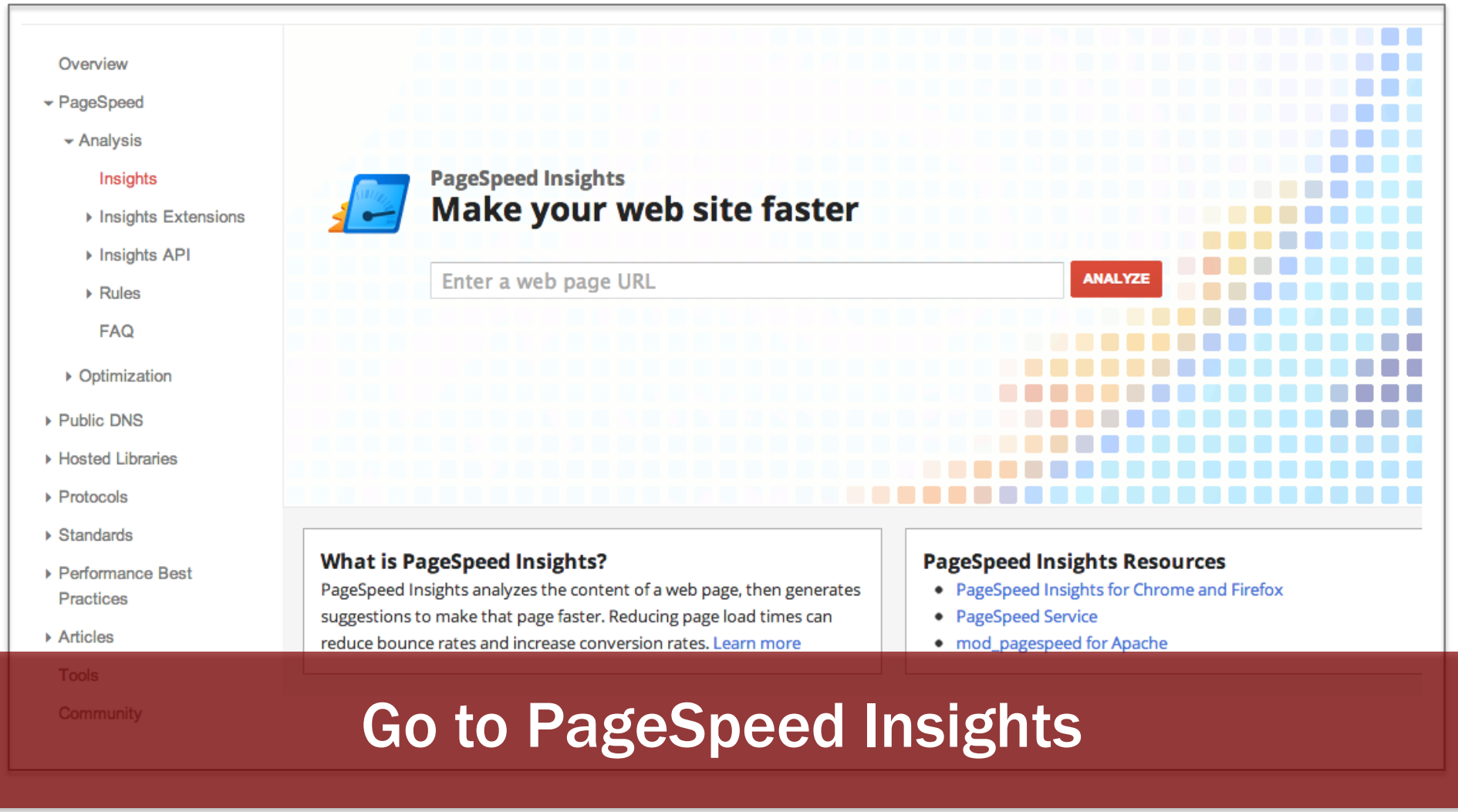


Validate with the previously identified information, your content needs & technical capacity.

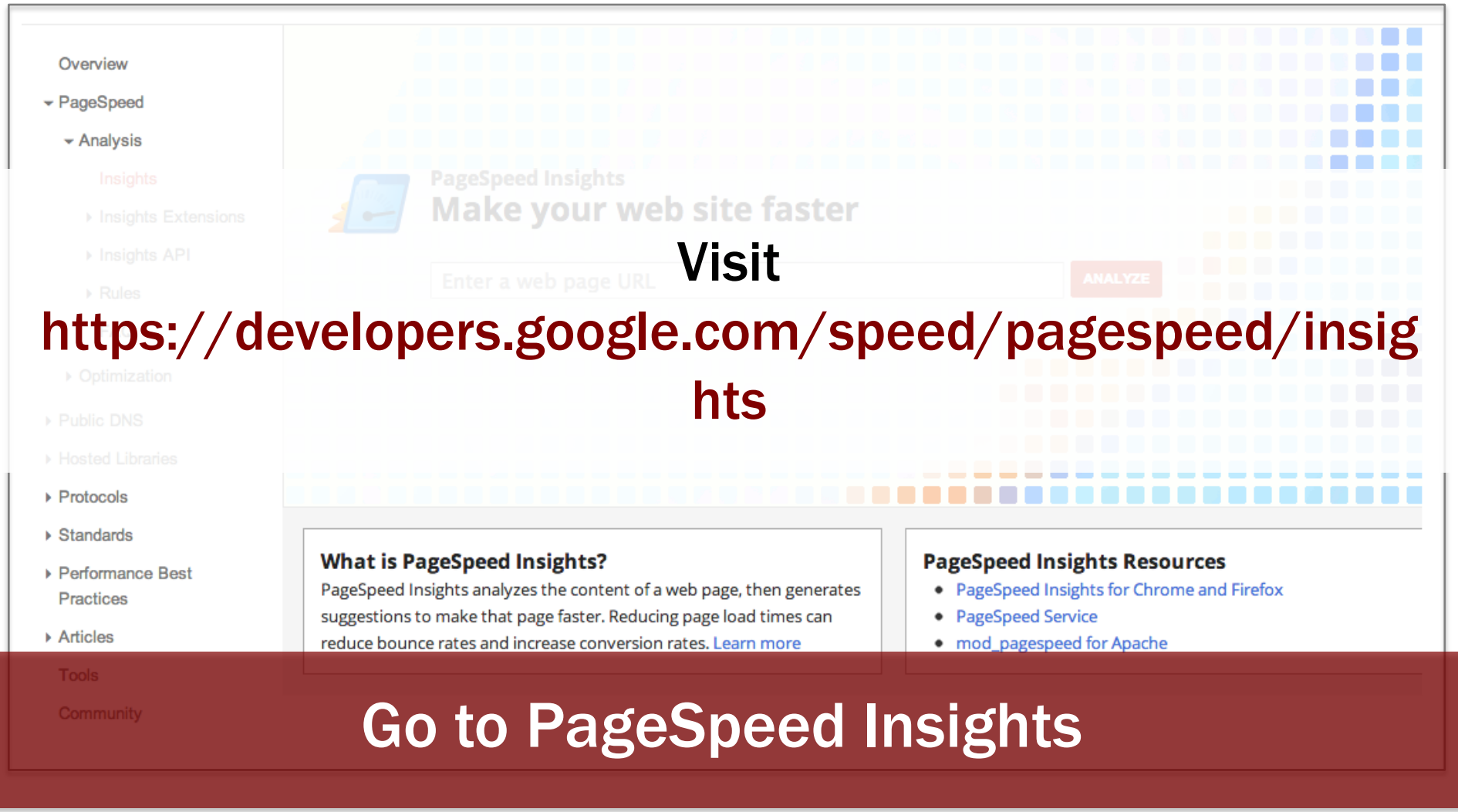
Select the Most Suitable for You

Let's Learn How to Make the Most Out of Them

6.
General Mobile SEO Recommendations



Go to PageSpeed Insights

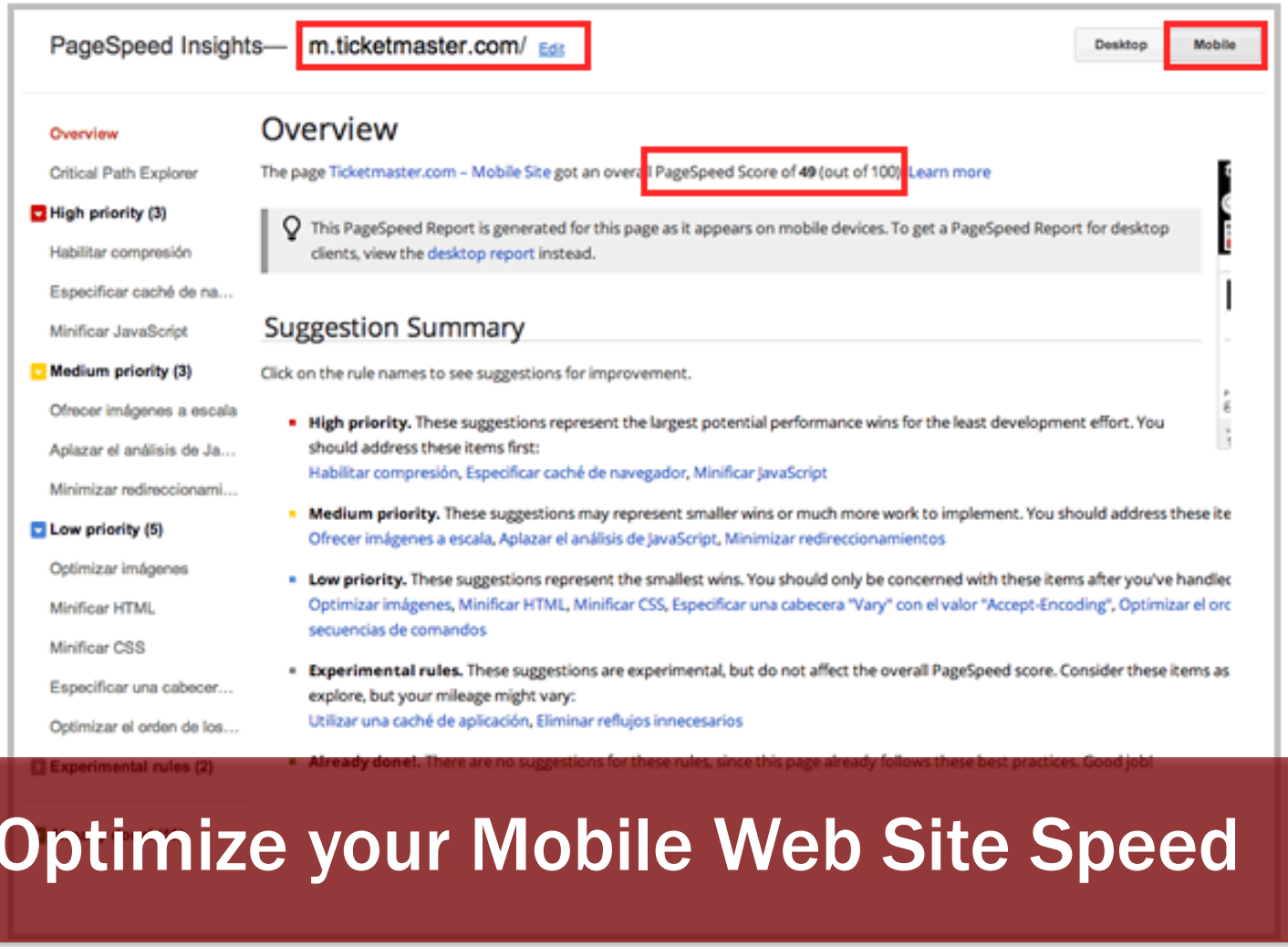


Visit

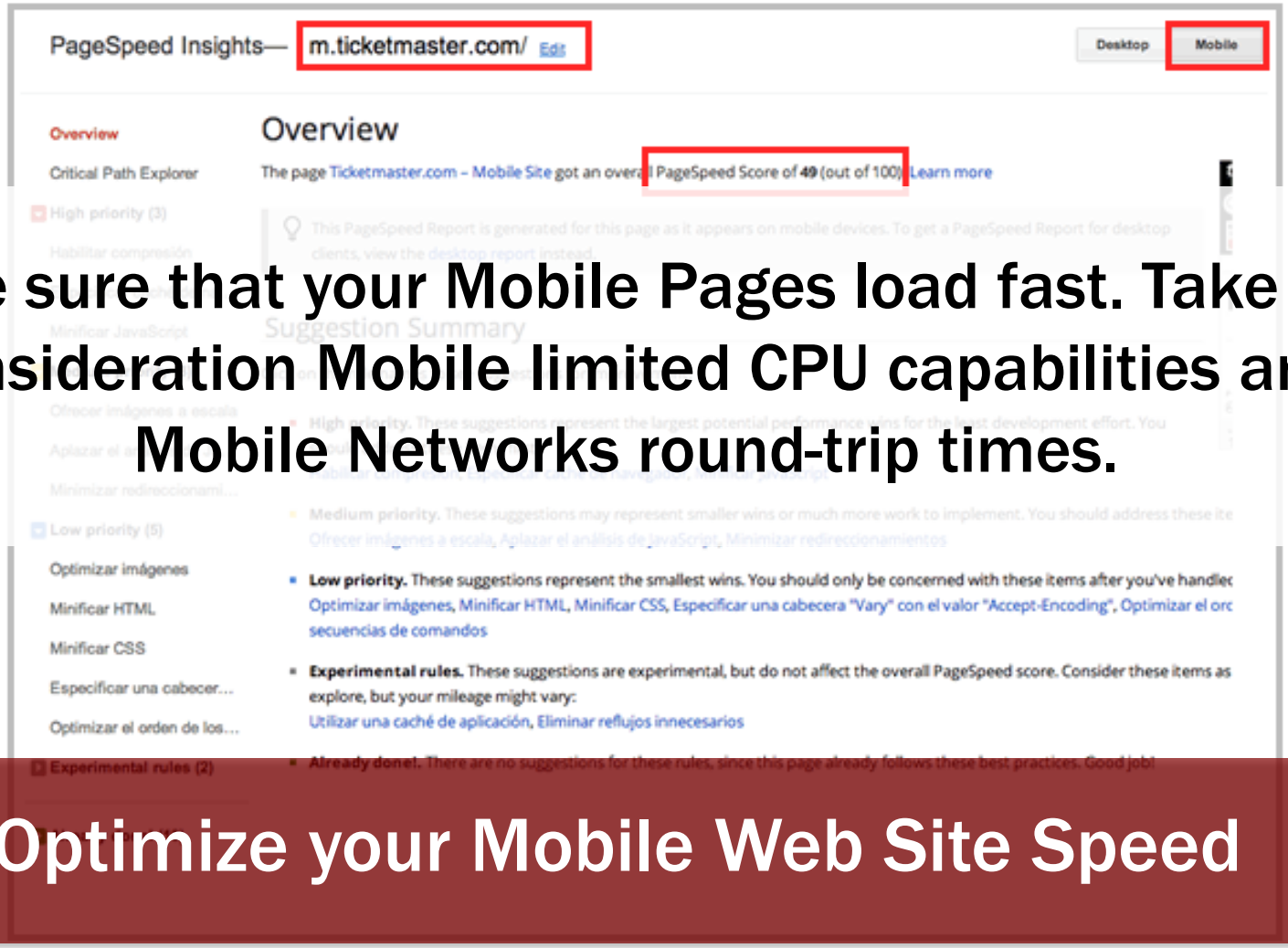
https://developers.google.com/speed/pagespeed/insights

Go to PageSpeed Insights

Good Practices to Maximize your Mobile SEO



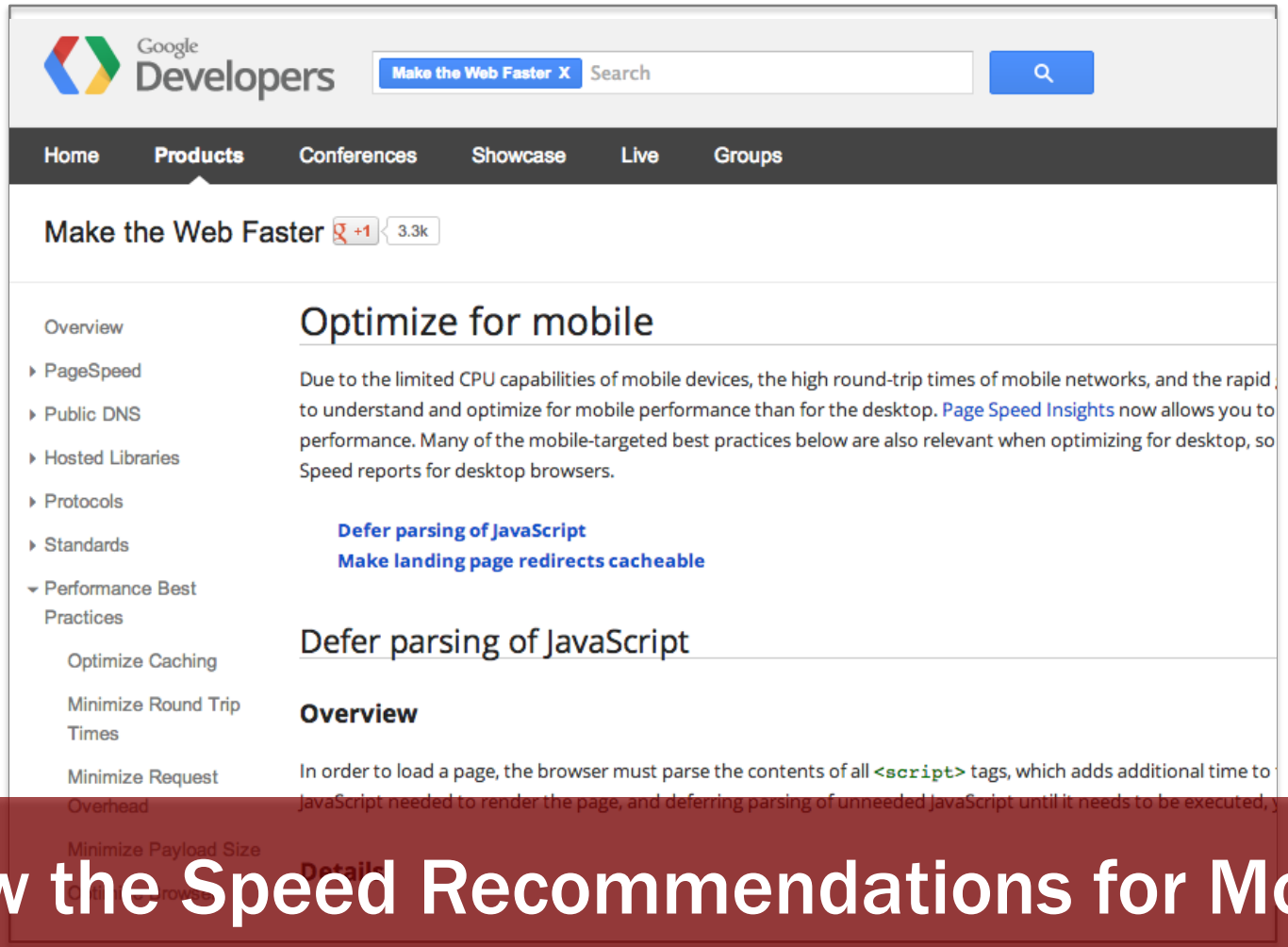
Optimize your Mobile Web Site Speed



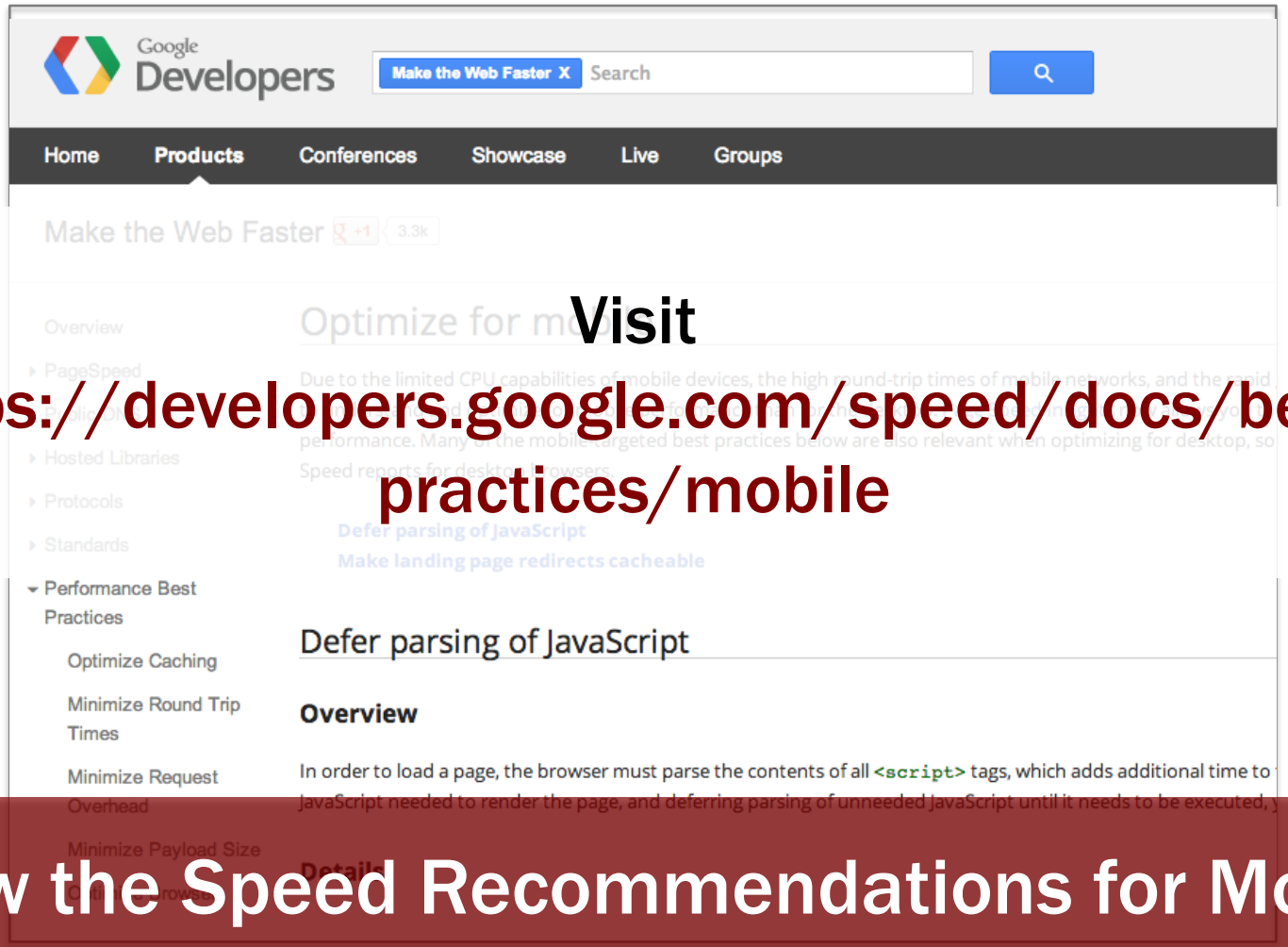
Make sure that your Mobile Pages load fast. Take into consideration Mobile limited CPU capabilities and Mobile Networks round-trip times.

