

# Session 5: Mobile SEO

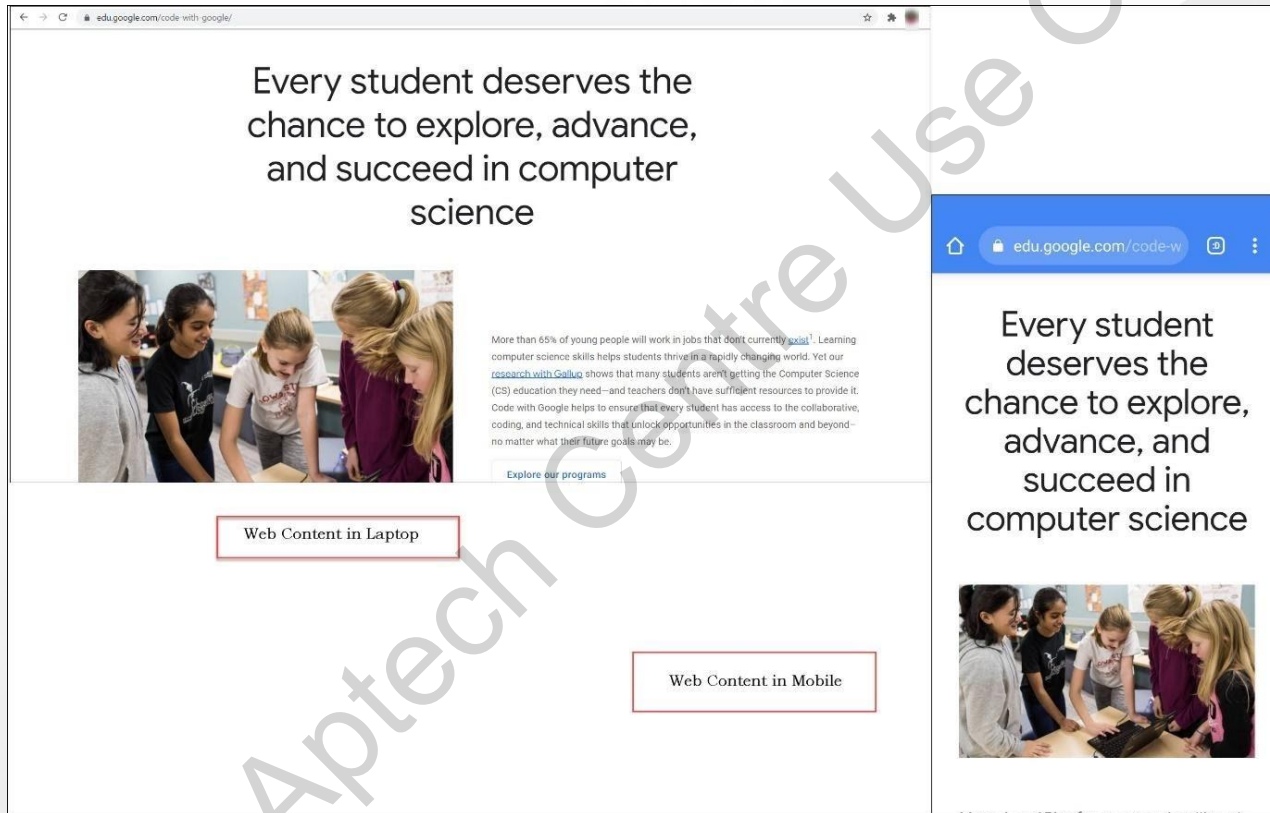
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# Objectives

- Define mobile SEO
- Explain certain factors affecting mobile rankings
- Explain mobile Sitemap
- Identify important points for mobile SEO

