

MASTERING MOBILE SEARCH



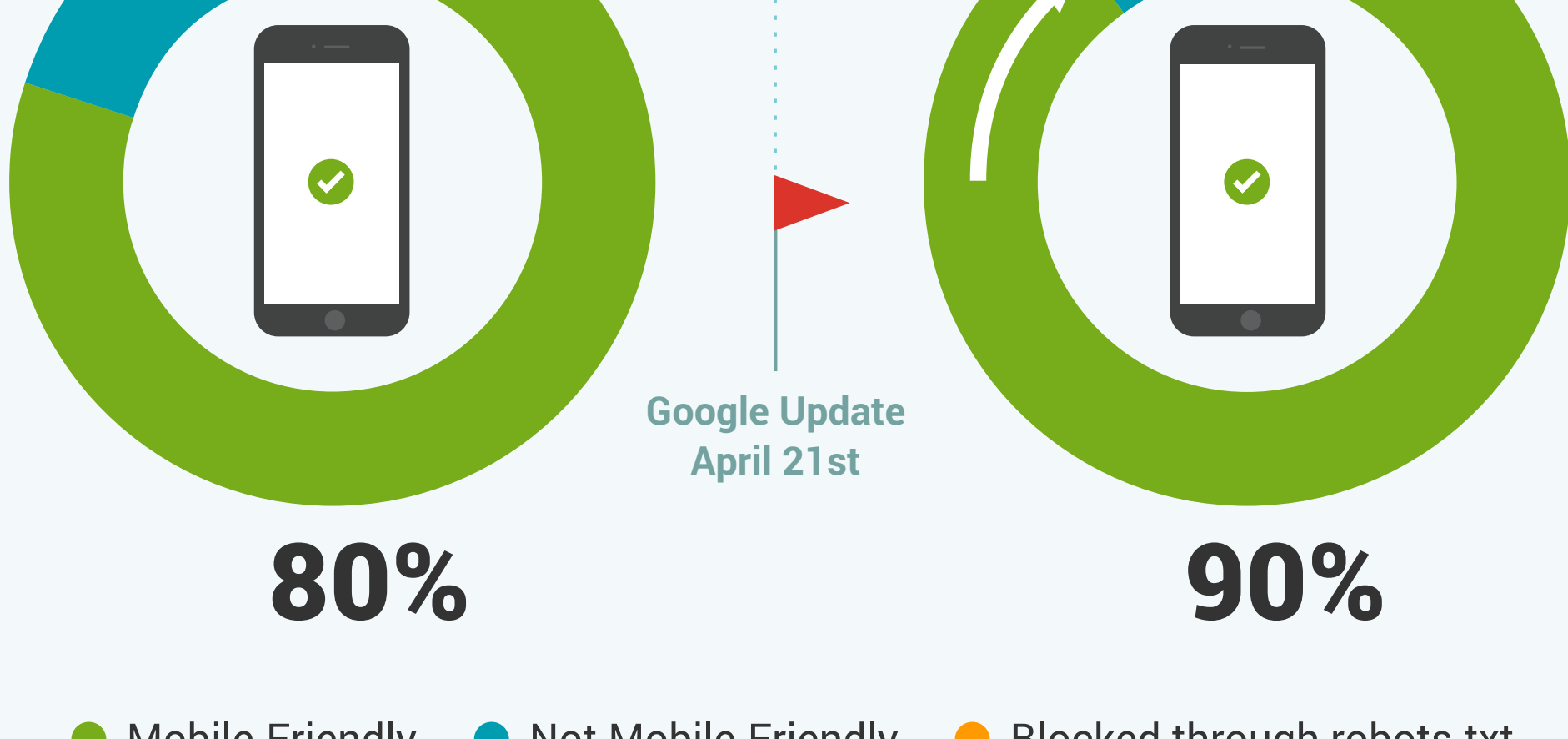
Mobile Fact Sheet

Navigate post-Mobilegeddon terrain with the Searchmetrics mobile fact sheet. The following tips can help you understand key differences between mobile and desktop search.

1 MOBILE-FRIENDLINESS IS A MUST

Over the last two years, mobile's online market share has more than doubled, while desktop has continually declined. In the months following the Google update, we found that the number of mobile-friendly sites increased.