Optimize your Mobile Web Site Speed

Good Practices to Maximize your Mobile SEO



Follow the Speed Recommendations for Mobile

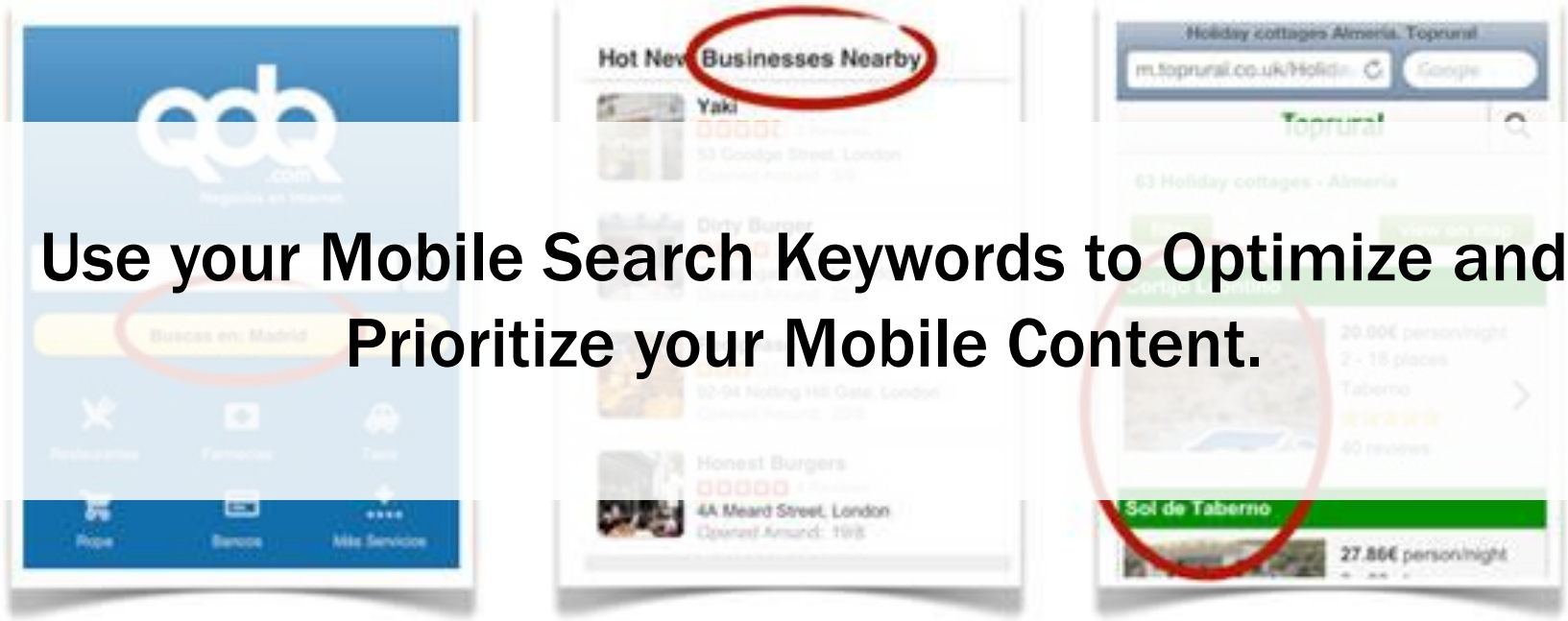


Visit

https://developers.google.com/speed/docs/best-practices/mobile

Follow the Speed Recommendations for Mobile

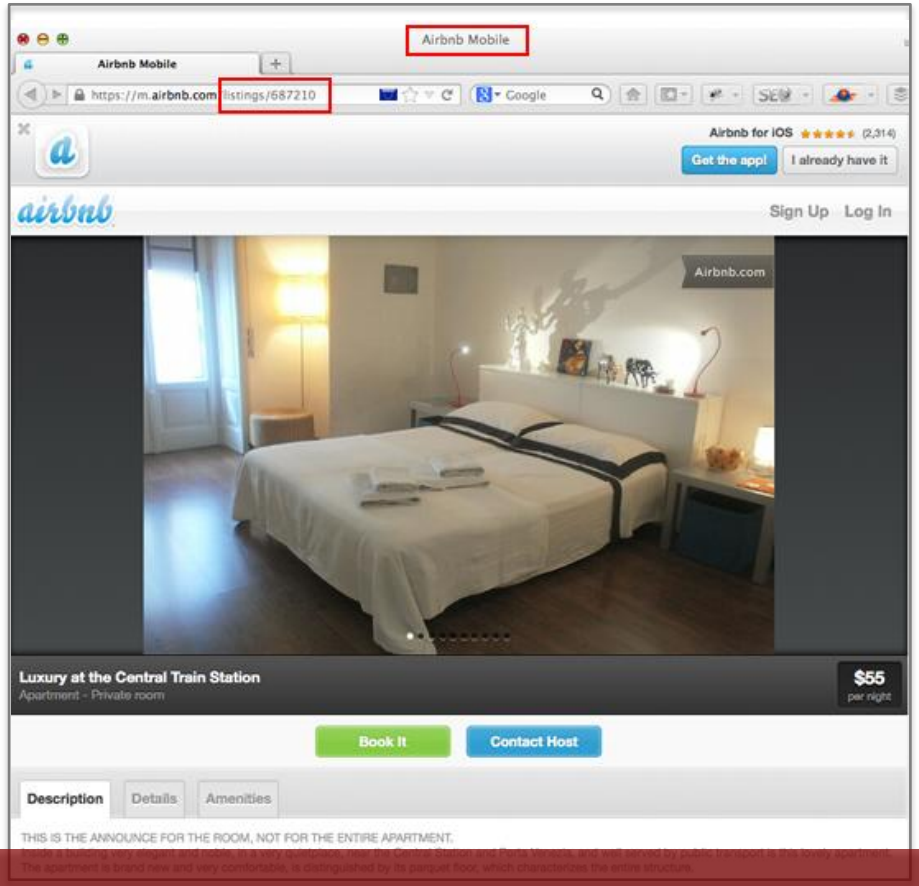
Make the Mobile Content Relevant for its Audience

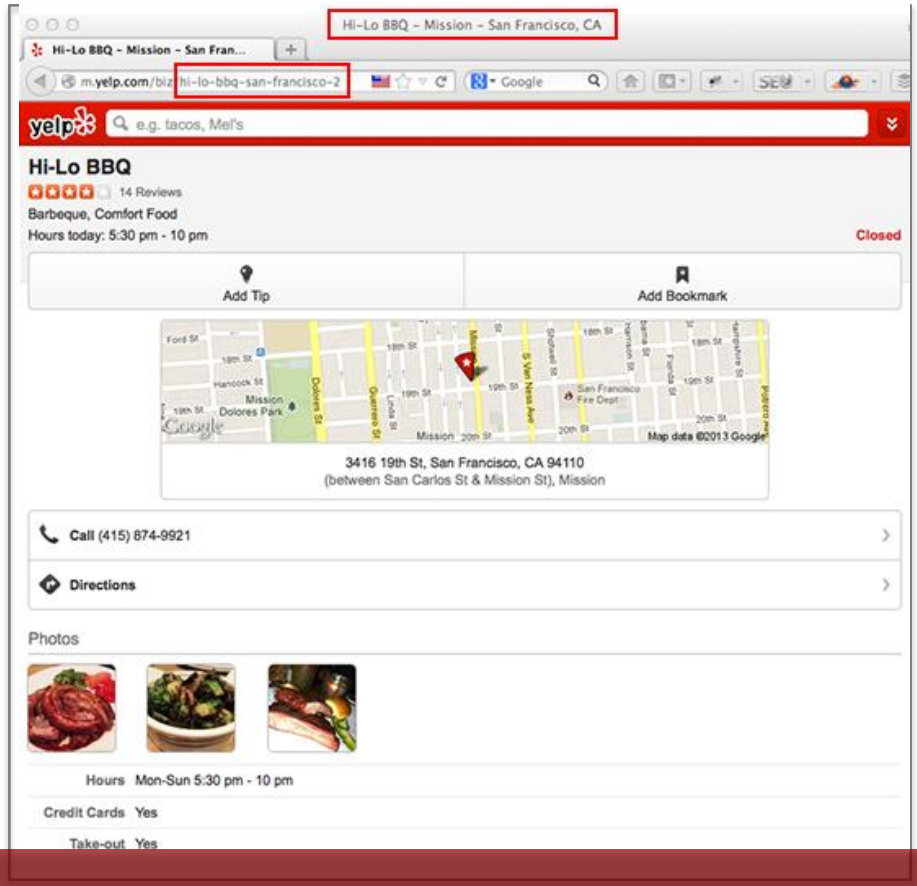


Use your Mobile Search Keywords to Optimize and Prioritize your Mobile Content.

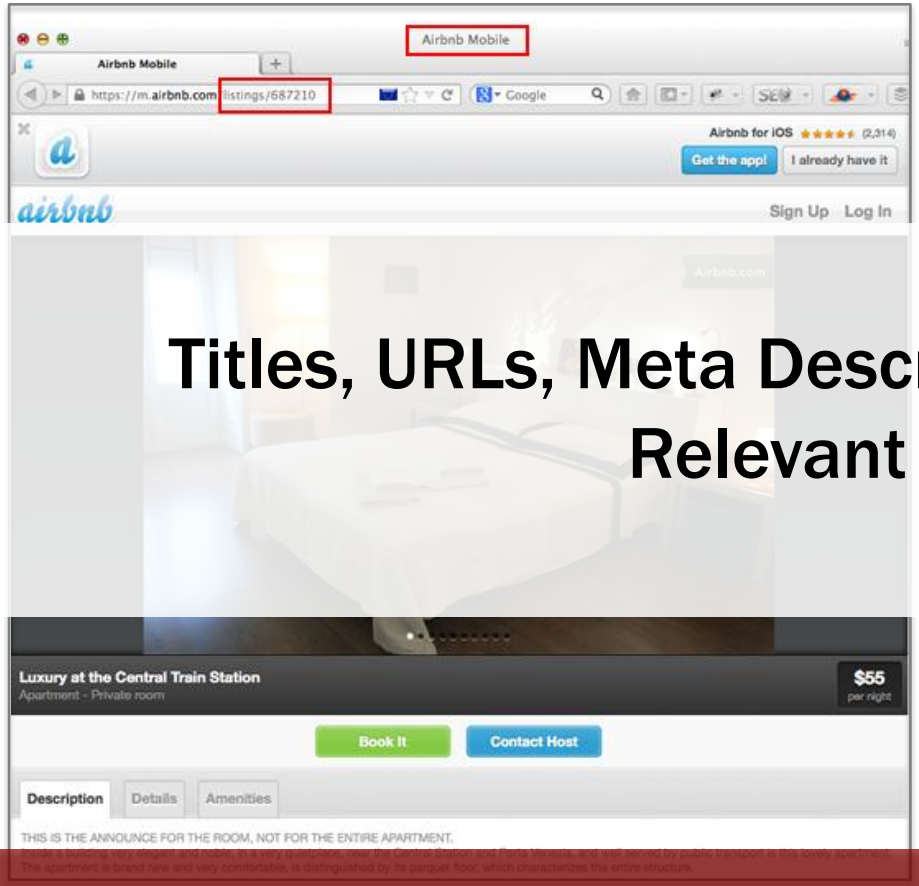
Make the Mobile Content Relevant for its Audience

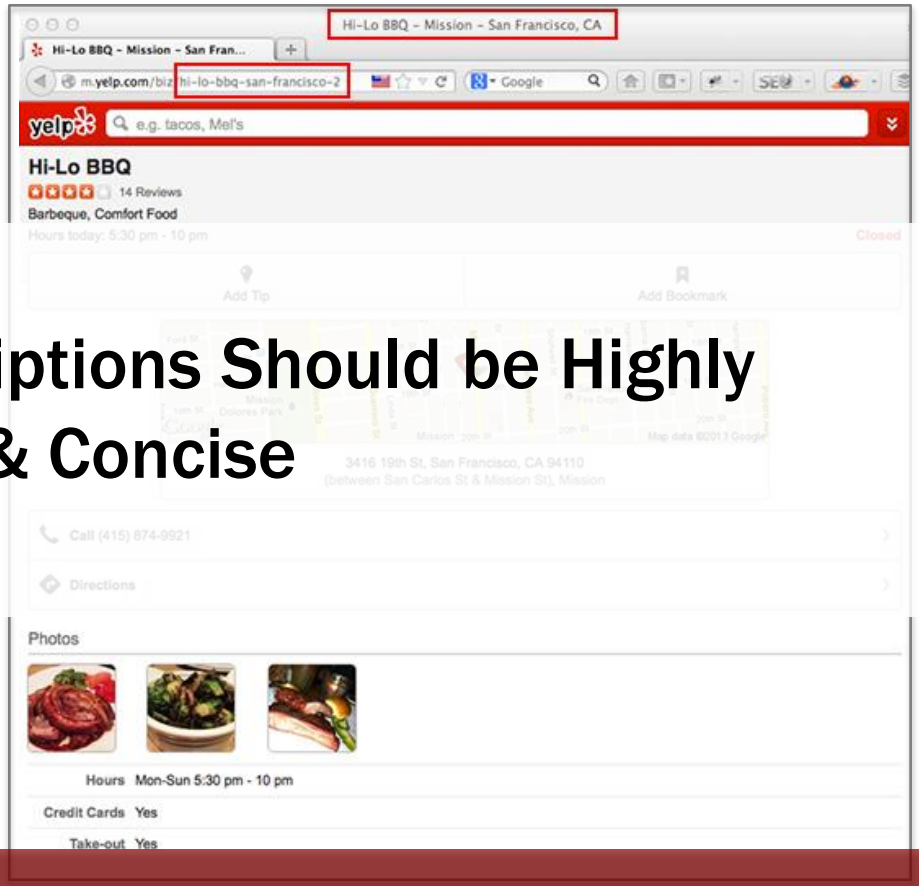
Good Practices to Maximize your Mobile SEO





Optimize the Structural Mobile Page Elements

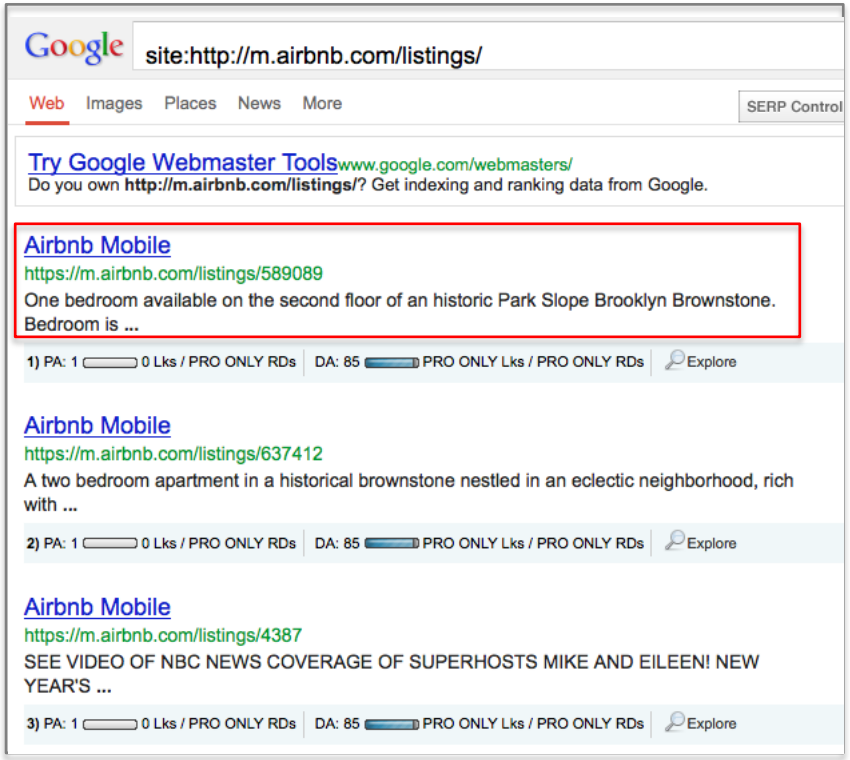


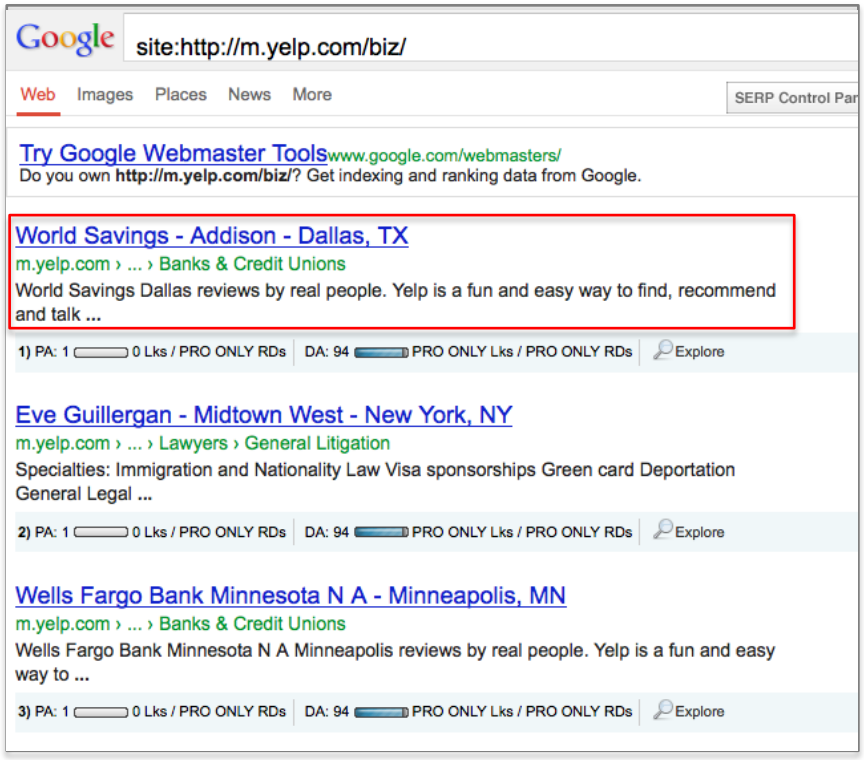


Titles, URLs, Meta Descriptions Should be Highly Relevant & Concise

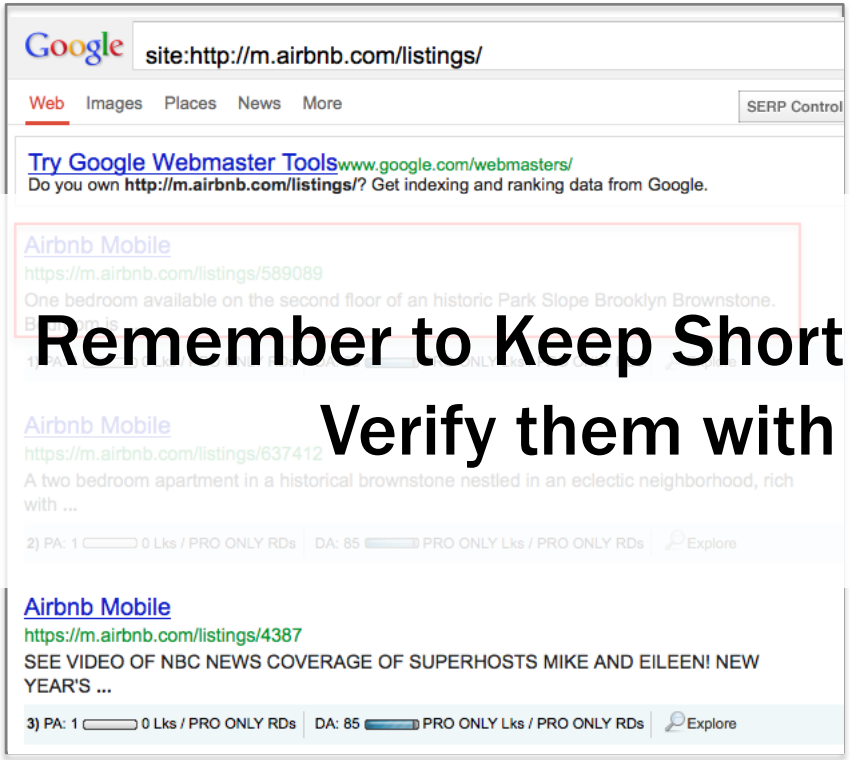
Optimize the Structural Mobile Page Elements

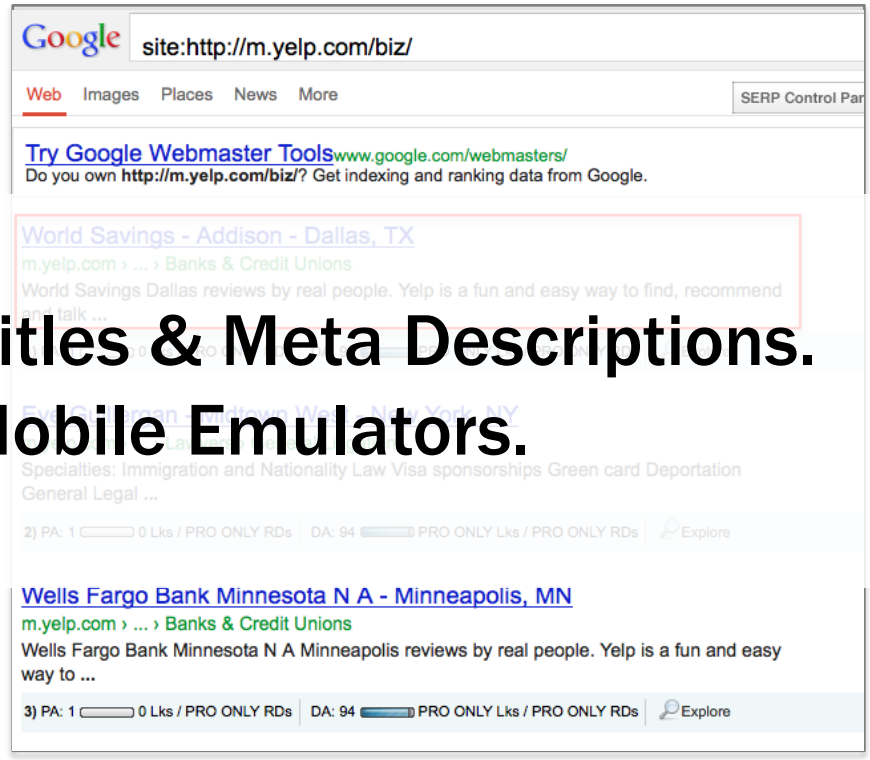
Good Practices to Maximize your Mobile SEO