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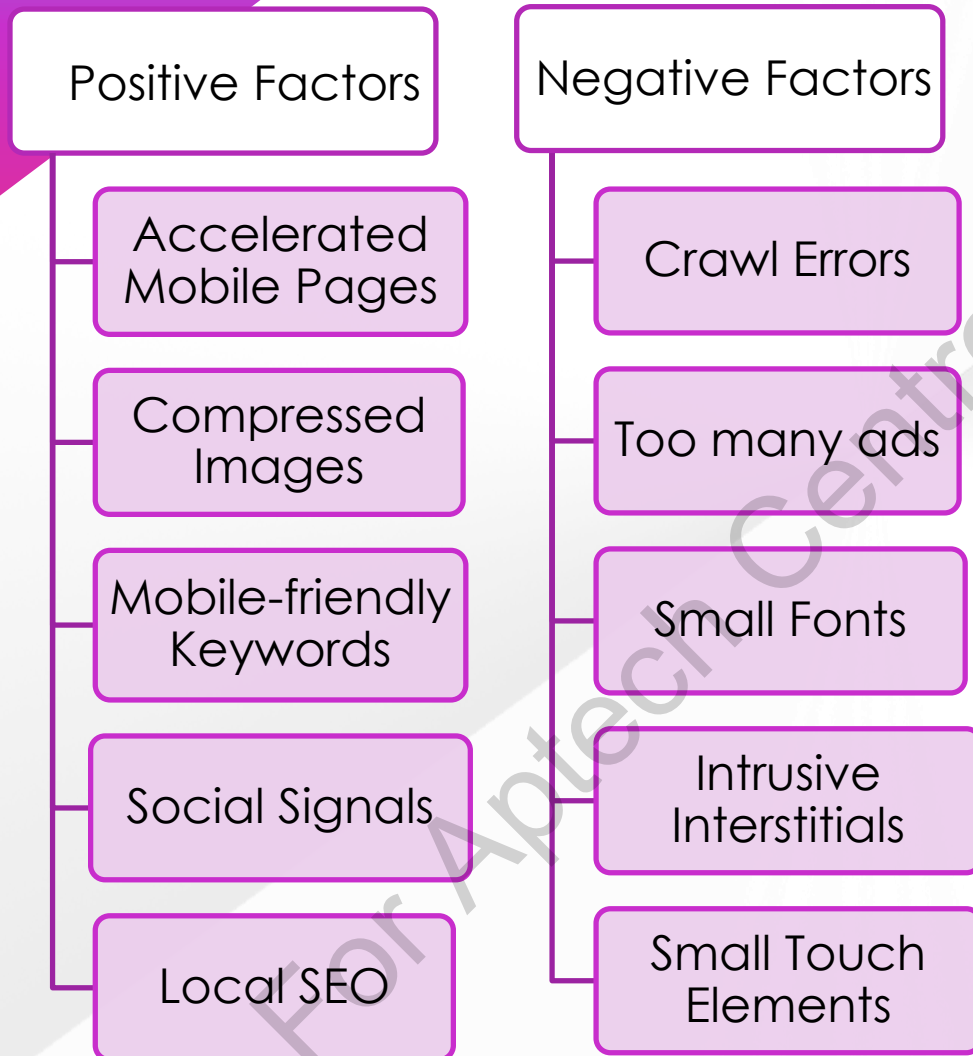
# Mobile SEO



