The 10 Most Harmful Mobile SEO Mistakes

Lets Dive

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Core Web Vitals

Prioritize site speed, as it's a ranking factor. Optimize your code, reduce redirects, and compress images.

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Interstitials

Intrusive pop-ups can harm your ranking. Ensure a user-friendly experience without disruptive interstitials.

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Blocked Files

Don't restrict access to essential files like JavaScript, CSS, and images. Use Google Search Console for testing.

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Unplayable Content

Use playable video formats, provide transcripts, and ensure animations don't affect user experience.

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Bad Redirects

Fix faulty redirects, especially in separate mobile and desktop URLs.

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Mobile-Only 404s

Ensure mobile users can access the same content as desktop users to avoid 404 errors.

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Structured Data

Implement Schema and structured data markup for better organic CTR.

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Mobile Viewport

Specify correct viewports using meta tags for proper mobile display.

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Mobile Design

Prioritize mobile-friendly design with legible fonts and user-friendly spacing.
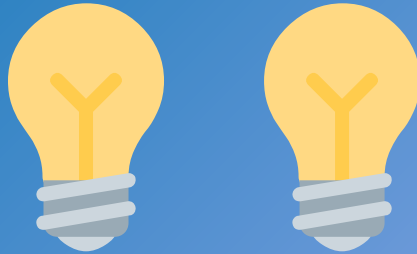
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Responsive Strategies

Use reliable site auditing tools, cross-check metrics, and understand your audience.

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Want to know more?

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