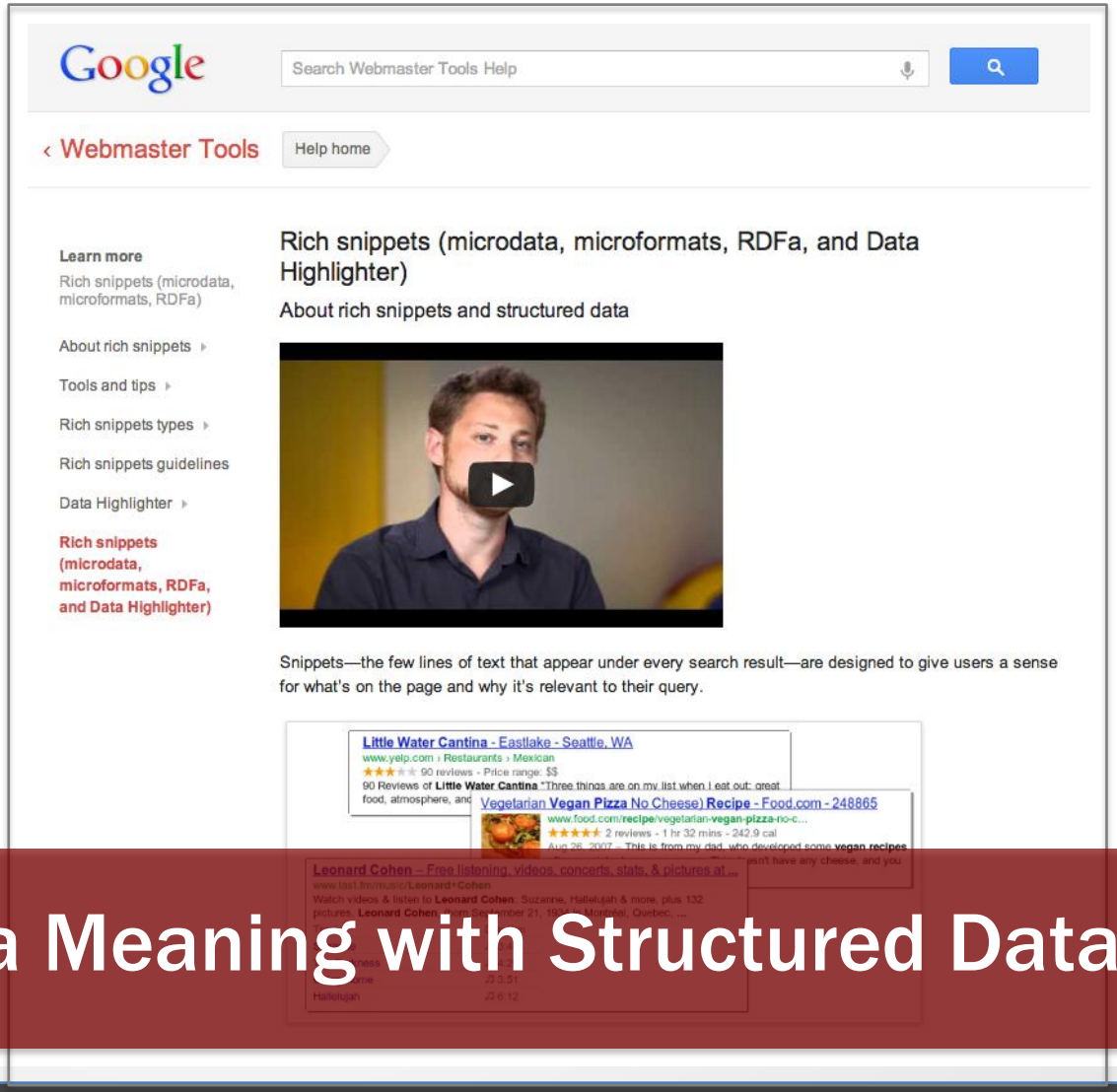
Validate how they're shown in Mobile Results



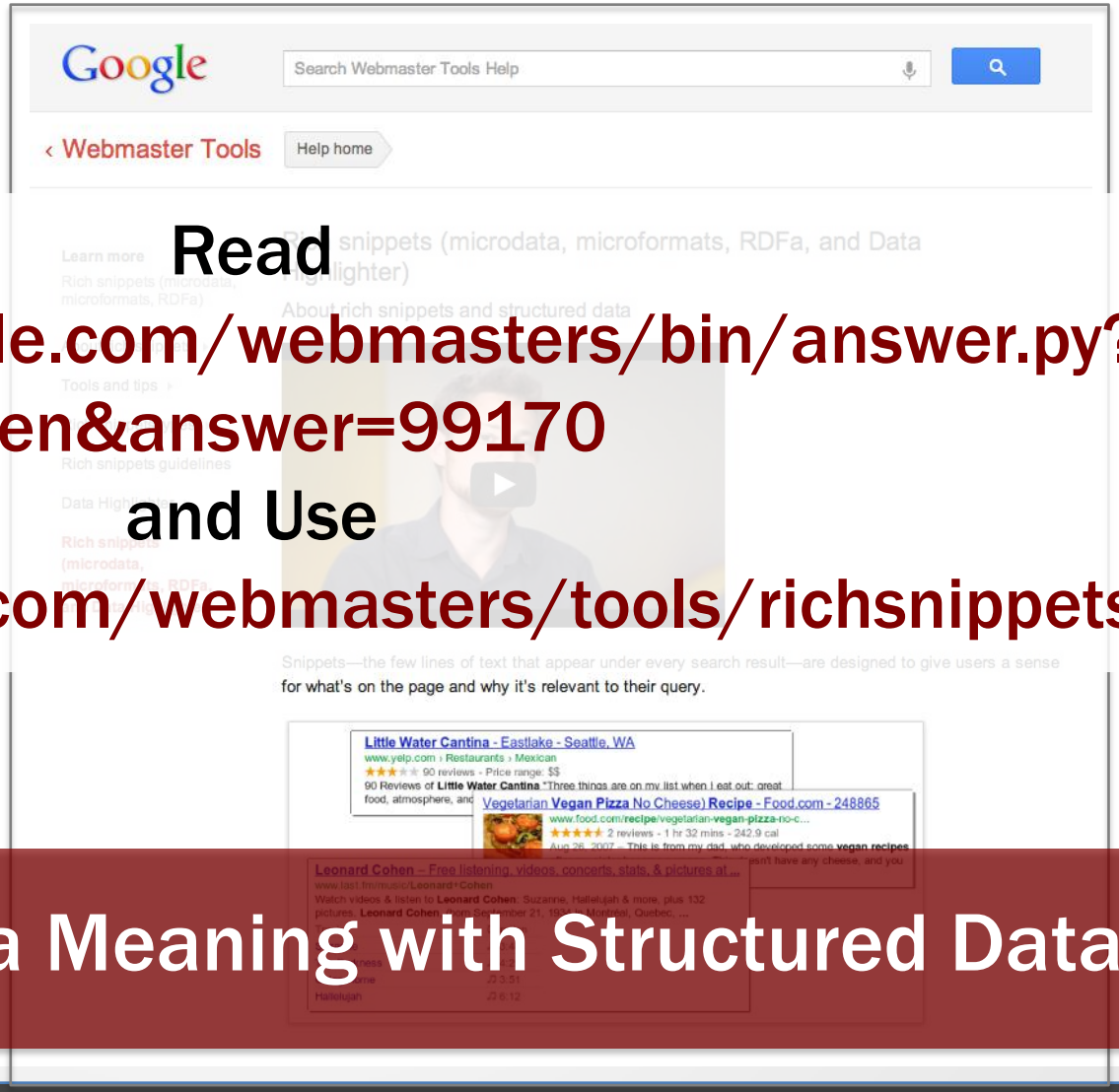


Remember to Keep Short Titles & Meta Descriptions. Verify them with Mobile Emulators.

Validate how they're shown in Mobile Results



Give the Content a Meaning with Structured Data



Read

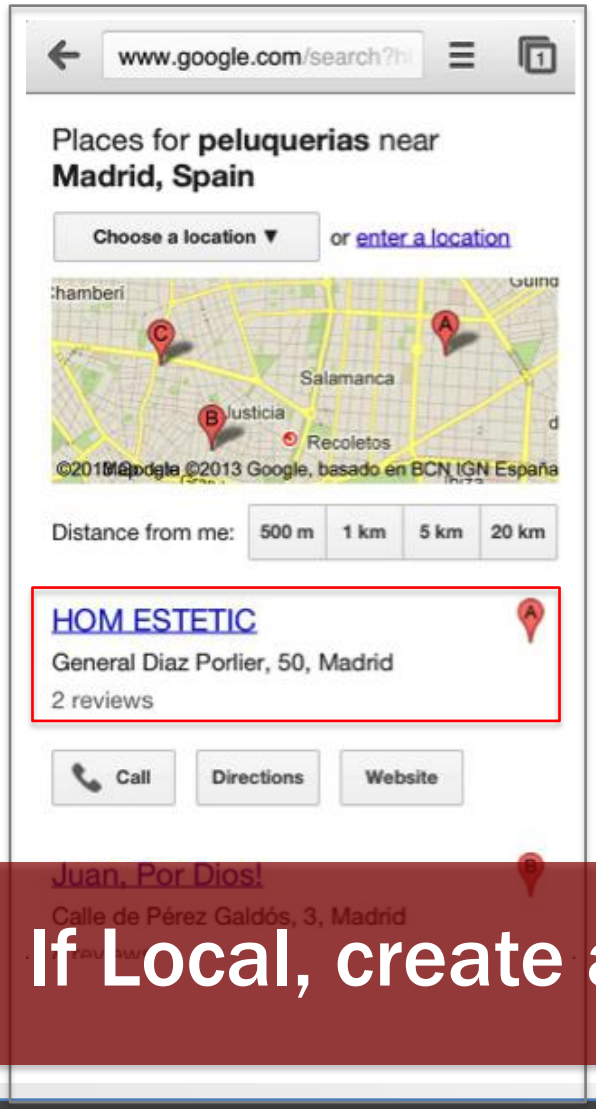
http://support.google.com/webmasters/bin/answer.py?hl=en&answer=99170

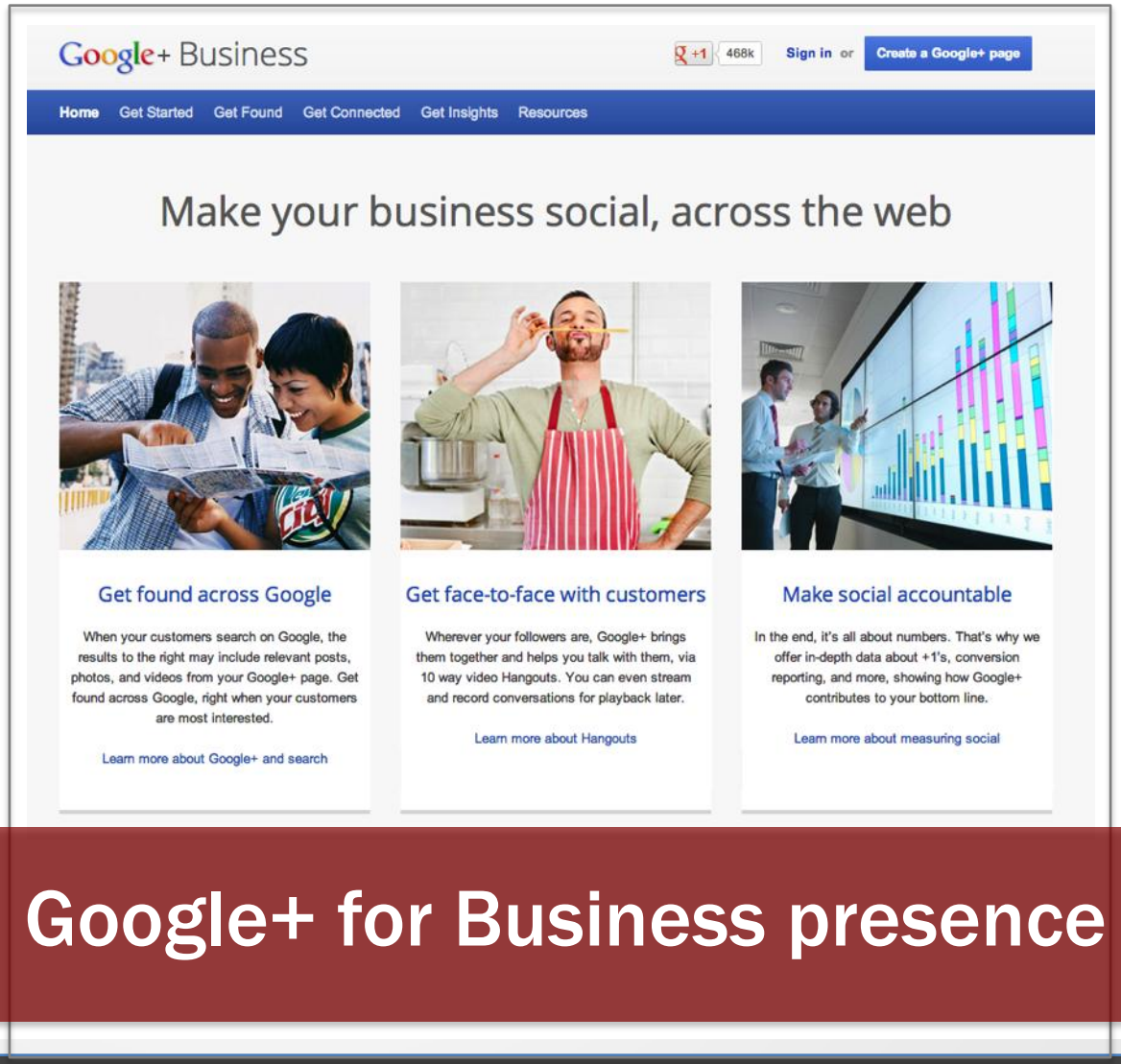
and Use

http://www.google.com/webmasters/tools/richsnippets

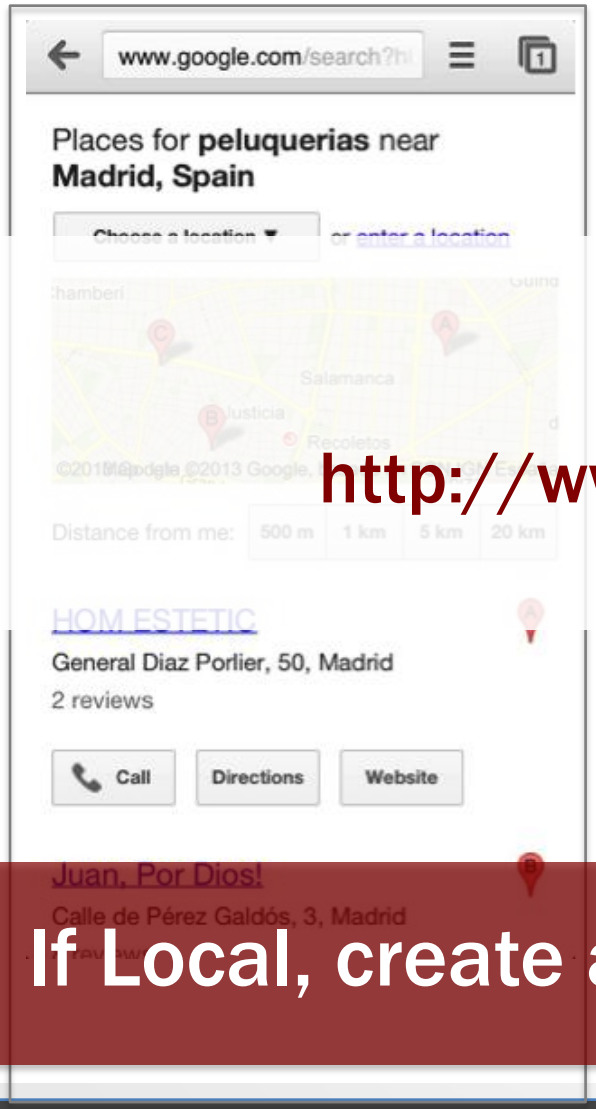
Give the Content a Meaning with Structured Data

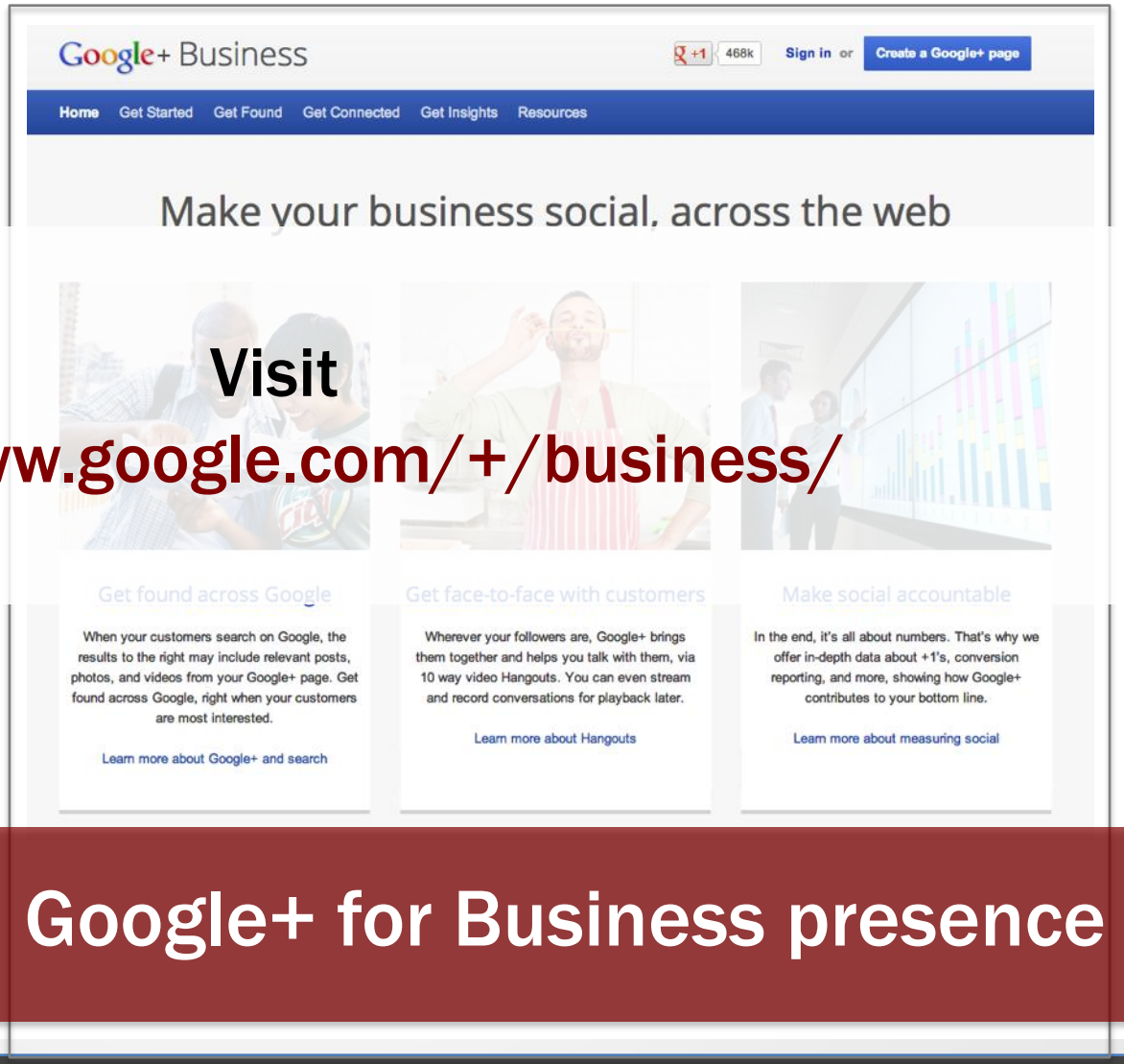
Good Practices to Maximize your Mobile SEO





If Local, create a Google+ for Business presence



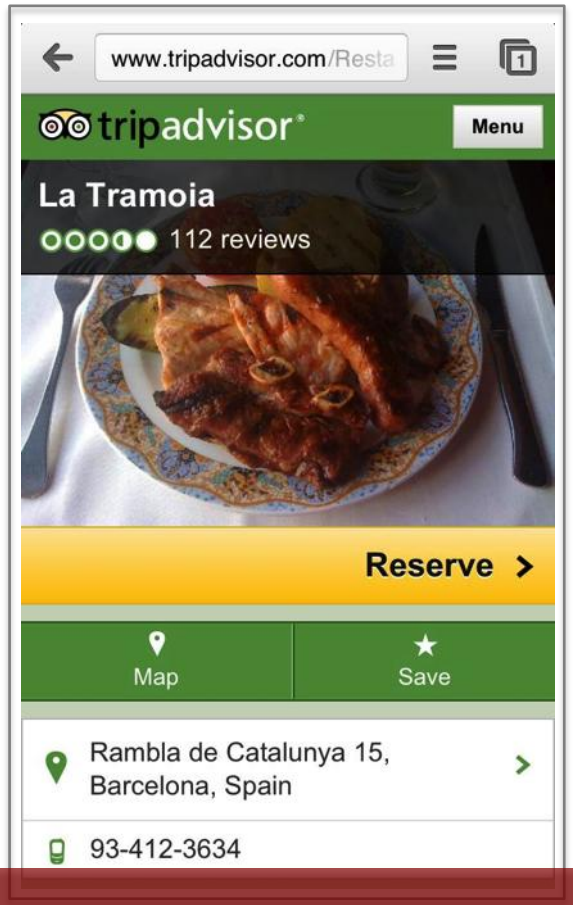


Visit

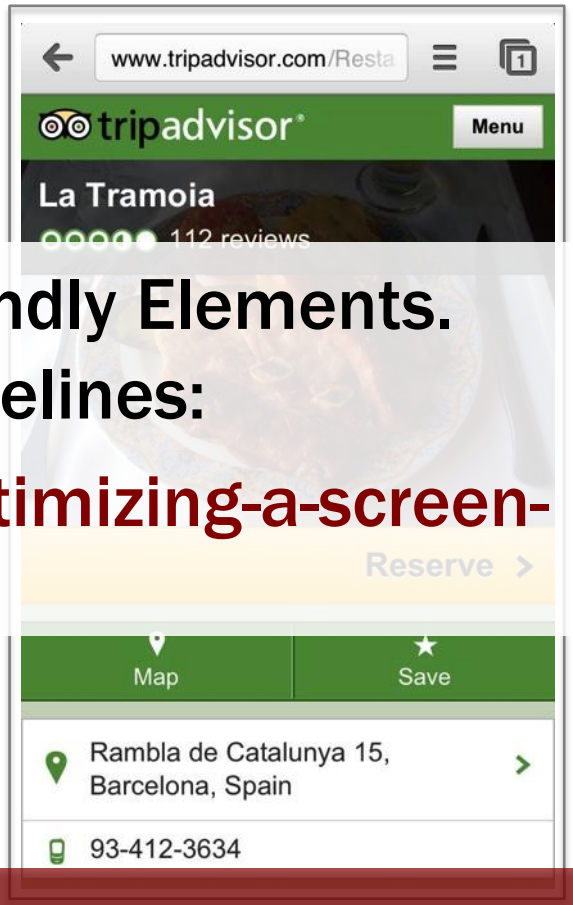
http://www.google.com/+/business/

If Local, create a Google+ for Business presence

Good Practices to Maximize your Mobile SEO



Optimize your Mobile Interface with Consistency



Beware of Flash & Non-Mobile Friendly Elements.