## Responsive Web Design – An Example

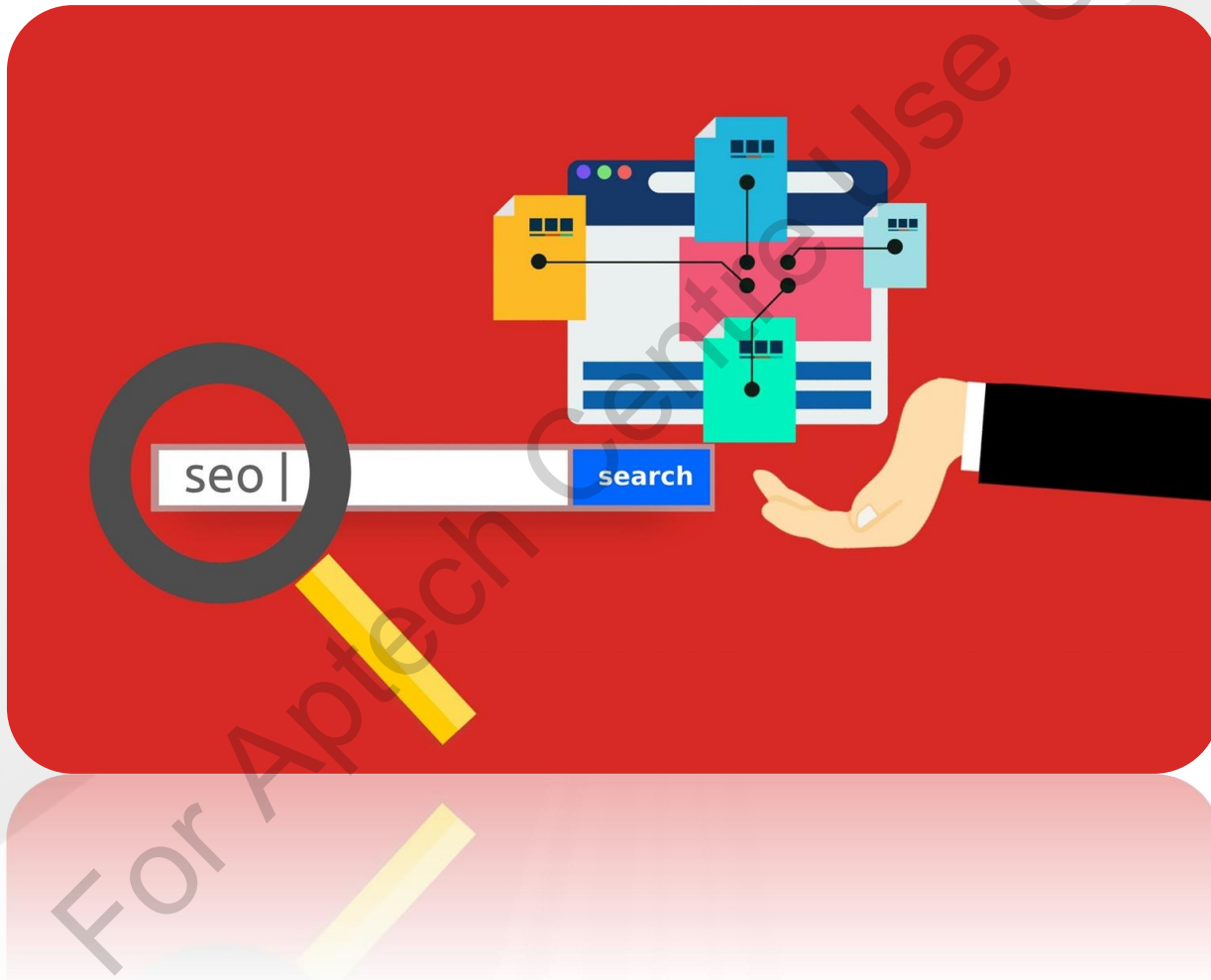
Image Courtesy: <https://edu.google.com/>

# Factors Affecting Mobile Rankings



**Example of Intrusive Interstitial**

# Mobile Sitemap



# Points to Remember for Mobile SEO

Same content for desktop and mobile

Meaningful headings

Same structured data for desktop and mobile

Same page titles and meta descriptions for desktop and mobile

Ad standards be followed

Images on the mobile follow best practices

Supported format for images and videos

Same structured data for videos as the desktop

Videos placed in an easy to find position

Robots.txt directives to be checked

# Summary

- Optimizing Websites for search queries from mobile devices is called Mobile SEO.
- A responsive design serves all devices with the same code.
- Mobile SEO can be implemented if a Website has a responsive Web design.
- Some of the factors that positively affect mobile rankings include AMP, compressed images, mobile-friendly keywords, and social signals.
- A mobile Sitemap provides information about the mobile pages.
- While mobile versions of pages of a Website are not required, Google strongly recommends having one.