Mobile SEO

1. **Battlecat Coffeebar –** Speed (unavailable), Optimization (Low 41/100)

* Reduce server response time
* Eliminate render-blocking JavaScript and CSS in the above-the-fold content
* Enable compression
* Leverage browser caching
* Optimize images

**Harvest Records** – Speed (unavailable), Optimization (Low 57/100)

* Reduce server response time
* Eliminate render-blocking JavaScript and CSS in the above-the-fold content
* Prioritize visible content
* Enable compression
* Leverage browser caching
* Optimize images

**Nine Mile (Montford)** – Speed(Fast 1.1sec FCP, 1.2sec DCL), Optimization(Medium 65/100)

* No suggestions

1. **Responsive Web Design** – building one site serving the same content from the same URL no matter what device the user is on. Responsive design uses CSS media queries to indicate how the content should be rendered on the different screen sizes it detects.

**Pros:**

* Automatically adapts content to most appropriate layouts
* Google prefers this configuration
* Only have to maintain one codebase

**Cons**

* You may be limited with this configuration
* You might want to alter the mobile experience to match mobile interactions

**Dynamically Detect and Serve Content** – the web server will identify users on mobile devices and return the appropriate content.

**Pros:**

* Gives flexibility

**Cons:**

* Risk of search engine crawlers seeing different content
* May have to maintain more complex code

**Completely Separate Site** – serves mobile content on a separate URL traditionally on a subdomain

**Pros**:

* Complete flexibility to cater to mobile users
* Offers users a chance to go to the regular site with a “View desktop site” at bottom of page
* Can use Switchboard tags to tell search engines about the equivalent desktop version of the mobile content

**Cons:**

* Have to maintain multiple sites
* Search engines will treat this as a separate site

1. I think that BattleCat and Harvest would do well with dynamically served content. Neither site has a lot of relevant content that needs to be displayed on mobile. Harvest would be fine with their contact, location info, and new releases list and BattleCat would really just need their menu and contact/location info. As is stands now, BattleCat doesn’t have much content on their desktop page to begin with. Nine Mile would need a responsive design. With two locations and two separate menus, it’s important that they keep the desktop content available for mobile users.

4. For a positive mobile experience, you want to think about the keywords and search that is bringing the user to your page and tailor content to those queries. The most important information should be at the top like addresses and phone numbers. Properly formatted addresses can launch a map application and the tel prefix can call up a phone’s dialer. You will want to focus on the content that is most important to the mobile user.