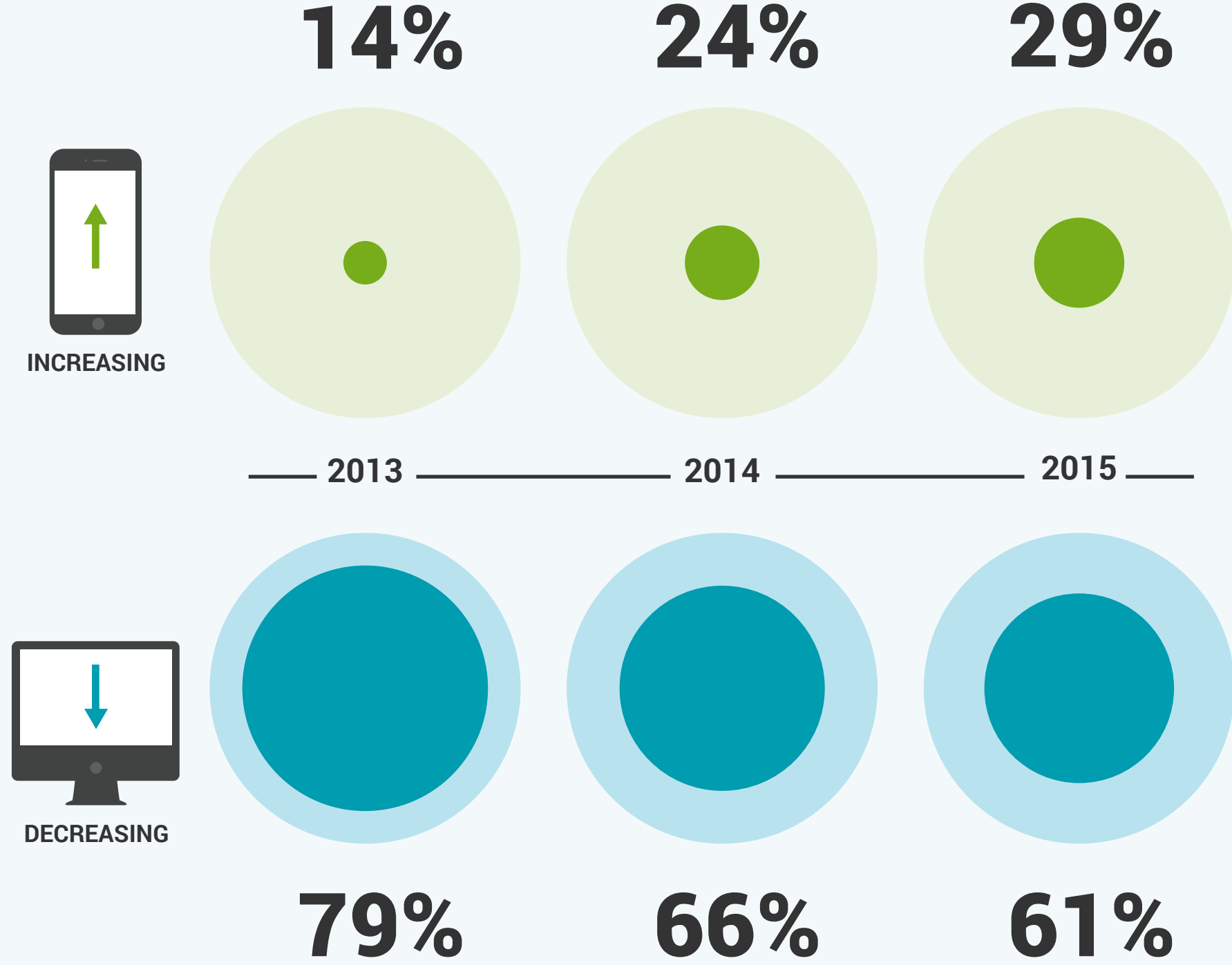
MOBILE-FRIENDLINESS PRE VS POST GOOGLE UPDATE For Top 100 Domains by SEO Visibility*



Source: Mobile Ranking Factors 2015, Searchmetrics

*SEO Visibility is a unique KPI developed by Searchmetrics for measuring online performance across organic search results.