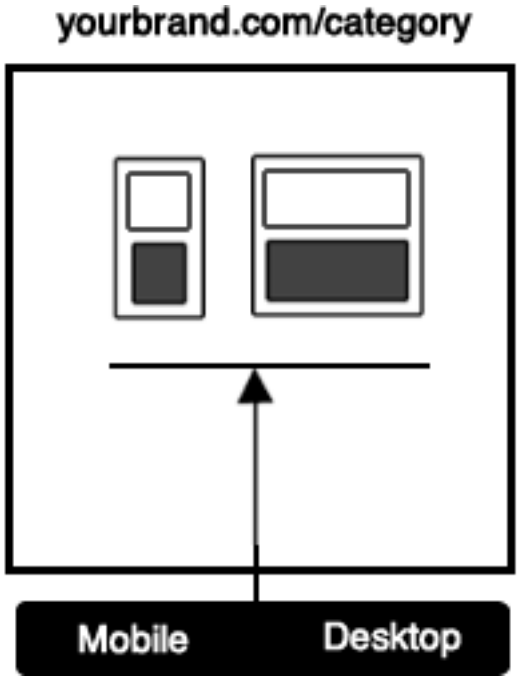
Follow These Usability Guidelines:

http://www.nngroup.com/articles/optimizing-a-screen-for-mobile-use/

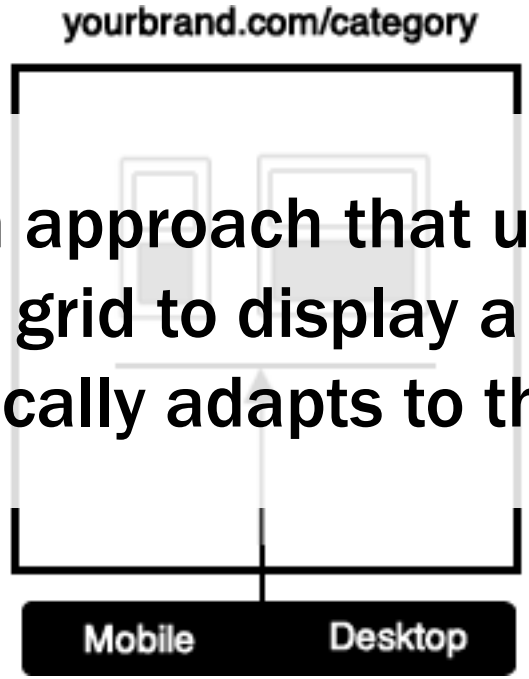
Optimize your Mobile Interface with Consistency

Easy Right? Now Let's Learn about each Approach

7.
Responsive Web Design SEO Guidelines

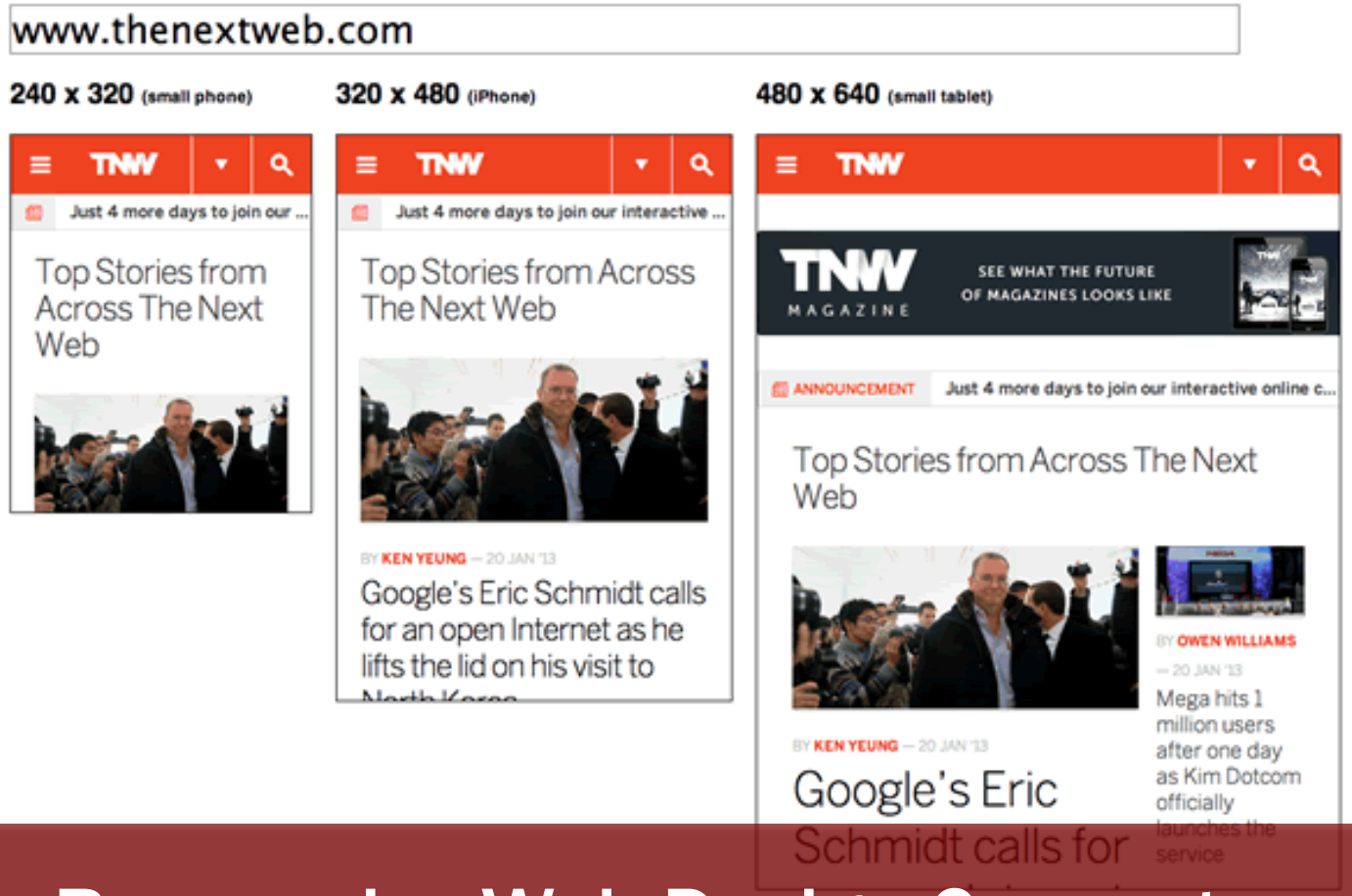


Responsive Web Design Concept

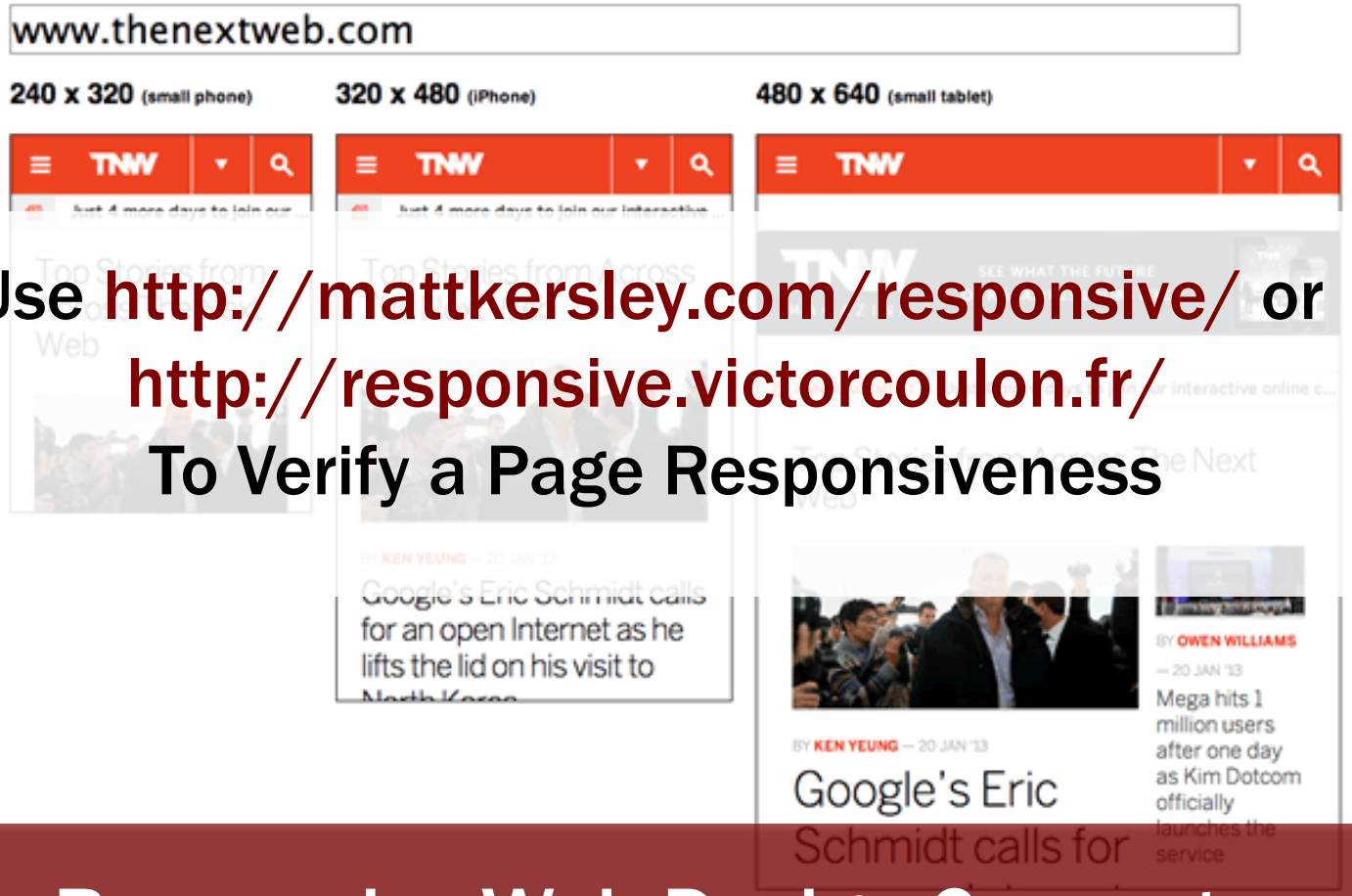


Is a Web Design approach that uses CSS3 Media Queries and a fluid grid to display a flexible design that automatically adapts to the device.

Responsive Web Design Concept

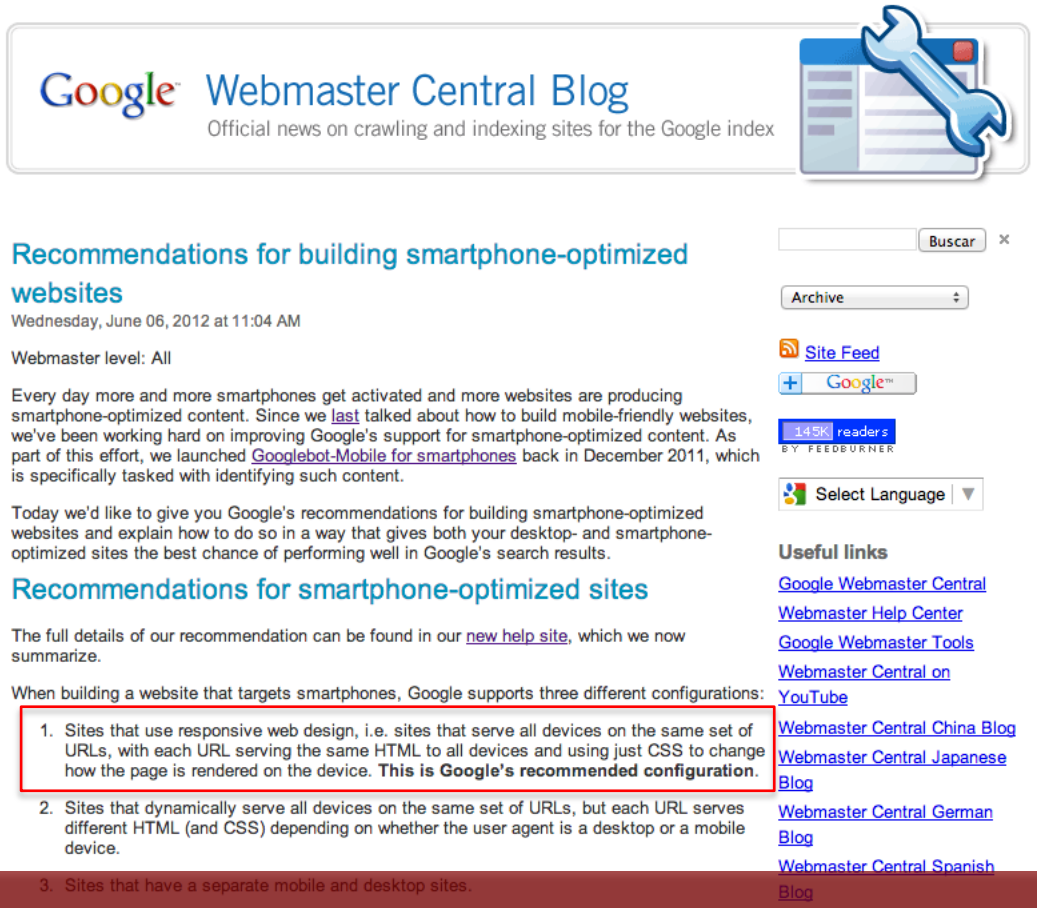


Responsive Web Design Concept



Use http://mattkersley.com/responsive/ or
http://responsive.victorcoulon.fr/
To Verify a Page Responsiveness

Responsive Web Design Concept



Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

Recommendations for building smartphone-optimized websites

Wednesday, June 06, 2012 at 11:04 AM

Webmaster level: All

Every day more and more smartphones get activated and more websites are producing smartphone-optimized content. Since we last talked about how to build mobile-friendly websites, we've been working hard on improving Google's support for smartphone-optimized content. As part of this effort, we launched Googlebot-Mobile for smartphones back in December 2011, which is specifically tasked with identifying such content.

Today we'd like to give you Google's recommendations for building smartphone-optimized websites and explain how to do so in a way that gives both your desktop- and smartphone-optimized sites the best chance of performing well in Google's search results.

Recommendations for smartphone-optimized sites

The full details of our recommendation can be found in our new help site, which we now summarize.

When building a website that targets smartphones, Google supports three different configurations:

1. Sites that use responsive web design, i.e. sites that serve all devices on the same set of URLs, with each URL serving the same HTML to all devices and using just CSS to change how the page is rendered on the device. **This is Google's recommended configuration.**
2. Sites that dynamically serve all devices on the same set of URLs, but each URL serves different HTML (and CSS) depending on whether the user agent is a desktop or a mobile device.
3. Sites that have a separate mobile and desktop sites.

Buscar

Archive

Site Feed

Google

145K readers BY FEEDBURNER

Select Language

Useful links

Google Webmaster Central
Webmaster Help Center
Google Webmaster Tools
Webmaster Central on YouTube
Webmaster Central China Blog
Webmaster Central Japanese Blog
Webmaster Central German Blog
Webmaster Central Spanish Blog

Google Recommends Responsive for Smartphones

Read it

http://googlewebmastercentral.blogspot.com.es/2012/06/recommendations-for-building-smartphone.html

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Buscar

Archive

Site Feed

Useful links

Google Webmaster Central

Webmaster Help Center

Google Webmaster Tools

Webmaster Central on YouTube

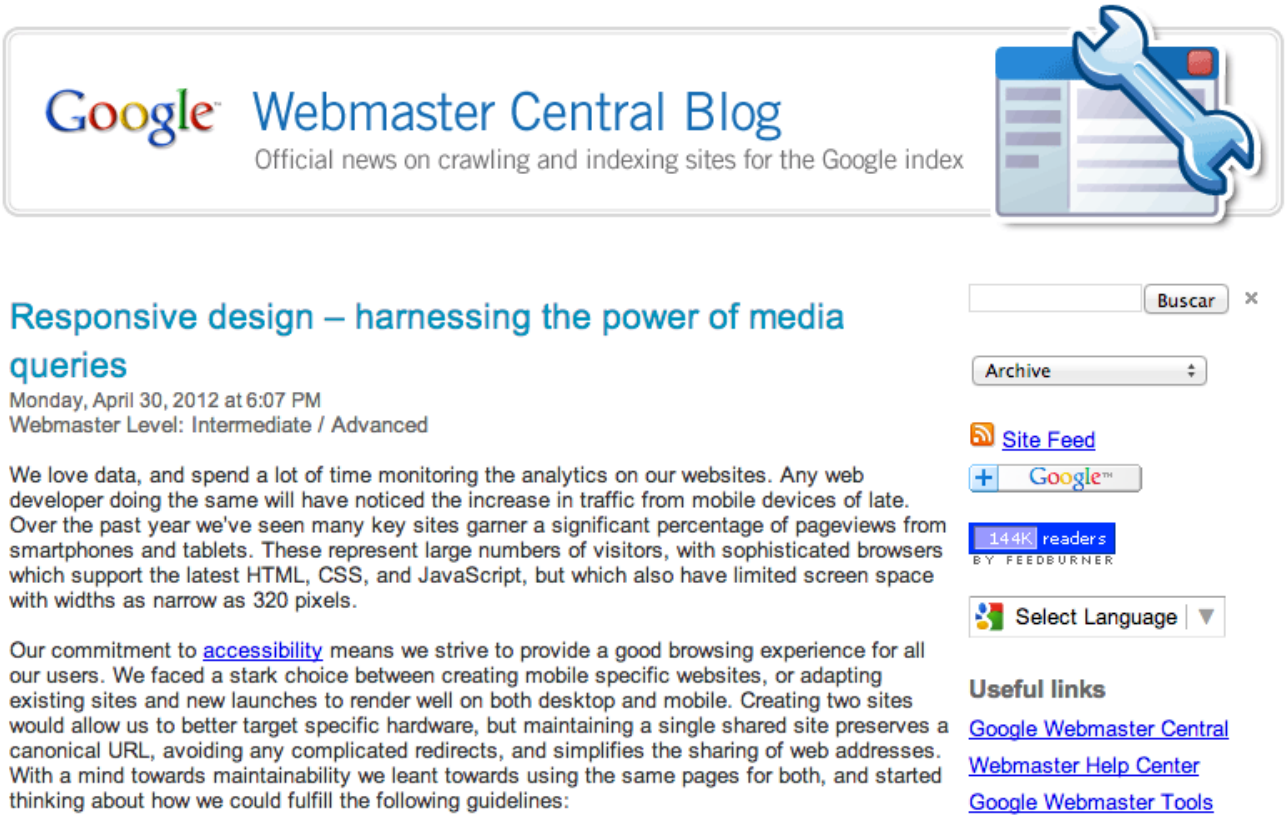
Webmaster Central China Blog

Webmaster Central Japanese Blog

Webmaster Central German Blog

Webmaster Central Spanish Blog

Google Recommends Responsive for Smartphones



Google Provides Recommendations for Responsive

Check them

http://googlewebmastercentral.blogspot.com.es/2012/04/responsive-design-harnessing-power-of.html

Responsive design – harne... queries

We love data, and spend a lot of time monitoring the analytics on our websites. Any web ... smartphones and tablets. These represent large numbers of visitors, with sophisticated browsers which support the latest HTML, CSS, and JavaScript, but which also have limited screen space with widths as narrow as 320 pixels.

Our commitment to accessibility means we strive to provide a good browsing experience for all our users. We faced a stark choice between creating mobile specific websites, or adapting existing sites and new launches to render well on both desktop and mobile. Creating two sites would allow us to better target specific hardware, but maintaining a single shared site preserves a canonical URL, avoiding any complicated redirects, and simplifies the sharing of web addresses. With a mind towards maintainability we leant towards using the same pages for both, and started thinking about how we could fulfill the following guidelines:

Buscar

Archive

Select Language

Useful links

Google Webmaster Central
Webmaster Help Center
Google Webmaster Tools

Google Provides Recommendations for Responsive

Pros

* 1 URL for both versions, no duplication
* Easier and cheaper to maintain
* Popularity consolidation
* No need for redirections

Cons

* Possible redesign need
* Less differentiation of Mobile Content
* Lower mobile focused user experience

Responsive Web Design has Pros & Cons

If you have the technical capacity and your content, offering & keywords for Mobile and Desktop are very similar, this would be the best alternative for you.