ONLINE MARKET SHARE BY DEVICE



Source: statcounter.com

2 DEVELOP A SEPARATE MOBILE STRATEGY

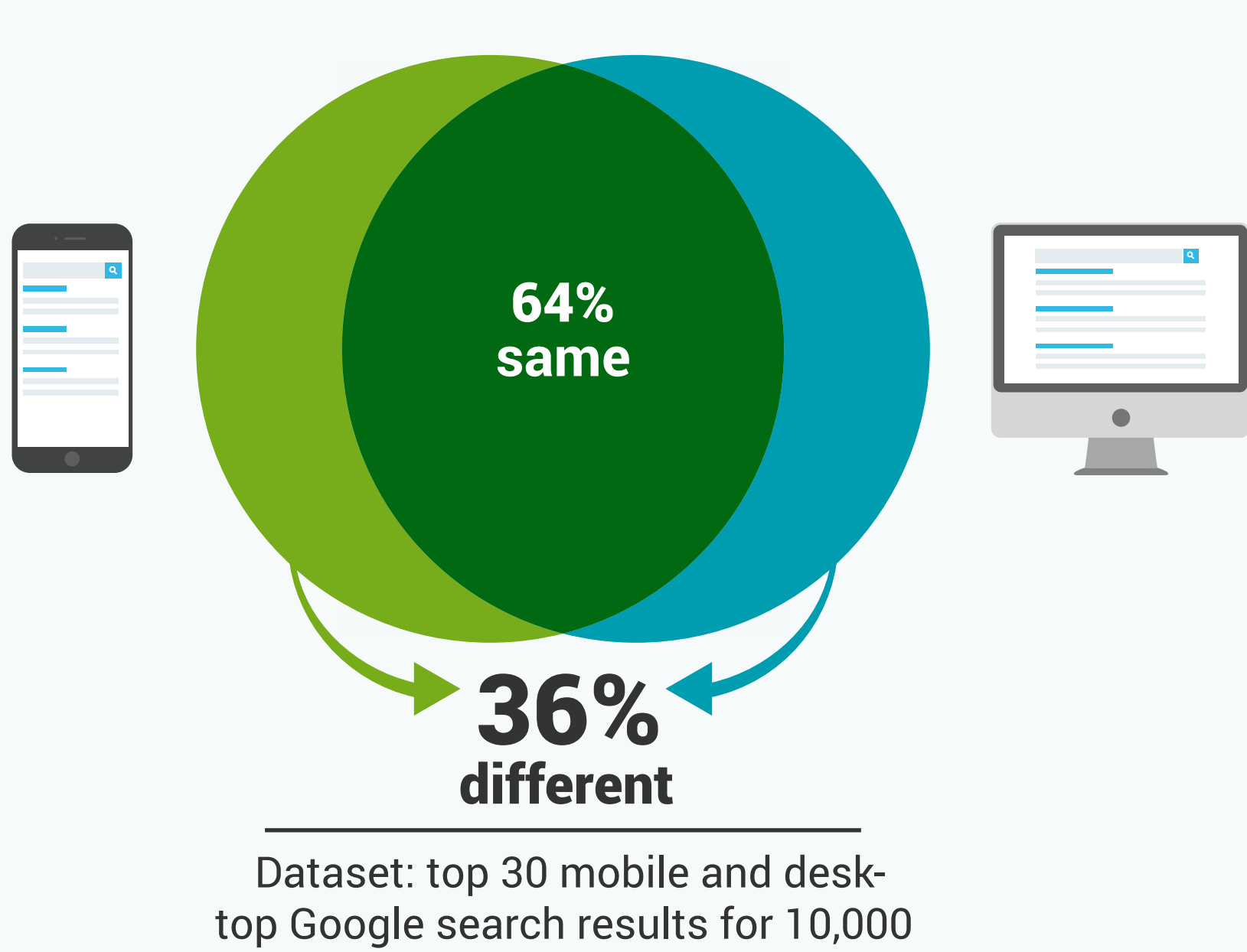
Defining and implementing a mobile-specific strategy is paramount to online success. For many keywords, the majority of searches are now carried out on mobile devices. We also found that over a third of top ranking sites in the mobile and desktop SERPs are different, meaning mobile needs a dedicated strategy.

KEYWORD SEARCH VOLUME BY DEVICE



Source: Mobile Ranking Factors 2015, Searchmetrics

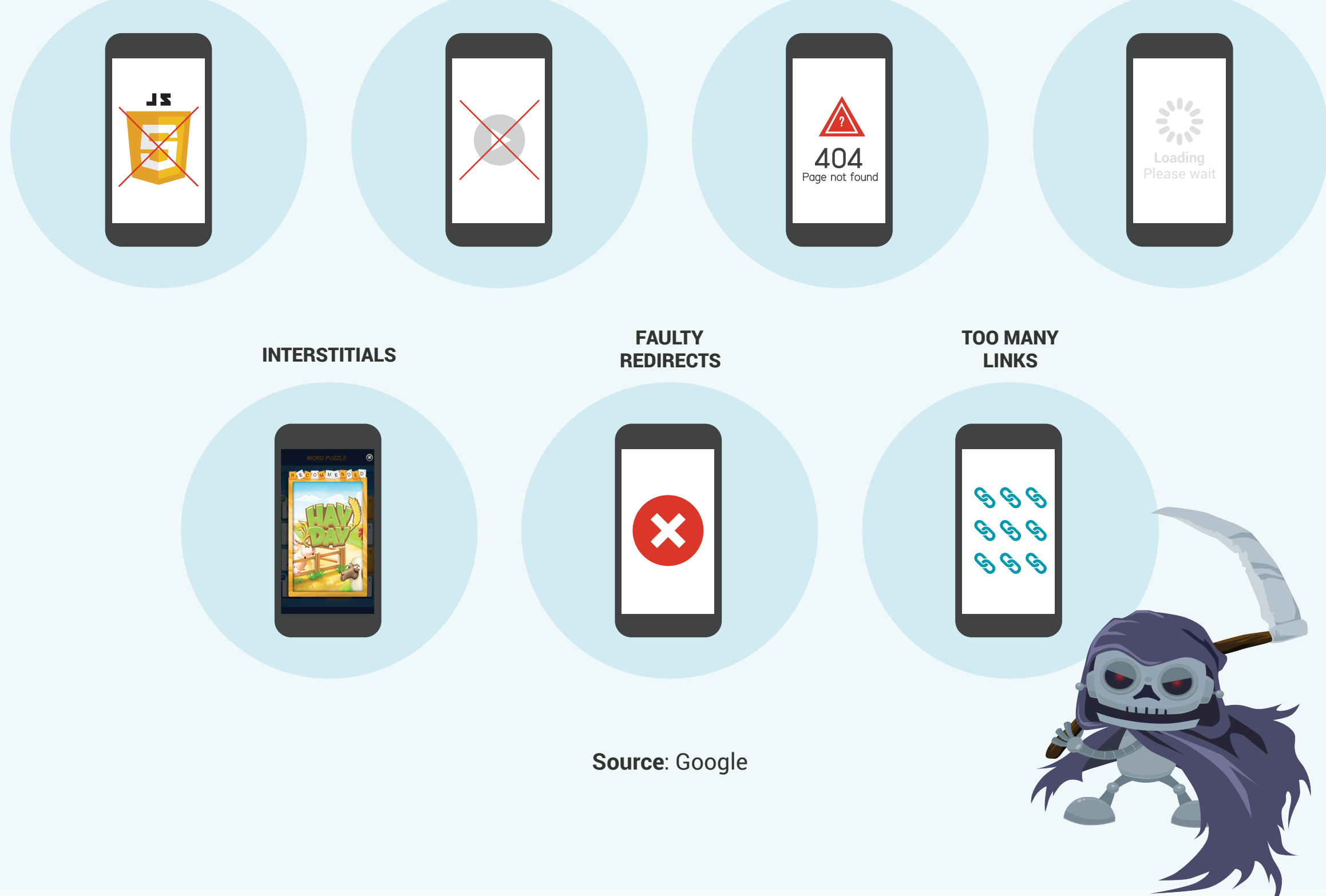
URL OVERLAP MOBILE VS DESKTOP RANKINGS



Source: Searchmetrics internal data

3 AVOID THESE COMMON MISTAKES

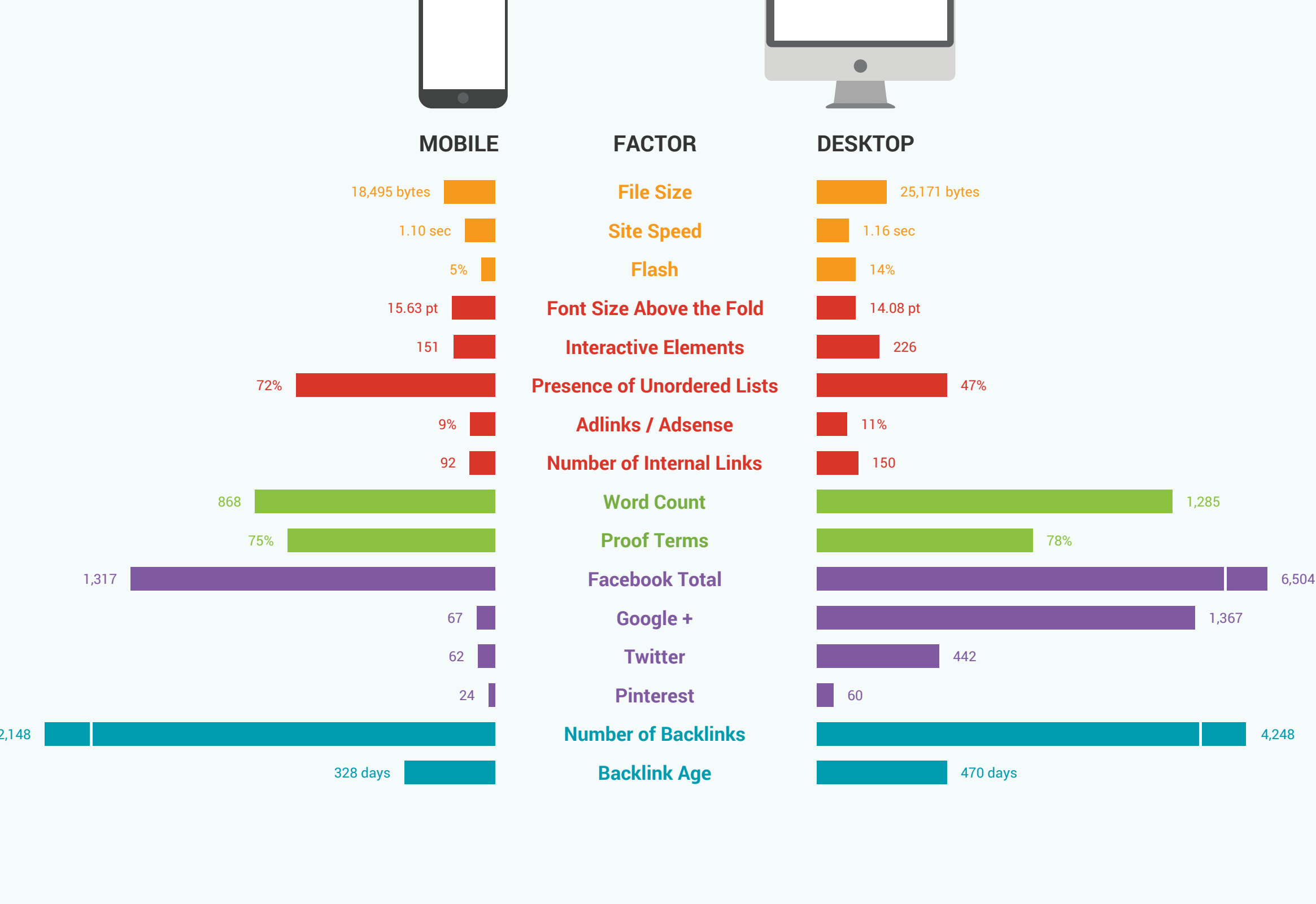
These are key indicators that Google checks before assigning a mobile-friendly tag to your site. Make sure your mobile site is up to scratch.



Source: Google

4 DRIVE YOUR MOBILE STRATEGY WITH DATA INSIGHTS

Now you know the basics, delve deeper with Mobile Ranking Factors 2015. Our new study examines key ranking factors across mobile and desktop and can give you the edge in your strategic mobile planning.



READ MOBILE RANKING FACTORS 2015



Learn to master mobile search at:
searchmetrics.com/mobile2015