Responsive Web Design has Pros & Cons

You can use Responsive Web Frameworks

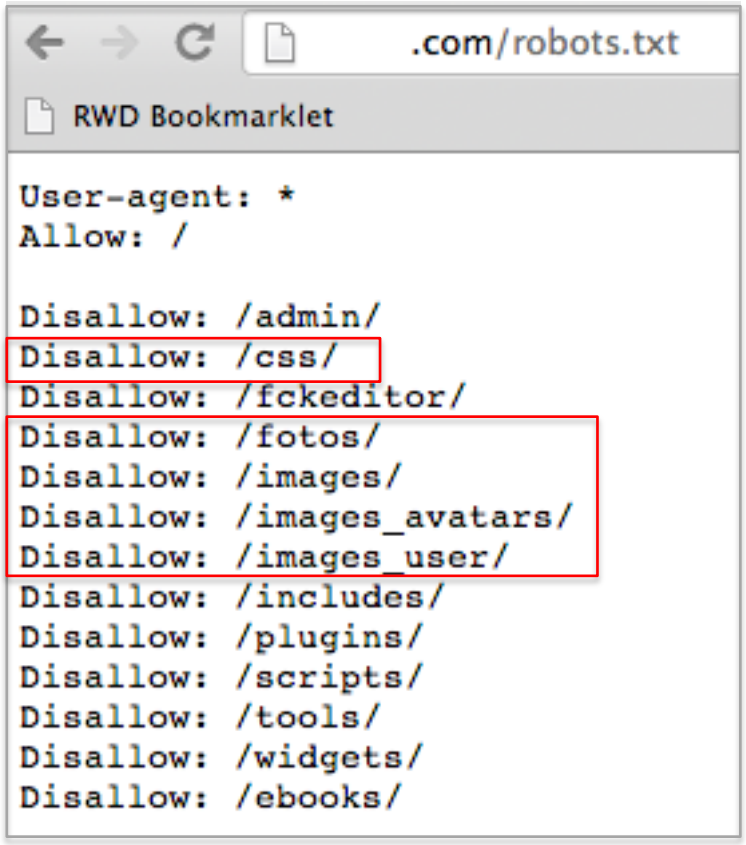
Go to http://twitter.github.com/bootstrap/

You can use Responsive Web Frameworks

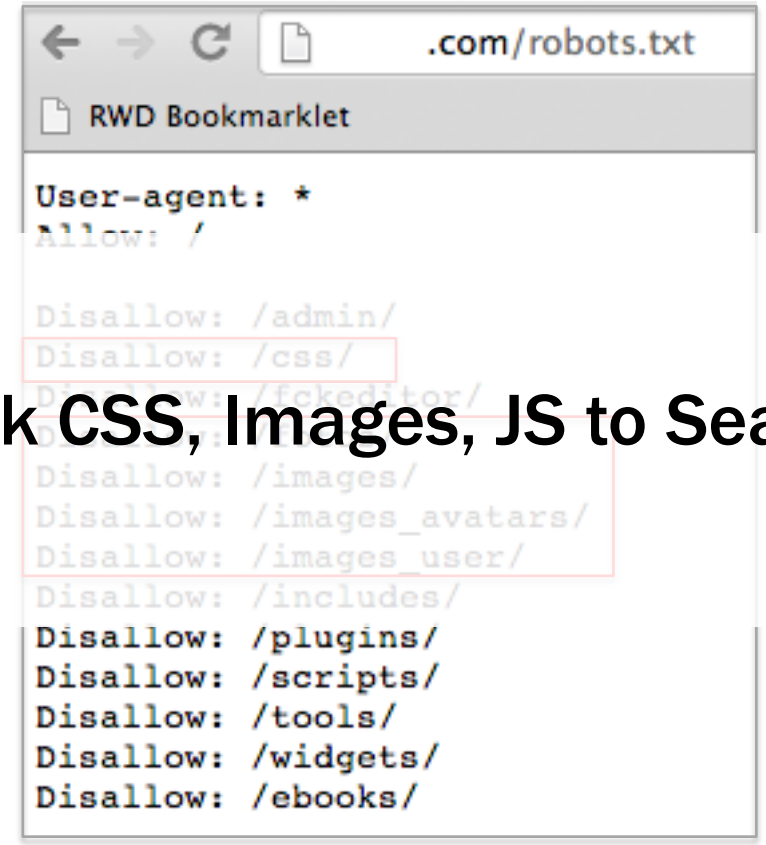
Or Responsive Web Templates for your CMS

Go to http://wordpress.org/extend/themes/
or your CMS Themes Gallery

Or Responsive Web Templates for your CMS

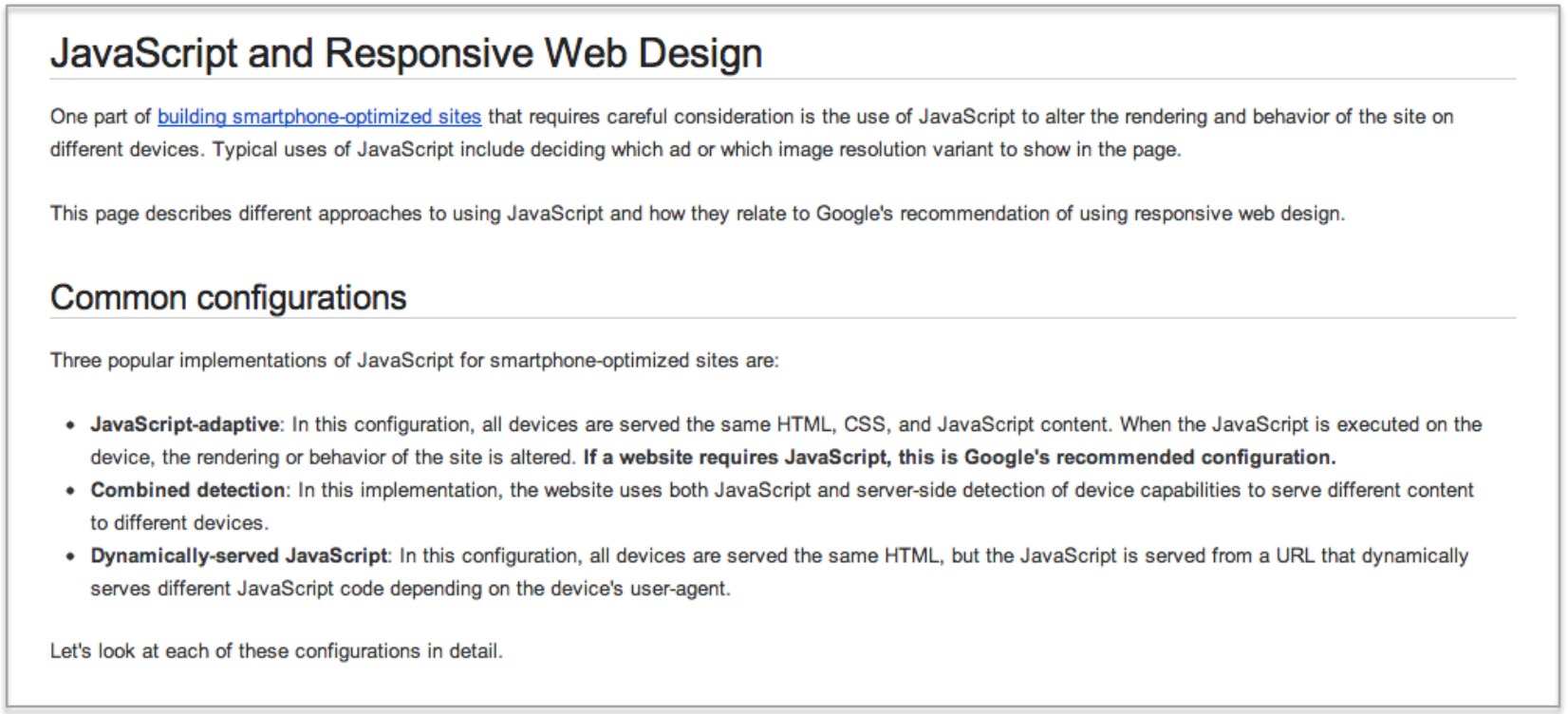


SEO Tip: Allow the Crawling of your Site Assets



Don't Block CSS, Images, JS to Search Engines.

SEO Tip: Allow the Crawling of your Site Assets



JavaScript and Responsive Web Design

One part of building smartphone-optimized sites that requires careful consideration is the use of JavaScript to alter the rendering and behavior of the site on different devices. Typical uses of JavaScript include deciding which ad or which image resolution variant to show in the page.

This page describes different approaches to using JavaScript and how they relate to Google's recommendation of using responsive web design.

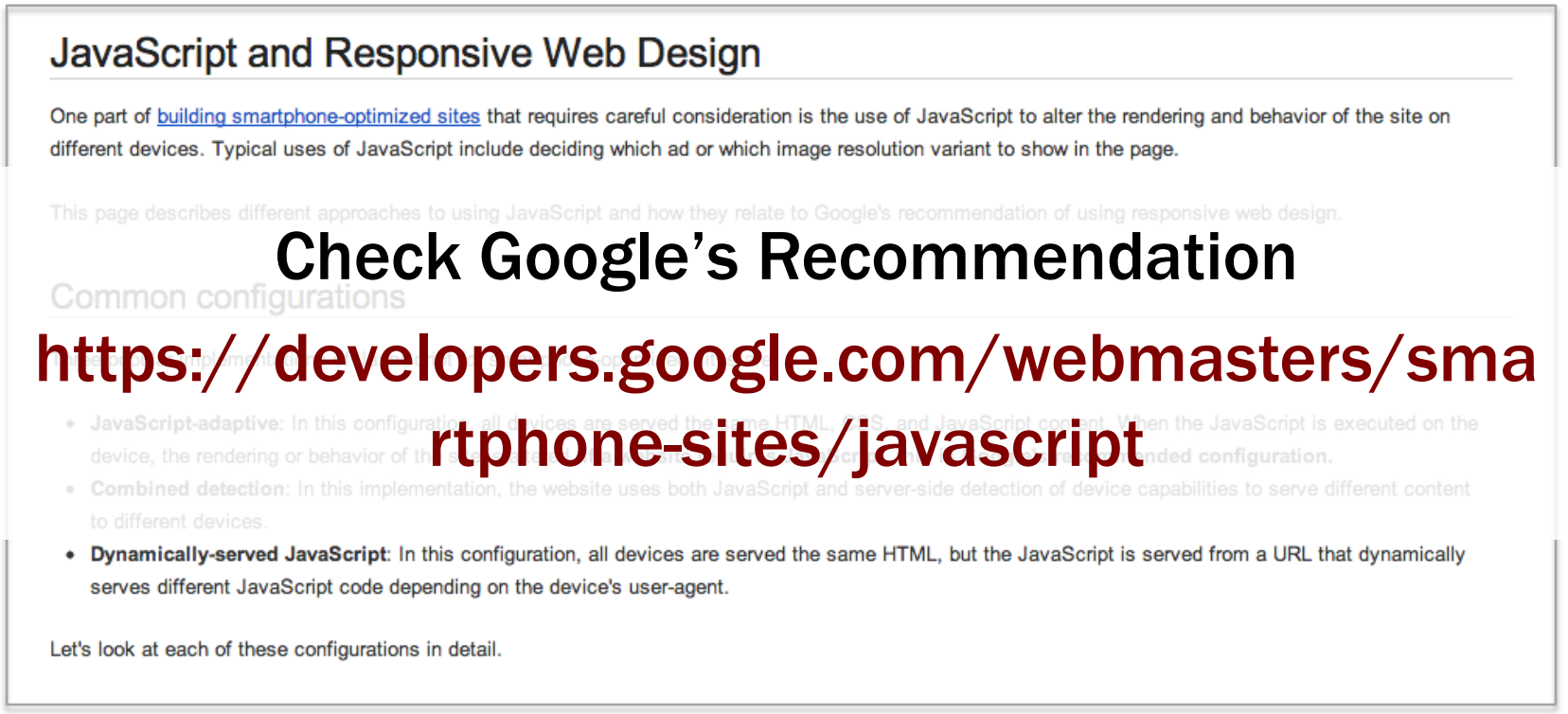
Common configurations

Three popular implementations of JavaScript for smartphone-optimized sites are:

- **JavaScript-adaptive**: In this configuration, all devices are served the same HTML, CSS, and JavaScript content. When the JavaScript is executed on the device, the rendering or behavior of the site is altered. **If a website requires JavaScript, this is Google's recommended configuration.**
- **Combined detection**: In this implementation, the website uses both JavaScript and server-side detection of device capabilities to serve different content to different devices.
- **Dynamically-served JavaScript**: In this configuration, all devices are served the same HTML, but the JavaScript is served from a URL that dynamically serves different JavaScript code depending on the device's user-agent.

Let's look at each of these configurations in detail.

SEO Tip: Effectively Use Javascript for Rendering



JavaScript and Responsive Web Design

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Common configurations

- **JavaScript-adaptive**: In this configuration, all devices are served the same HTML, CSS, and JavaScript content. When the JavaScript is executed on the device, the rendering or behavior of the page changes. We recommend this configuration.
- **Combined detection**: In this implementation, the website uses both JavaScript and server-side detection of device capabilities to serve different content to different devices.
- **Dynamically-served JavaScript**: In this configuration, all devices are served the same HTML, but the JavaScript is served from a URL that dynamically serves different JavaScript code depending on the device's user-agent.

Let's look at each of these configurations in detail.

Check Google's Recommendation

https://developers.google.com/webmasters/smartphone-sites/javascript

SEO Tip: Effectively Use Javascript for Rendering

Overview

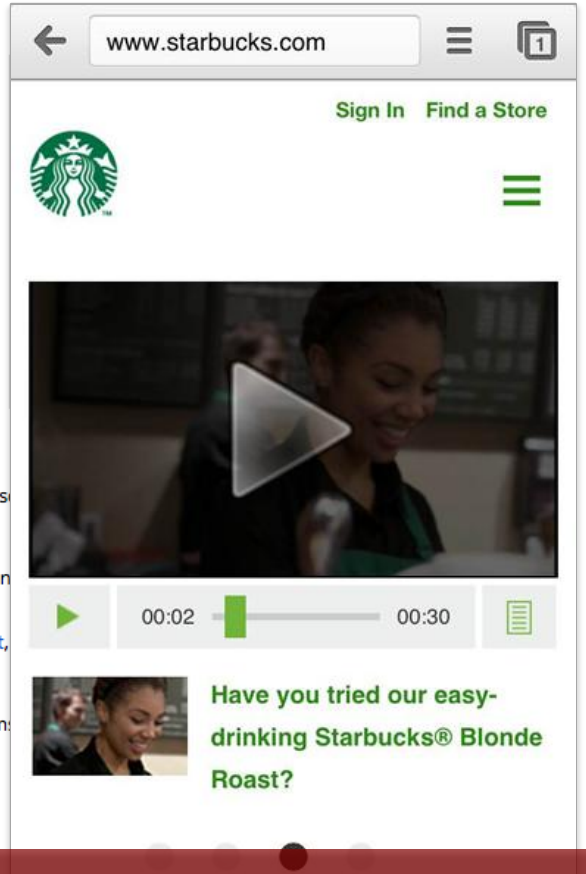
The page Starbucks Coffee Company got an overall PageSpeed Score of **77** (out of 100). Learn more

This PageSpeed Report is generated for this page as it appears on mobile devices. To get a PageSpeed Report for desktop clients, view the desktop report instead.

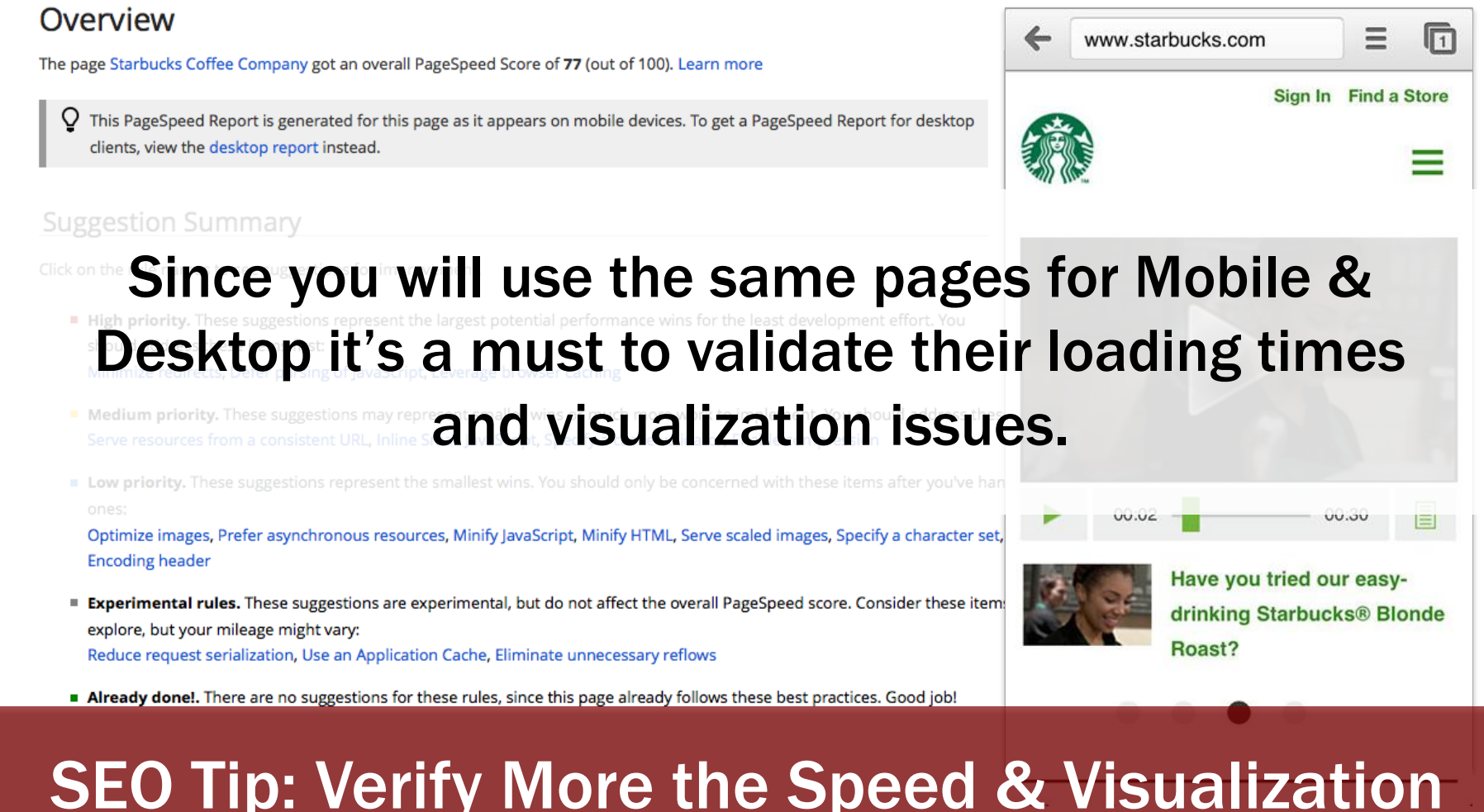
Suggestion Summary

Click on the rule names to see suggestions for improvement.

- **High priority.** These suggestions represent the largest potential performance wins for the least development effort. You should address these items first:
  Minimize redirects, Defer parsing of JavaScript, Leverage browser caching
- **Medium priority.** These suggestions may represent smaller wins or much more work to implement. You should address thes
  Serve resources from a consistent URL, Inline Small JavaScript, Specify a cache validator, Enable compression
- **Low priority.** These suggestions represent the smallest wins. You should only be concerned with these items after you've han
  ones:
  Optimize images, Prefer asynchronous resources, Minify JavaScript, Minify HTML, Serve scaled images, Specify a character set,
  Encoding header
- **Experimental rules.** These suggestions are experimental, but do not affect the overall PageSpeed score. Consider these item
  explore, but your mileage might vary:
  Reduce request serialization, Use an Application Cache, Eliminate unnecessary reflows
- **Already done!.** There are no suggestions for these rules, since this page already follows these best practices. Good job!



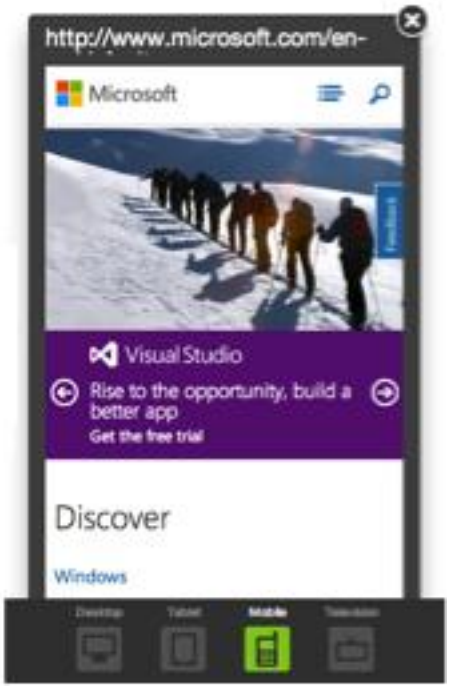
SEO Tip: Verify More the Web Speed & Visualization



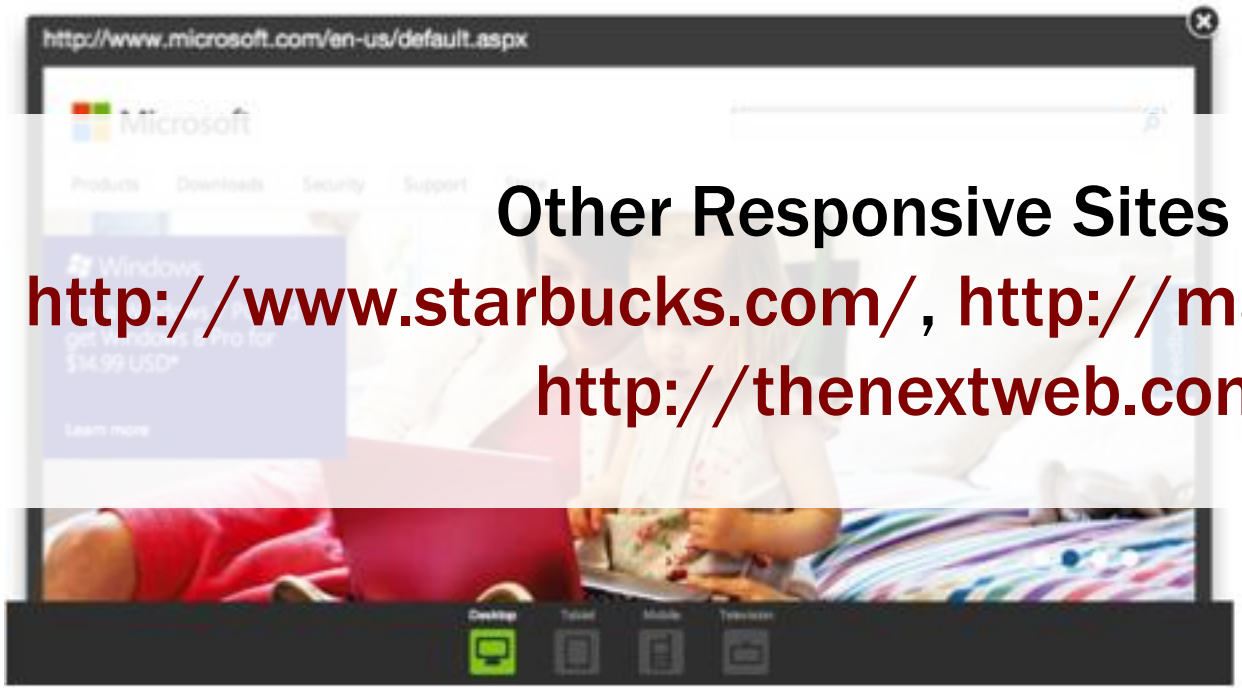
Since you will use the same pages for Mobile & Desktop it's a must to validate their loading times and visualization issues.

SEO Tip: Verify More the Speed & Visualization

VS



Some Responsive Mobile Web Examples

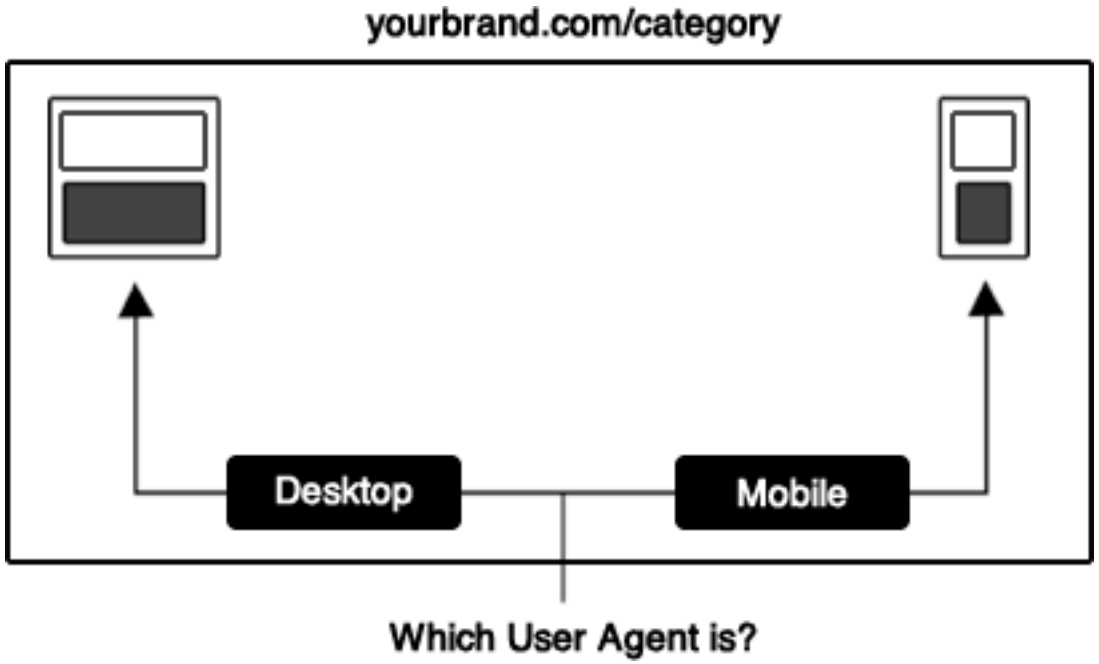


Other Responsive Sites are http://www.starbucks.com/, http://mashable.com/ and http://thenextweb.com/

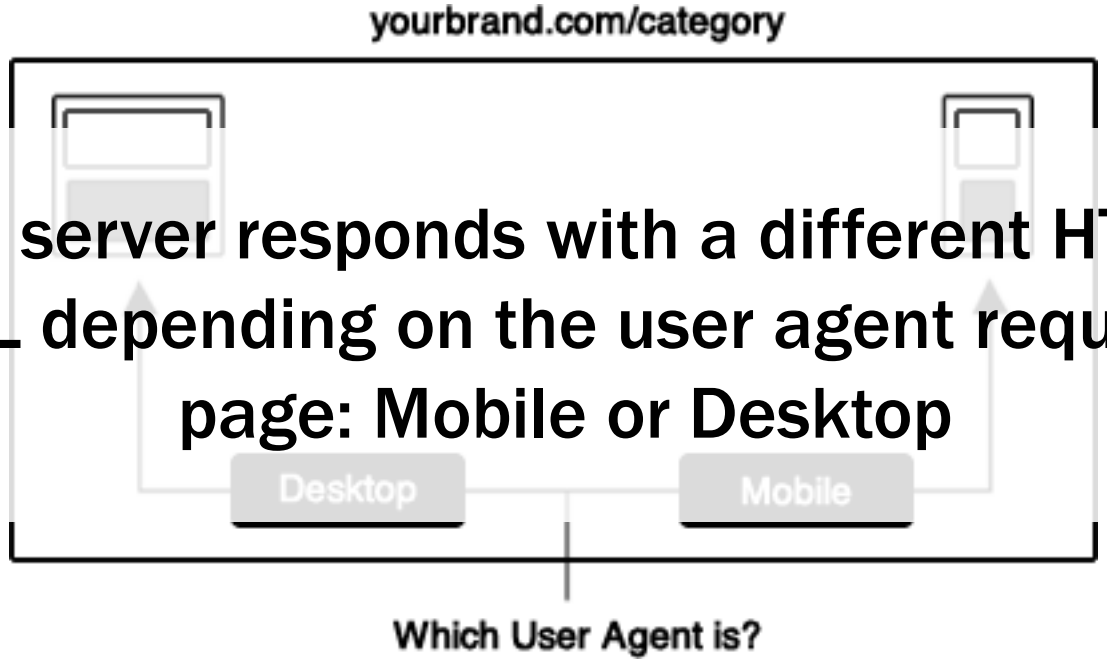
Some Responsive Mobile Web Examples

Not for you? Let's see with Dynamic Serving

8.
Dynamic Serving SEO Guidelines



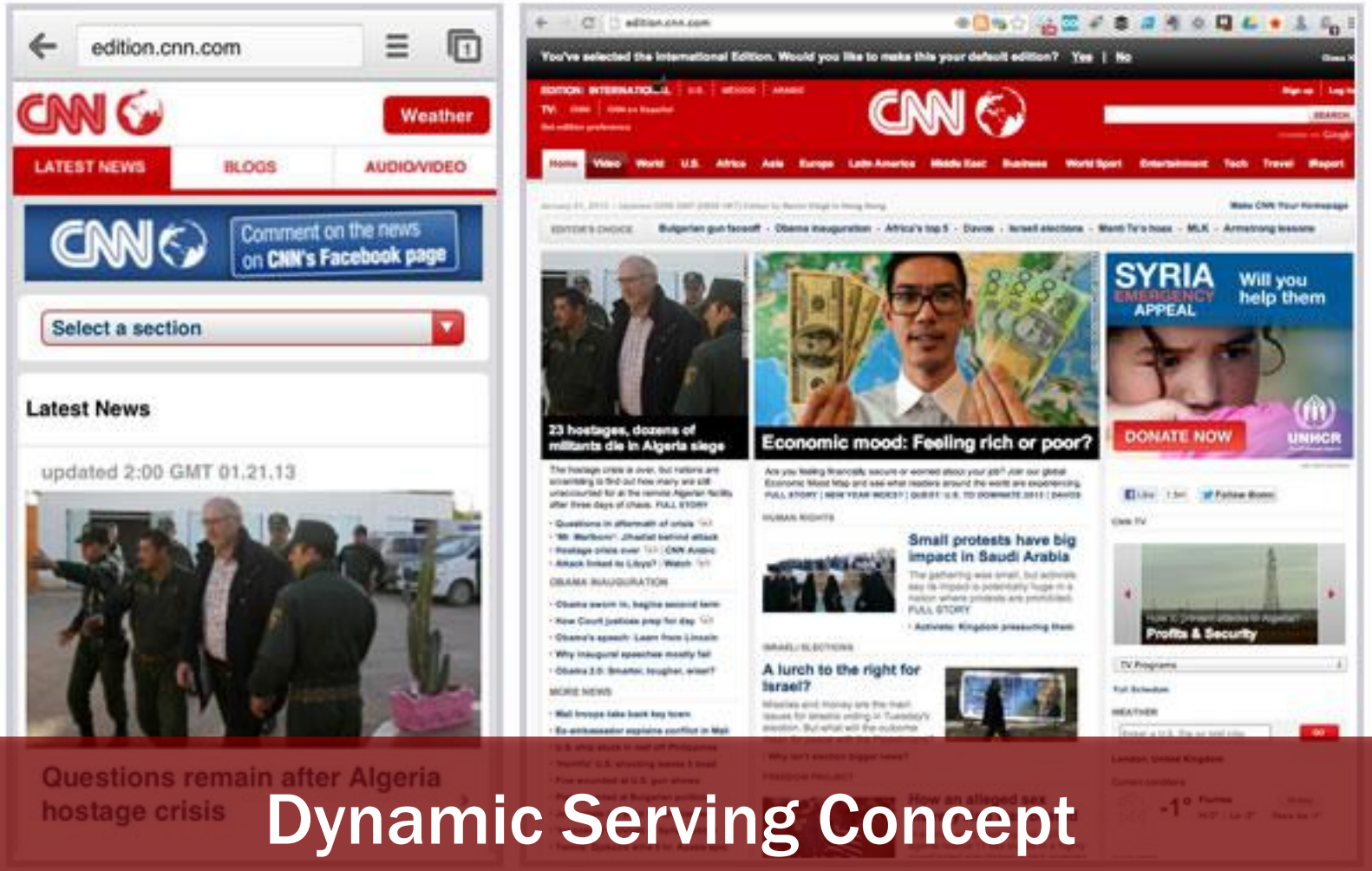
Dynamic Serving Concept



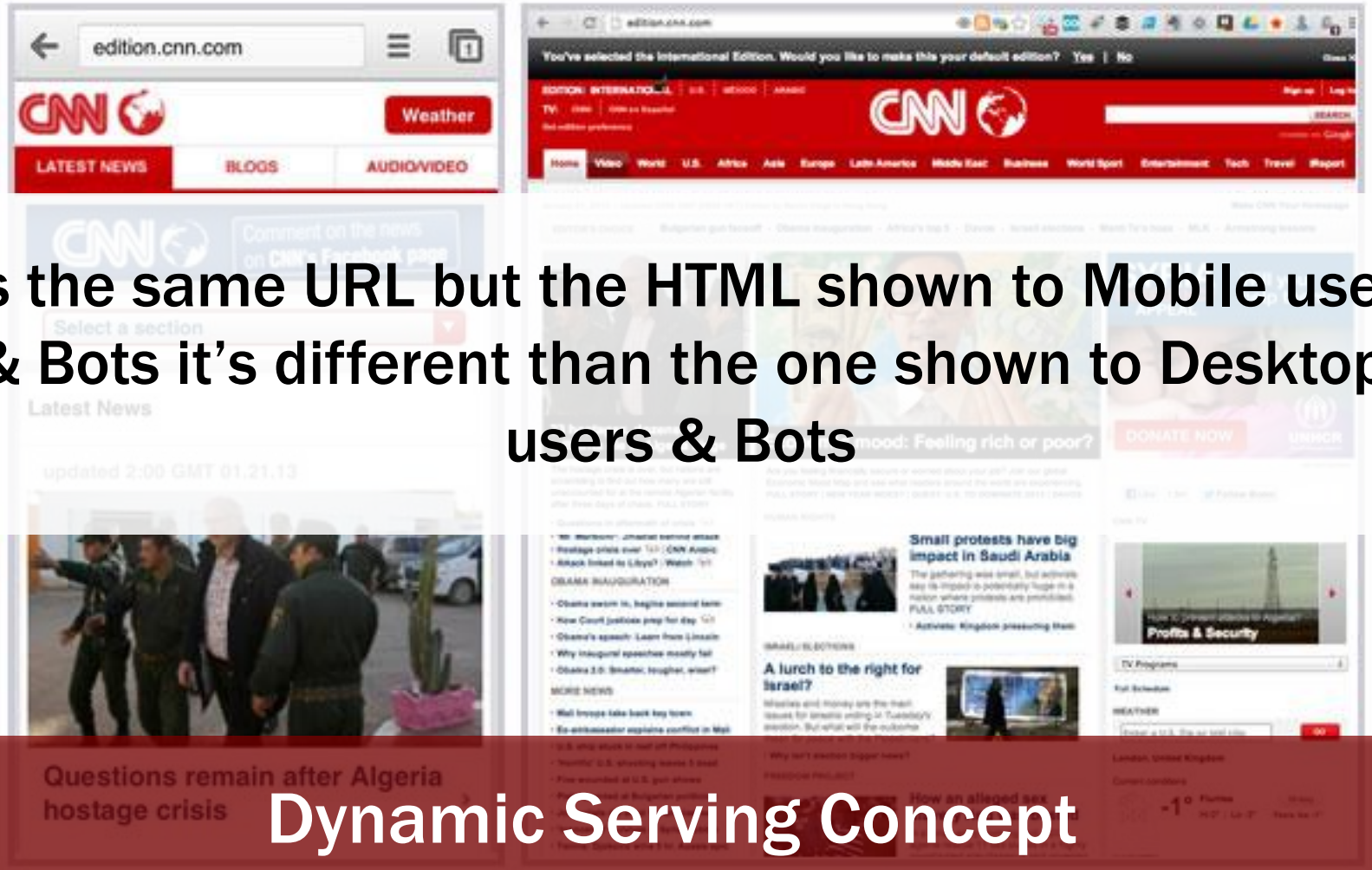
Your Web server responds with a different HTML in the same URL depending on the user agent requesting the page: Mobile or Desktop

Dynamic Serving Concept

Good Practices to Maximize your Mobile SEO



Dynamic Serving Concept



It's the same URL but the HTML shown to Mobile users & Bots it's different than the one shown to Desktop users & Bots

Dynamic Serving Concept

Pros

* 1 URL for both versions, no duplication
* Popularity consolidation
* Capacity to differentiate mobile content
* Better mobile user experience

Cons

* Complexity of technical implementation
* Higher cost of maintenance

Dynamic Serving Pros & Cons

If you cannot go Responsive due to the need of a highly differentiated offering for Mobile users or Responsive technical restrictions, Dynamic Serving is the alternative.

Dynamic Serving Pros & Cons

Googlebot and caching: the Vary HTTP header with automatic redirects

If your site serves content or redirects users depending on the user-agent, i.e. the response varies, we strongly recommend that your server also send the Vary HTTP header on URLs that serve automatic redirects. This helps with ISP caching and is another signal for Googlebot and our algorithms to discover and understand your website's configuration.

The Vary HTTP header looks like this:

```
GET /page-1 HTTP/1.1
Host: www.example.com
User-Agent: Mozilla/5.0 (Linux; Android 4.0.4; Galaxy Nexus Build/IMM76B) AppleWebKit/535.19 (KHTML, like
(...rest of HTTP request headers...)

HTTP/1.1 200 OK
Content-Type: text/html
Vary: User-Agent
Content-Length: 5710
(... rest of HTTP response headers...)
```

SEO Tip: Use the Vary HTTP header “User Agent”

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The Vary HTTP header looks like this:

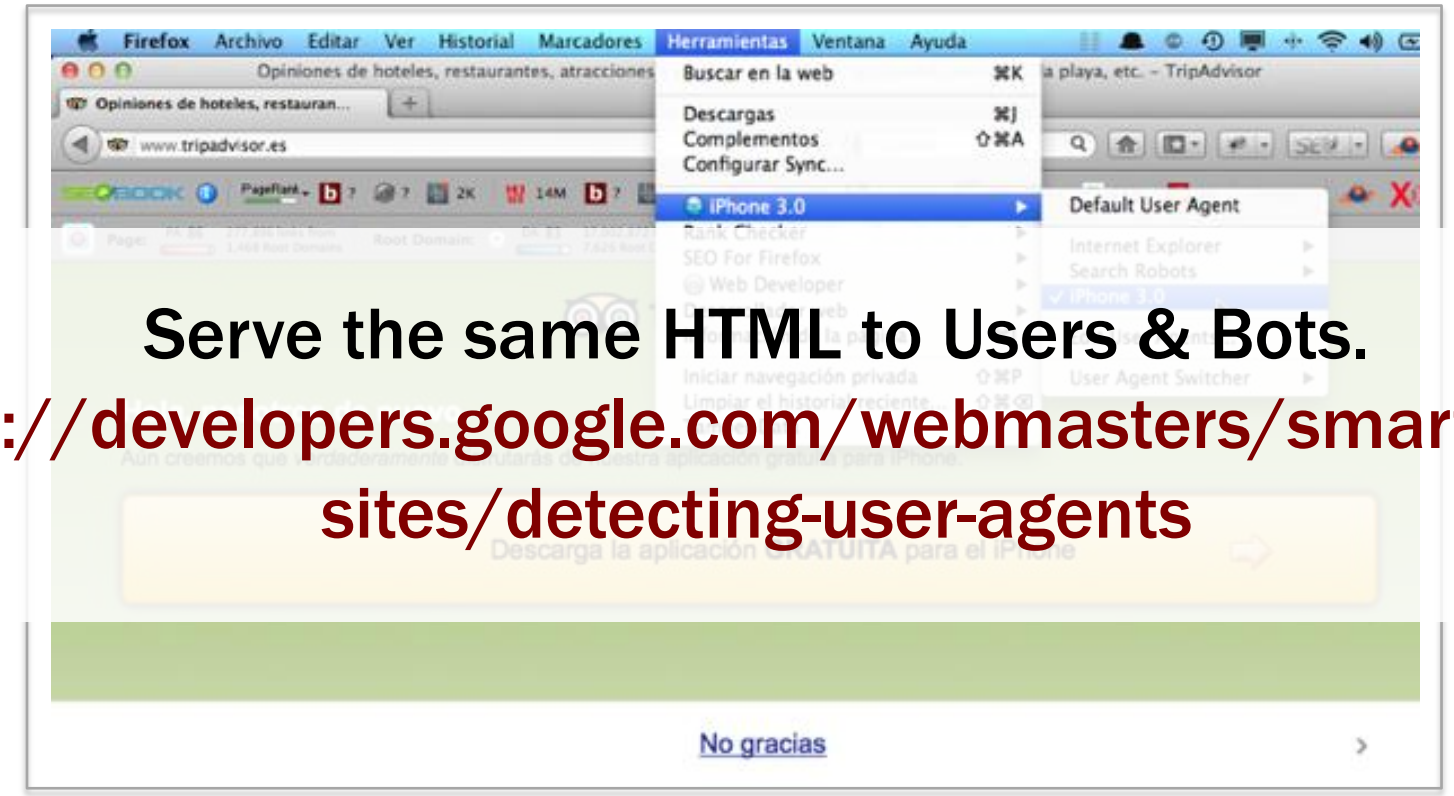
```
GET /page-1 HTTP/1.1
Host: www.example.com
User-Agent: Mozilla/5.0 (Linux; Android 4.0.4; Galaxy Nexus Build/IMM76B) AppleWebKit/535.19 (KHTML, like
(...rest of HTTP request headers...)

HTTP/1.1 200 OK
Content-Type: text/html
Vary: User-Agent
Content-Length: 5710
(... rest of HTTP response headers...)
```

Follow Google's User-Agent Detection Recommendation

https://developers.google.com/webmasters/smartphone-sites/redirects

SEO Tip: Use the Vary HTTP header "User Agent"

SEO Tip: Effectively Detect and Serve User Agents

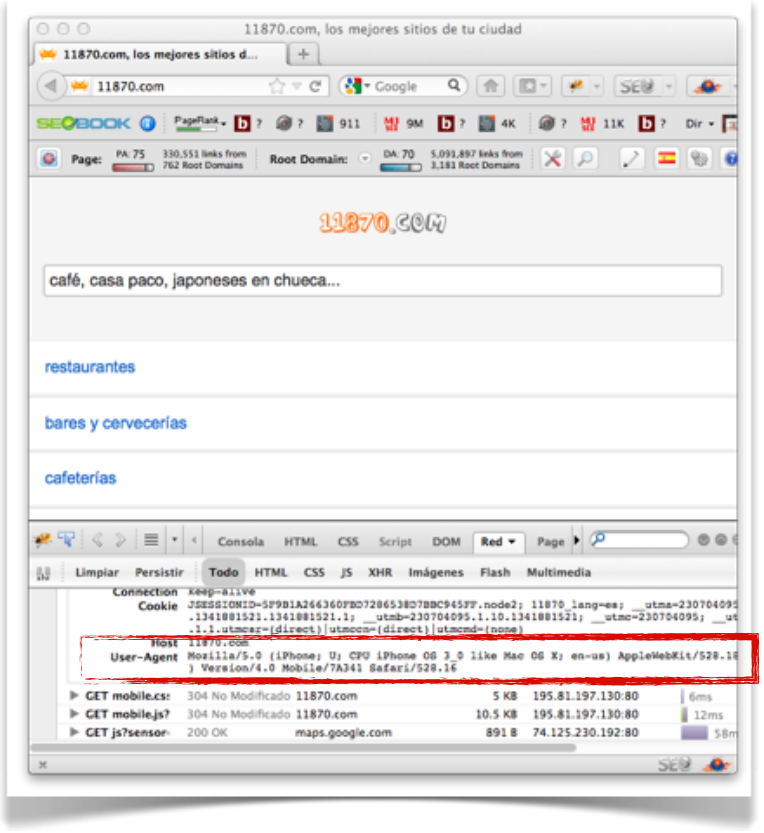


Serve the same HTML to Users & Bots.

https://developers.google.com/webmasters/smartphone-sites/detecting-user-agents

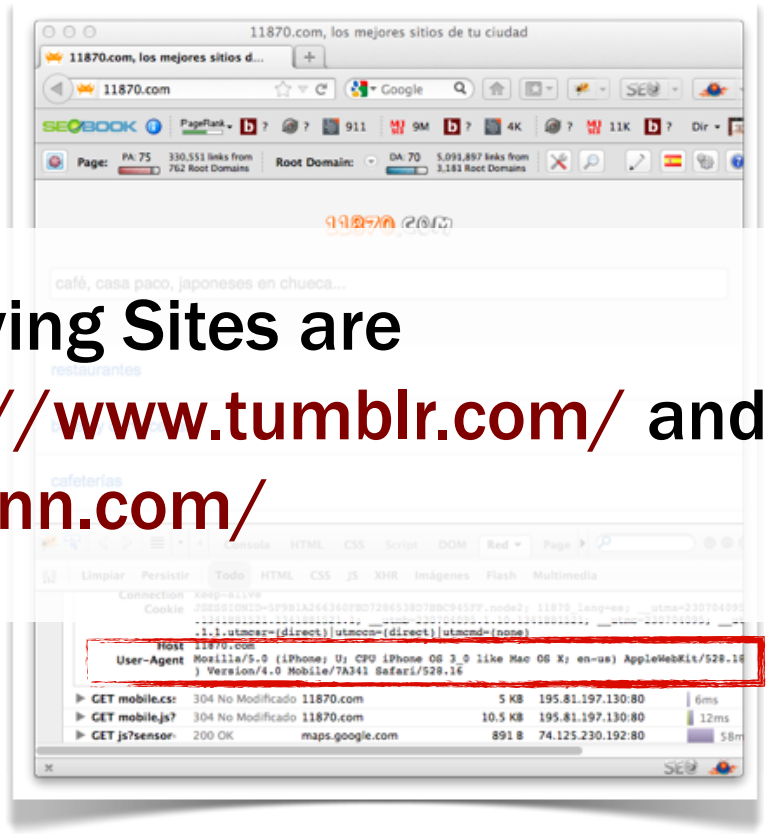
SEO Tip: Effectively Detect and Serve User Agents

VS



Dynamic Serving Mobile Site Examples

vs

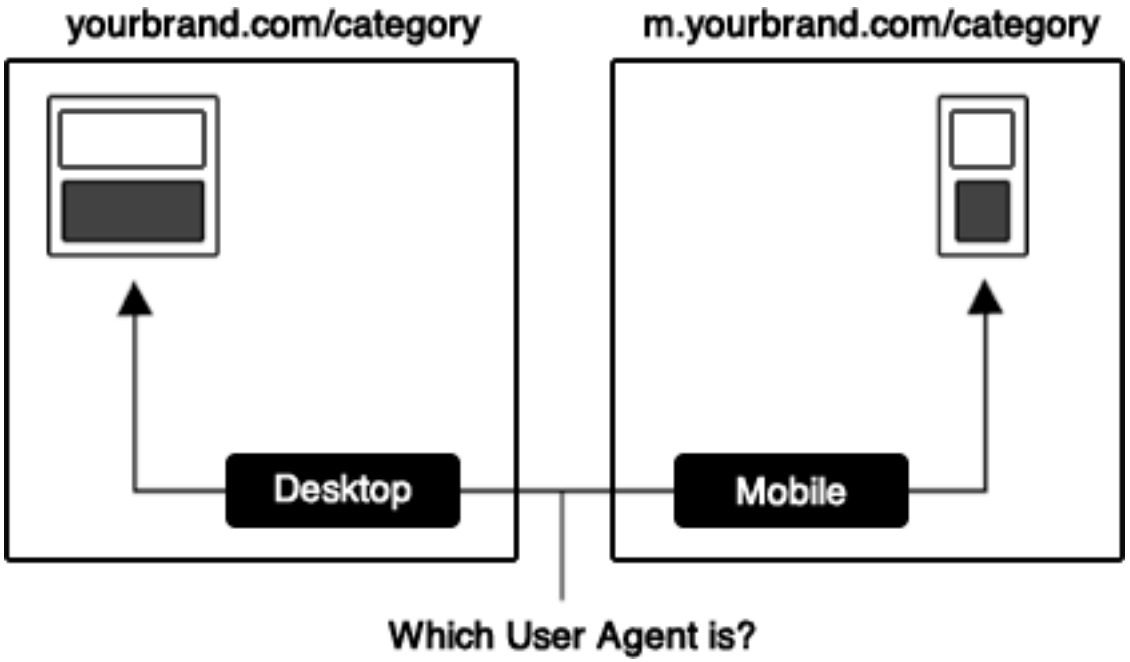


Other Dynamic Serving Sites are http://www.zillow.com/, https://www.tumblr.com/ and http://edition.cnn.com/

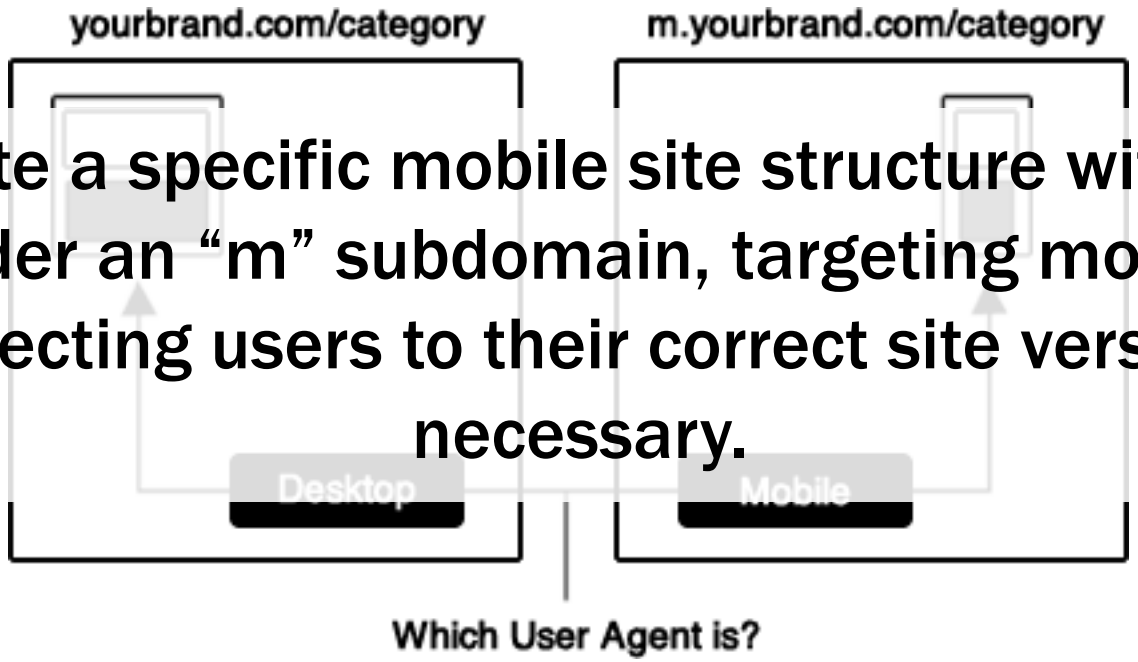
Dynamic Serving Mobile Site Examples

Still can't see it? Check the Parallel Mobile Option

9.
Parallel Mobile Site SEO Guidelines

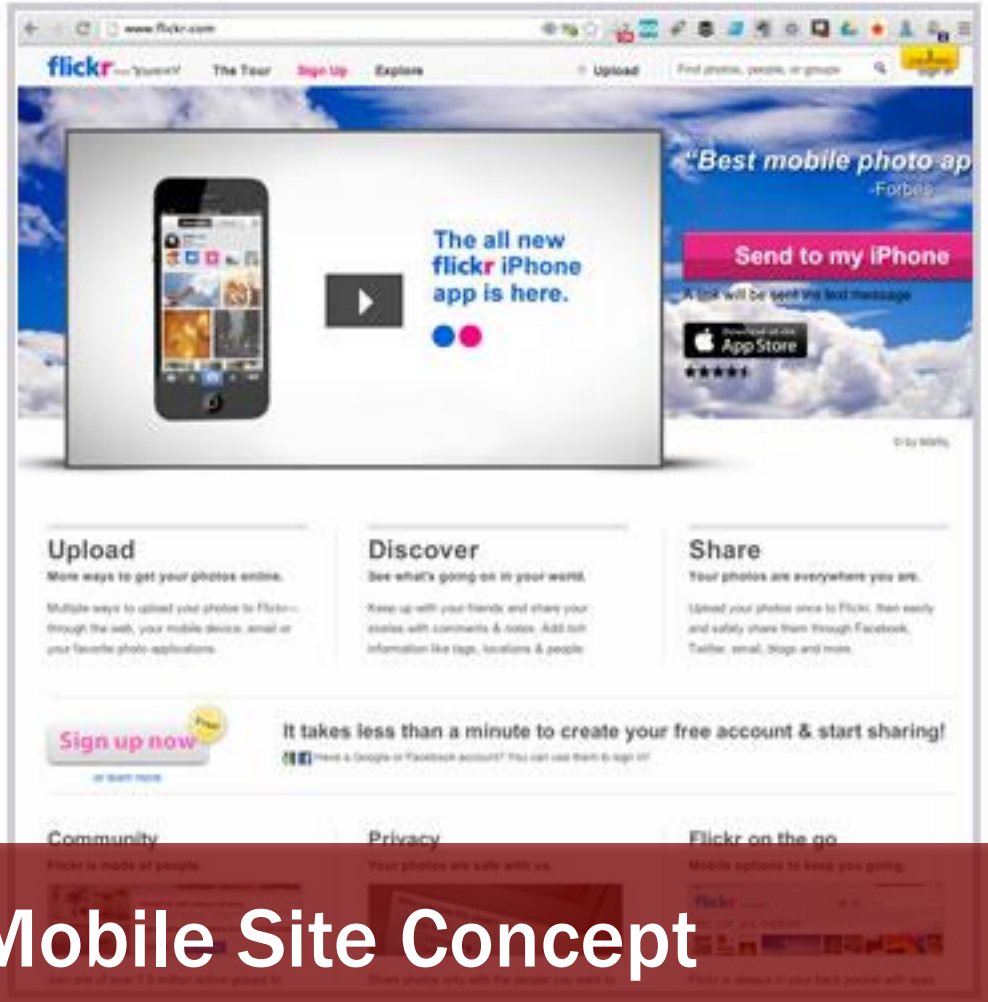


Parallel Mobile Site Concept



You create a specific mobile site structure with its own URLs, under an “m” subdomain, targeting mobile users, redirecting users to their correct site version if necessary.

Parallel Mobile Site Concept

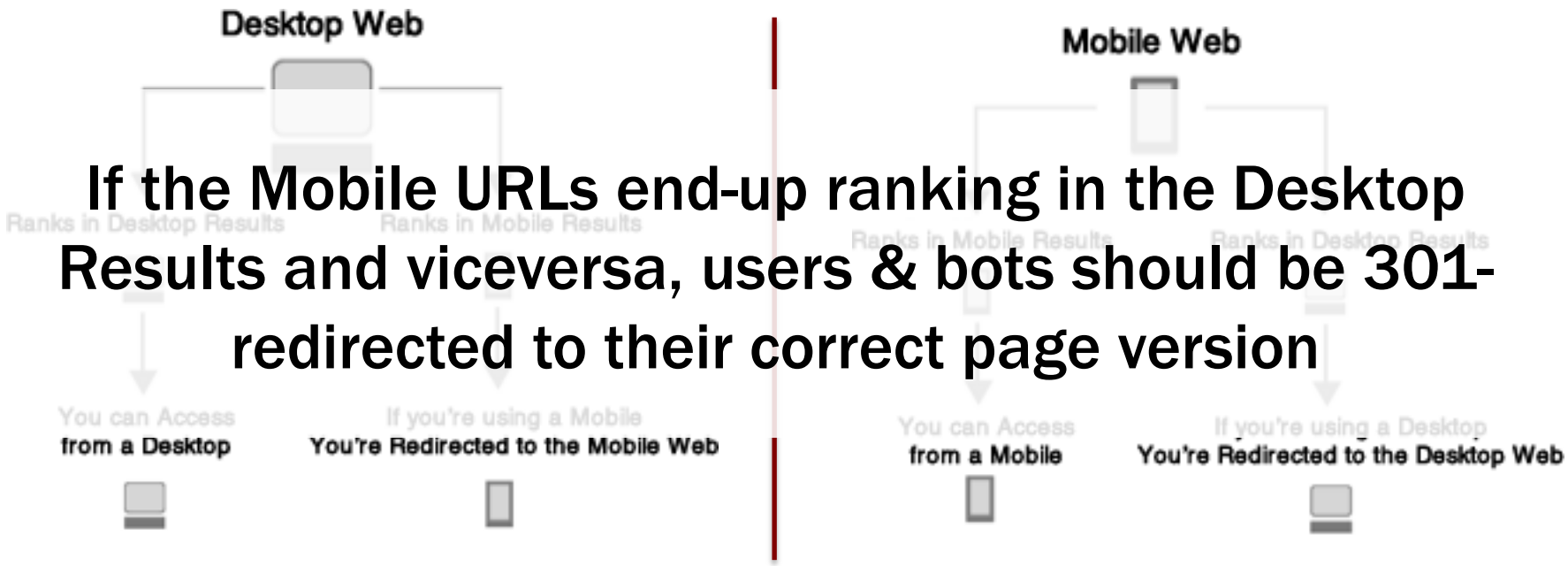


Parallel Mobile Site Concept

Show each Page Content through Two Different URLs, one for Mobile and another for Desktop.

Parallel Mobile Site Concept

Parallel Mobile Site Concept



If the Mobile URLs end-up ranking in the Desktop Results and viceversa, users & bots should be 301-redirected to their correct page version

Parallel Mobile Site Concept

Pros
* Easier implementation
* Capacity to differentiate mobile content
* Better mobile user experience

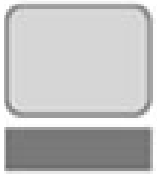
Cons
* Content duplication risk
* Split of link popularity
* Higher cost of maintenance

Parallel Mobile Site Pros & Cons

If you cannot Implement a Dynamic Serving Mobile Version due technical restrictions, then your alternative is a Parallel Mobile Site.

Parallel Mobile Site Pros & Cons

Desktop Version



http:/www.yourbrand.com/category-a/

Mobile Version

http:/m.yourbrand.com/category-a/

SEO Tip: Use Consistent URLs in an “m” Subdomain

Desktop Version

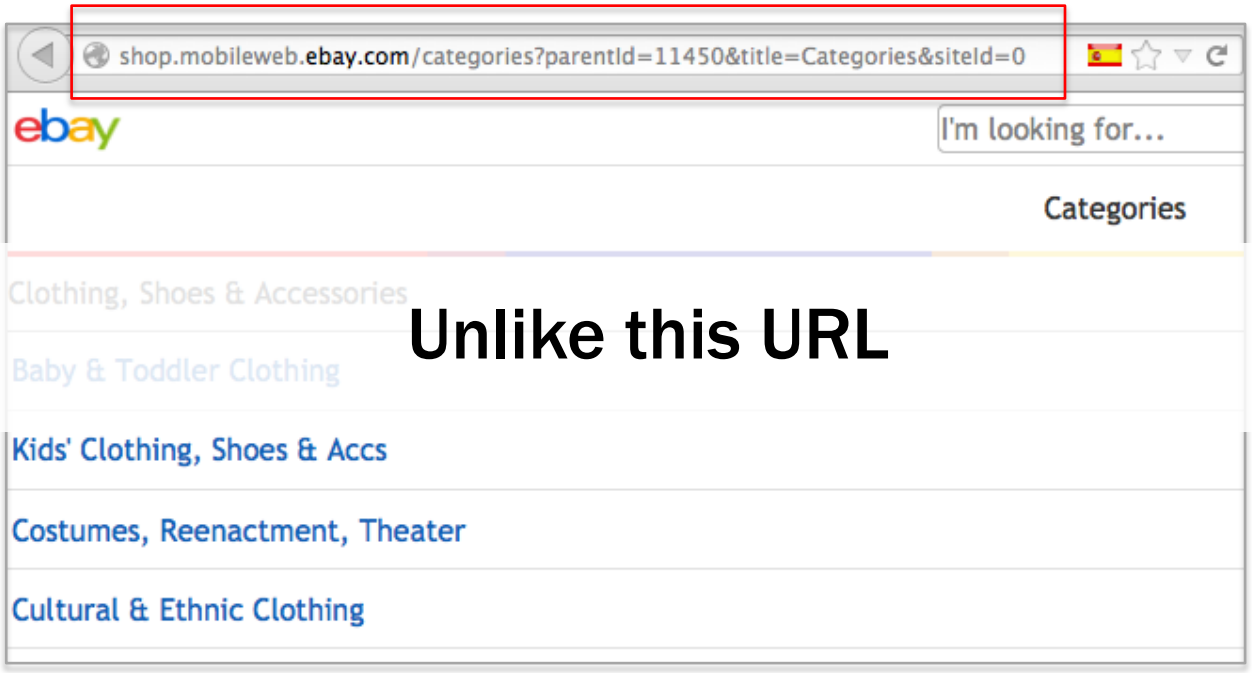
Mobile Version

Keep the Mobile URL structure as clean and relevant as possible, without adding any unnecessary directories.

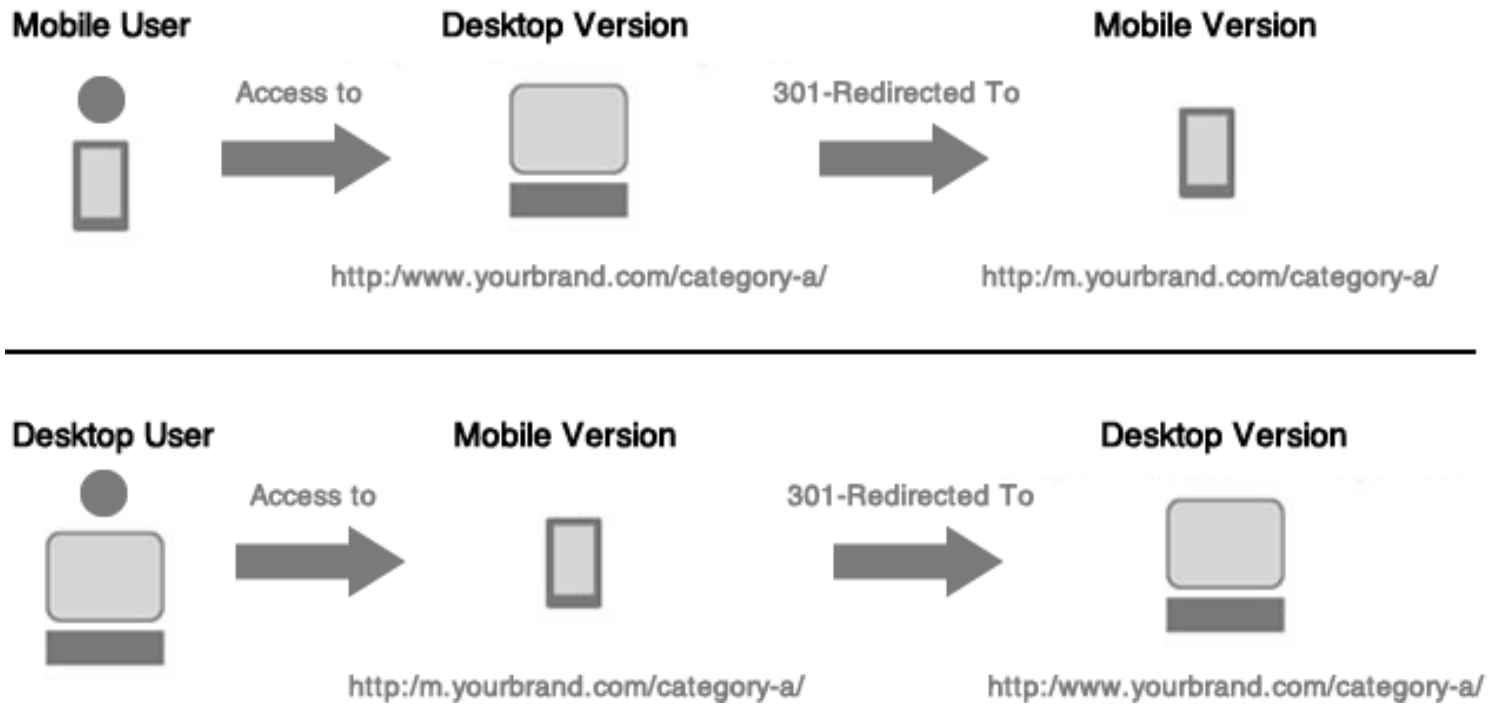
http:/www.yourbrand.com/category-a/

http:/m.yourbrand.com/category-a/

SEO Tip: Use Consistent URLs in an “m” Subdomain



SEO Tip: Use Consistent URLs in an “m” Subdomain



SEO Tip: Redirect Users to the correct URL versions

Detect & Redirect User Agent as specified in

https://developers.google.com/webmasters/smartphone-sites/redirects

SEO Tip: Redirect Users to the correct URL versions

http://www.yourname.com/category/

```
<head>
....
    <link rel="alternate" media="only screen and
        (max-width: 640px)"
    href="http://m.yourname.com/category/" />
.....
</head>
```

http://m.yourname.com/category/

```
<head>
....
    <link rel="canonical" href=
    "http://www.yourname.com/category/" />
.....
</head>
```

SEO Tip: Add the alternate & canonical Annotations

Refer each mobile URL to its desktop alternative and viceversa with the rel alternate & canonical annotations

https://developers.google.com/webmasters/smartphone-sites/details

SEO Tip: Add the alternate & canonical annotations

Annotation in Sitemaps

We support including the rel="alternate" annotation for the desktop pages in Sitemaps like this:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:xhtml="http://www.w3.org/1999/xhtml">
<url>
<loc>http://www.example.com/page-1/</loc>
<xhtml:link
    rel="alternate"
    media="only screen and (max-width: 640px)"
    href="http://m.example.com/page-1" />
</url>
</urlset>
```

SEO Tip: Add rel="alternate" in Desktop Sitemaps

Annotation in Sitemaps

We support including the rel="alternate" annotation for the desktop pages in Sitemaps like this:

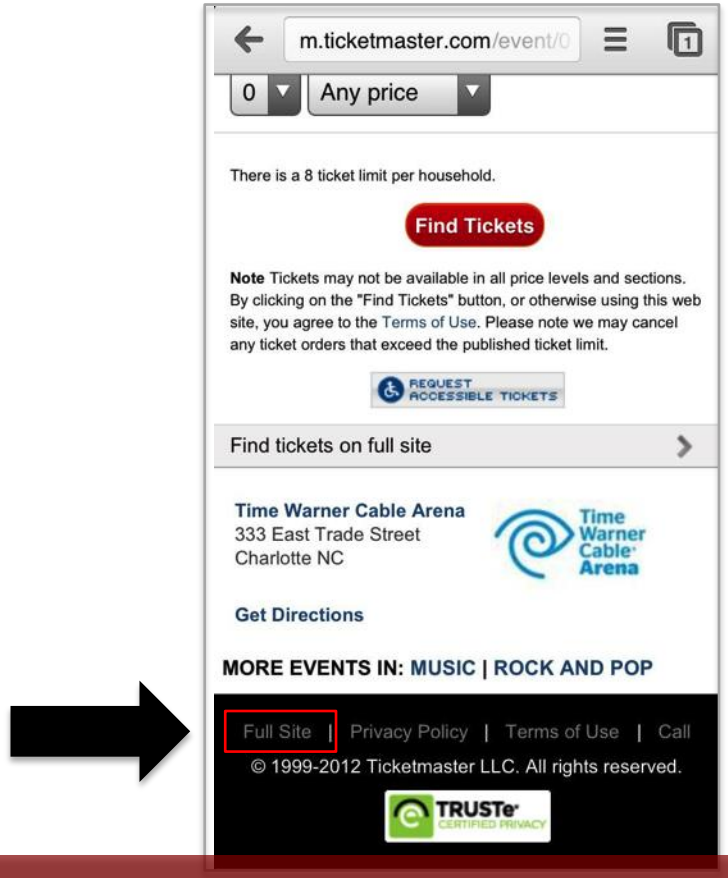
```
<?xml version="1.0" encoding="UTF-8"?>
<urlset
    xmlns:xhtml="http://www.w3.org/1999/xhtml">
  <url>
    <loc>http://www.example.com/page-1</loc>
    <xhtml:link
        rel="alternate"
        media="only screen and (max-width: 640px)"
        href="http://m.example.com/page-1" />
  </url>
</urlset>
```

Check Sitemaps Recommendations for Smartphones

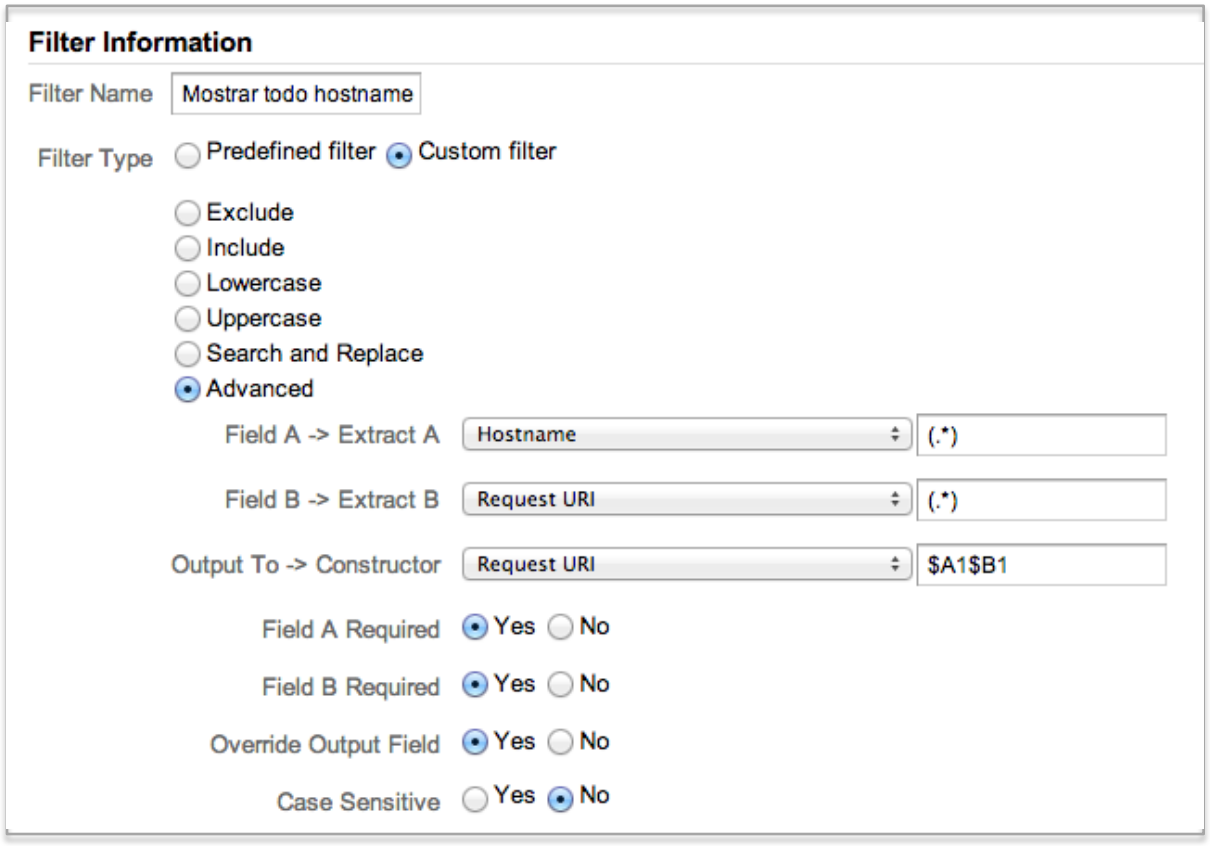
https://developers.google.com/webmasters/smartphone-sites/details

SEO Tip: Add rel="alternate" in Desktop Sitemaps

Good Practices to Maximize your Mobile SEO



SEO Tip: Always link between your URL versions

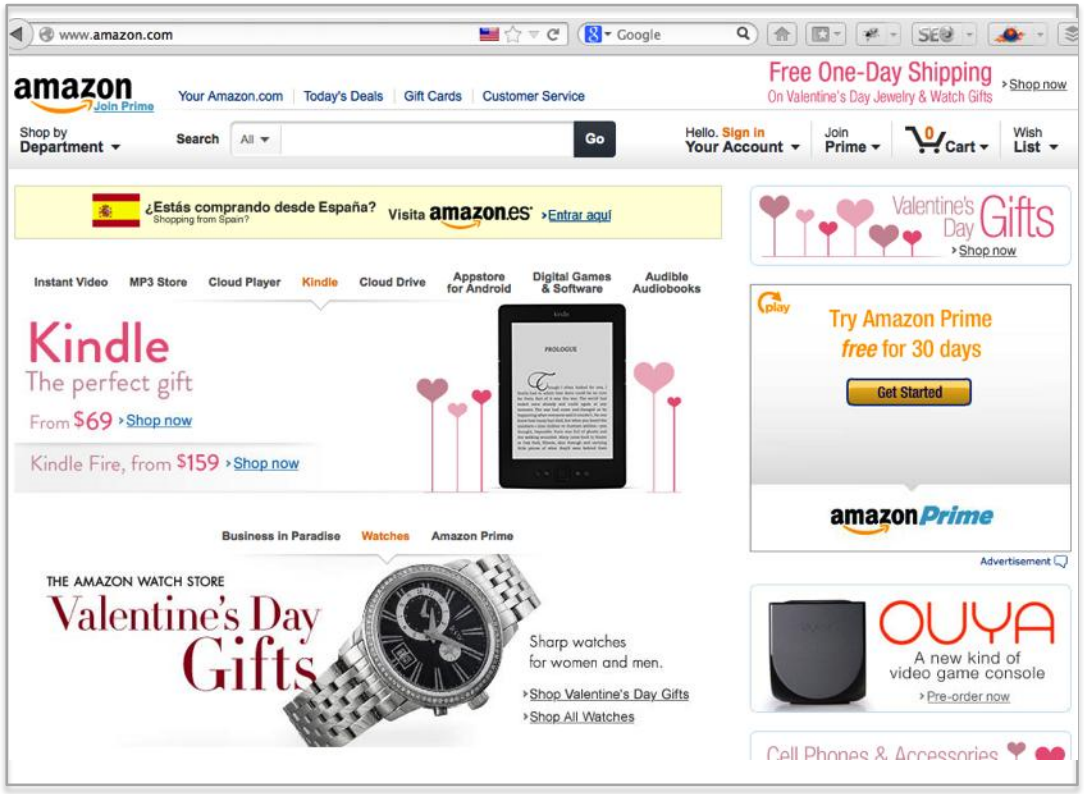


SEO Tip: Set Analytics to show your full hostname

To specifically see your mobile subdomain activity

http://cutroni.com/blog/2007/11/19/tracking-sub-domains-with-google-analytics/

SEO Tip: Set Analytics to show your full hostname



VS

Parallel Mobile Site Examples

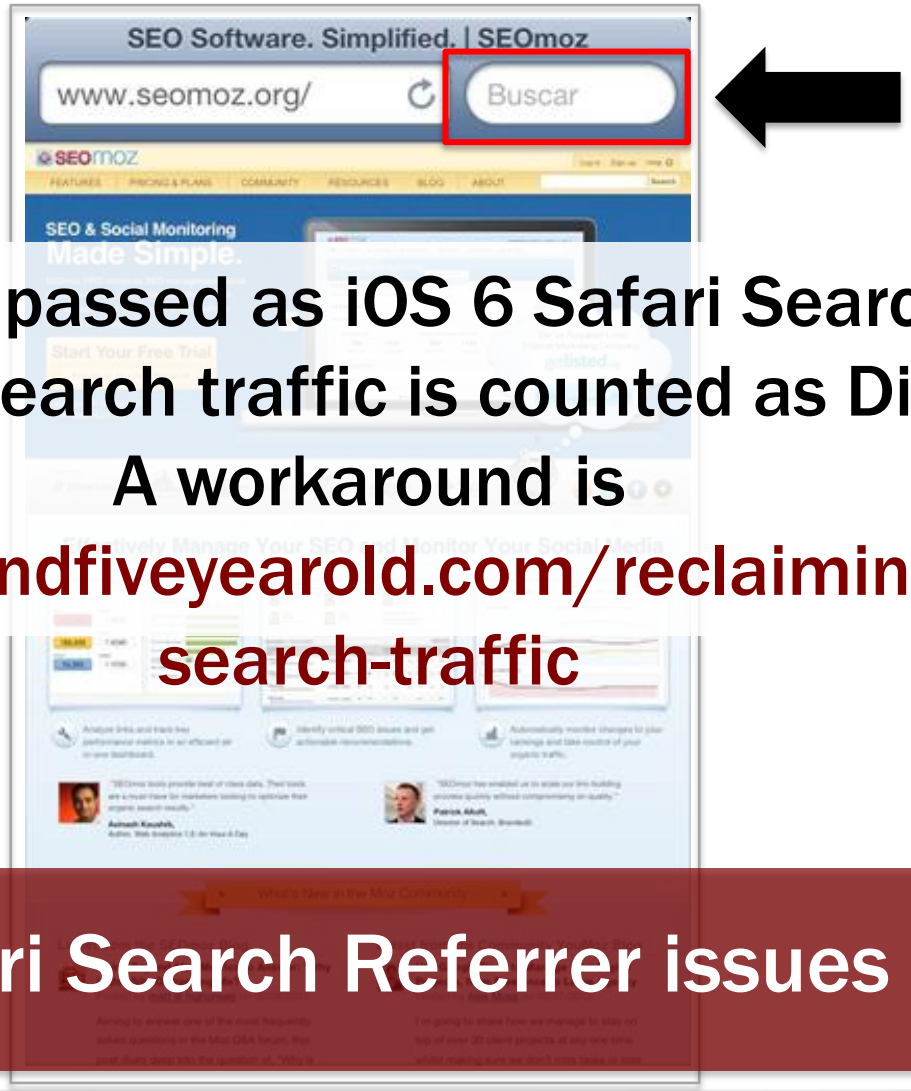
Other Parallel Mobile Sites are http://www.ebay.com/, http://www.huffingtonpost.com/ and http://www.flickr.com/

Parallel Mobile Site Examples

Can you feel the Waves now? How can you evolve?

10.
Measure and Evolve your Mobile Presence

Beware of Safari Search Referrer issues with iOS 6



The referrer isn't passed as iOS 6 Safari Search moved to SSL and search traffic is counted as Direct.

A workaround is

http://www.blindfiveyearold.com/reclaiming-lost-ios-search-traffic

Beware of Safari Search Referrer issues with iOS 6

	Mobile Device Info	Visits ↓	Pages / Visit	Avg. Visit Duration	% New Visits
1.	Apple iPad	558	1.16	00:00:49	82.97%
2.	Apple iPhone				%
3.	(not set)				%
4.	Samsung GT-I9300 Galaxy S3				%
5.	[illegible]				%
6.	Samsung GT-P6200 GALA[illegible] Plus				%
7.	Google Nexus 7	5	1.20	00:00:05	80.00%
8.	Samsung GT-I9000 Galaxy S	4	1.00	00:00:00	100.00%
9.	Apple iPod	3	1.00	00:00:00	100.00%

Verify if the Mobile Organic (visibility, traffic & conversions) have been as expected with your optimized (Pages & Keywords).

Track your Mobile Site Organic Traffic & Conversions

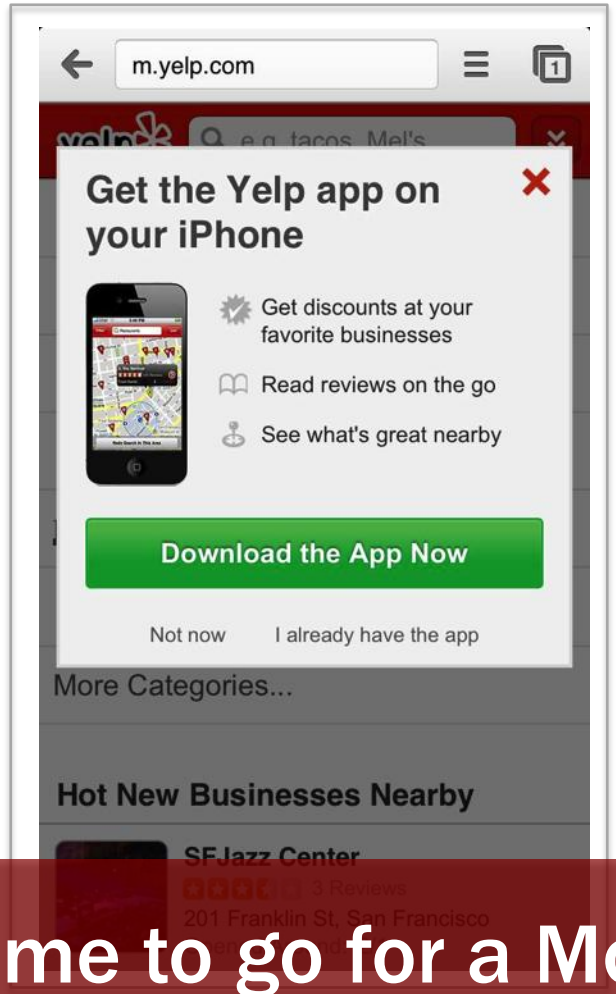
	Mobile Device Info	Visits ↓	Pages / Visit	Avg. Visit Duration	% New Visits
1.	Apple iPad	558	1.16	00:00:49	82.97%
2.	Apple iPhone				%
3.	(not set)				%
4.	[illegible]				%
6.	Samsung GT-P6200 GALAXY Tab 7.0 Plus				%
7.	Google Nexus 7	5	1.20	00:00:05	80.00%
8.	Samsung GT-I9000 Galaxy S	4	1.00	00:00:00	100.00%
9.	Apple iPod	3	1.00	00:00:00	100.00%

con la tecnología de Google™

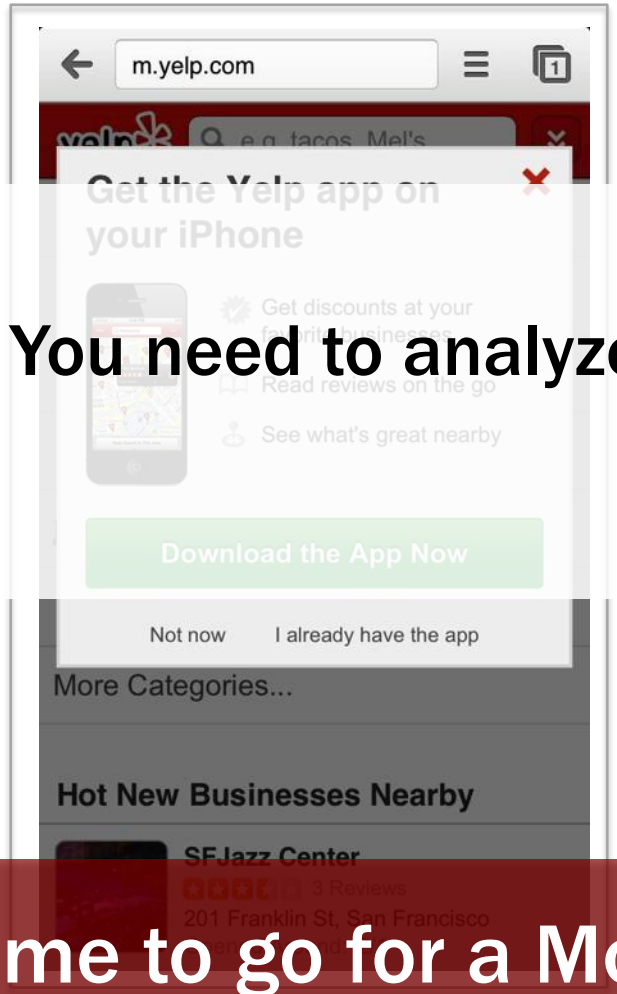
Is the Mobile Organic Search ROI positive?

Optimize or Expand the Mobile SEO Process accordingly.

Continously Improve the Mobile SEO Process

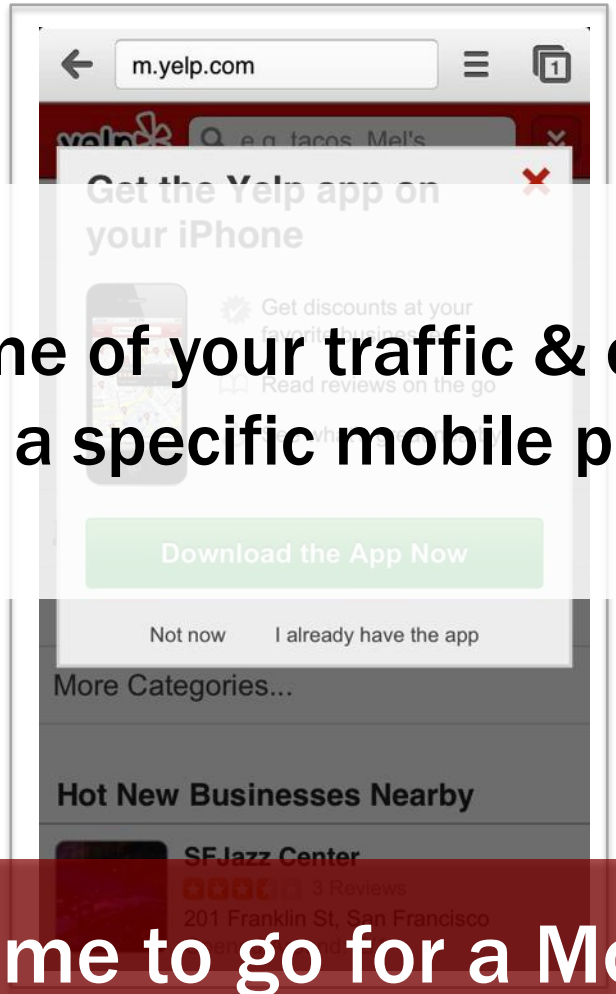


Is the time to go for a Mobile App?



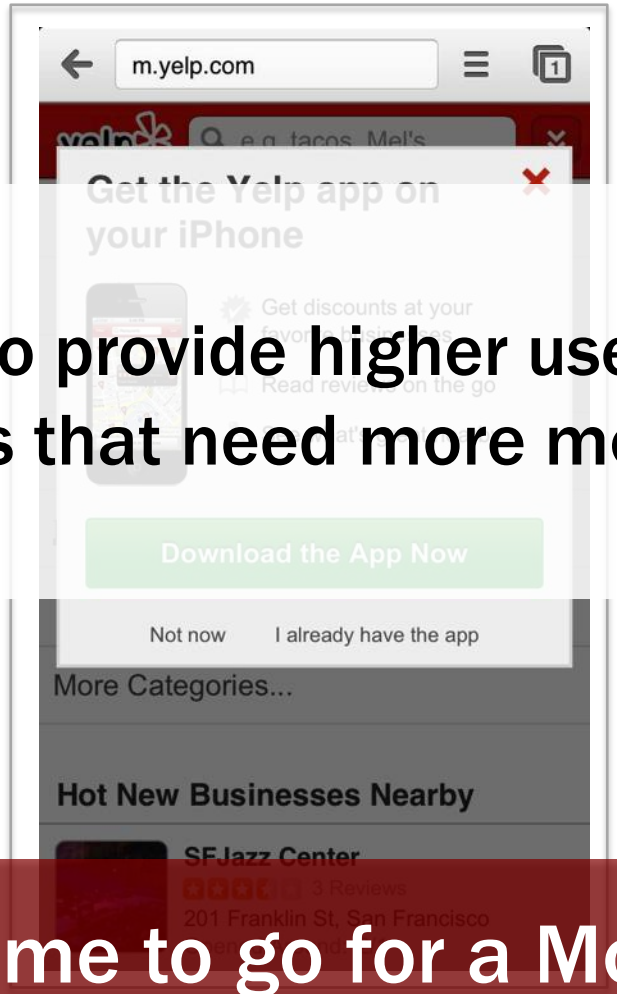
You need to analyze ...

Is the time to go for a Mobile App?



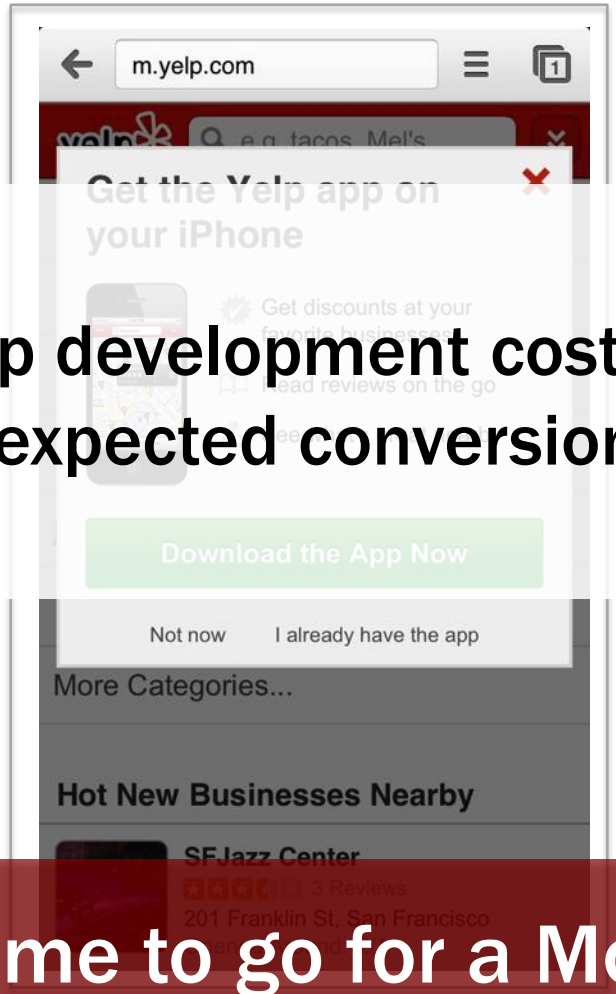
Are a high volume of your traffic & conversions coming from a specific mobile platform?

Is the time to go for a Mobile App?



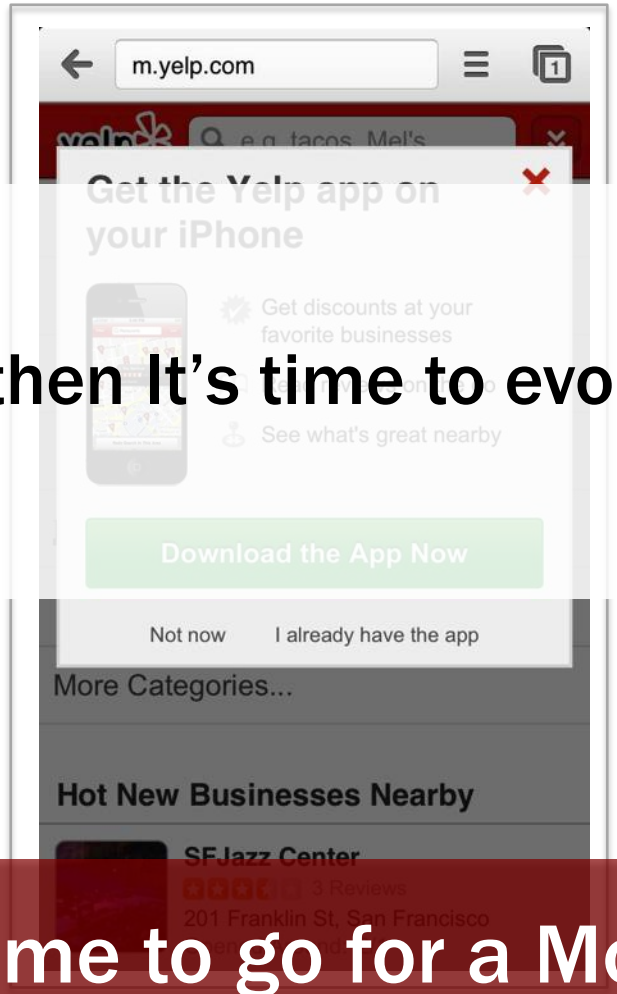
Do you need to provide higher user experience and functionalities that need more mobile integration?

Is the time to go for a Mobile App?



Are the Mobile app development costs going to be covered by the expected conversions growth?

Is the time to go for a Mobile App?



If so, then It's time to evolve again.

Is the time to go for a Mobile App?

Now You're Ready for Bigger Mobile Waves. Go!

Thanks! It's Mobile SEO Q&A Time

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www.seerinteractive.com

aleydas@seerinteractive.com

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http://www.flickr.com/photos/jeffrowley/6675138821/
http://www.flickr.com/photos/denisdore/5843321172/
http://www.flickr.com/photos/k38shawn/3039691067/
http://www.flickr.com/photos/miguelnavaza/5896656148/
http://www.flickr.com/photos/sometimes_sam/5139378515/
http://www.flickr.com/photos/dansays/9944519/
http://www.flickr.com/photos/idlphoto/8000769447/
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http://www.flickr.com/photos/localsurfer/43336189/
http://www.flickr.com/photos/anthony_goto/4073980049/
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