



Mobile-friendly SEO

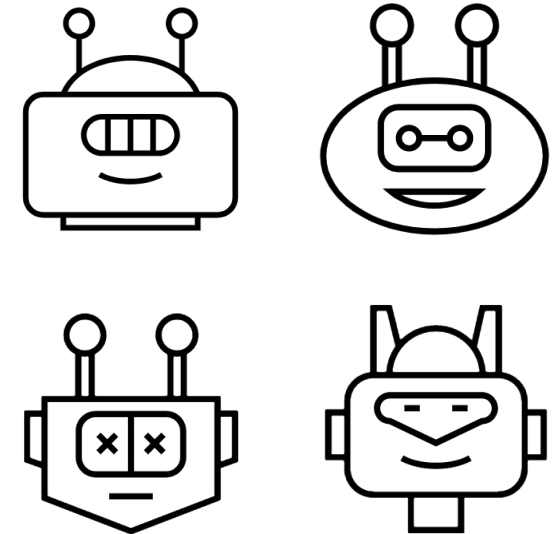
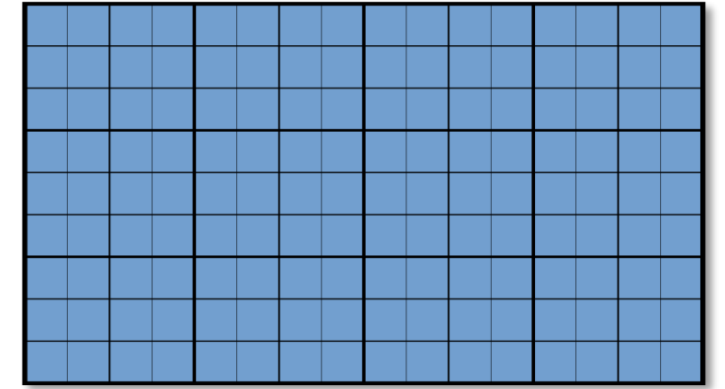
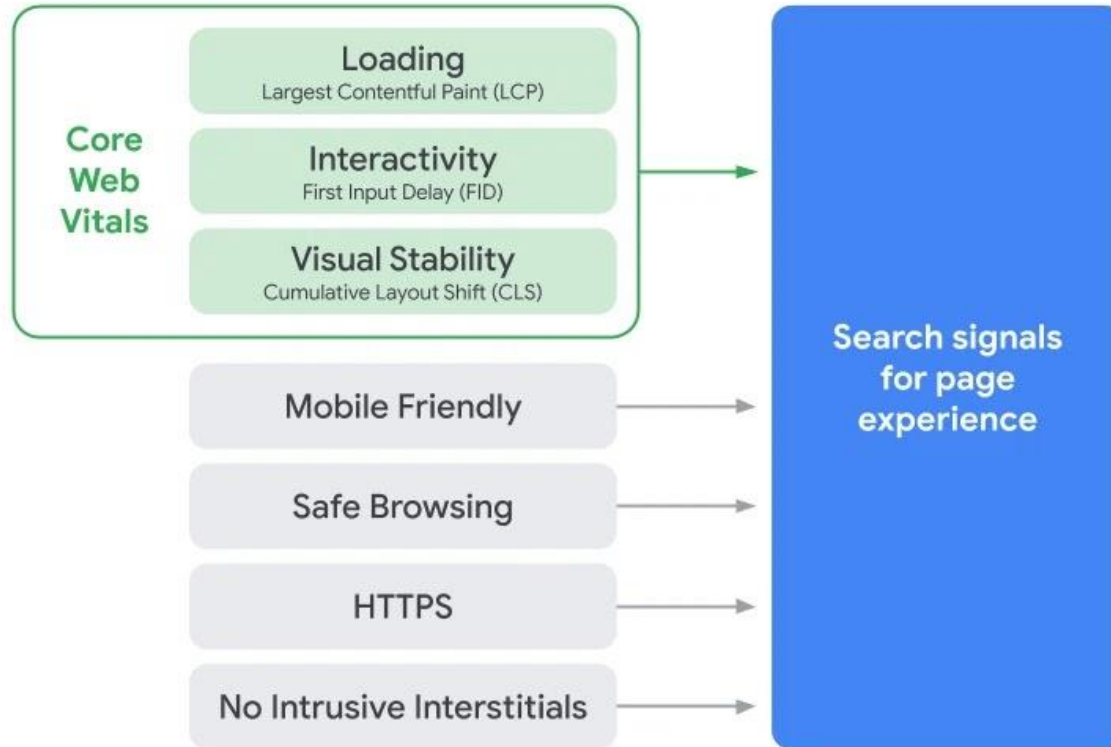


Trainer:

Mark Williams-Cook
Candour



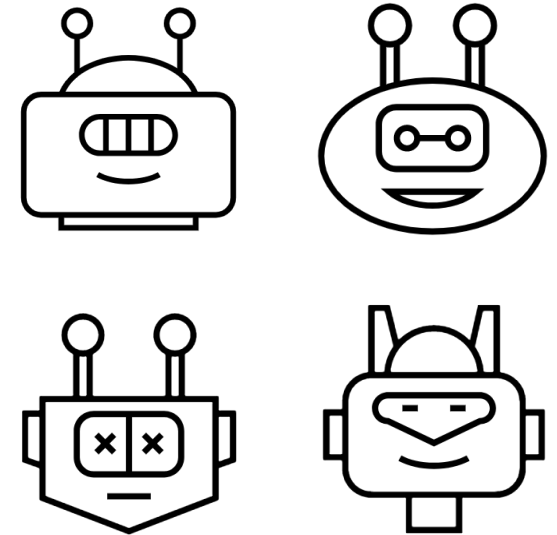
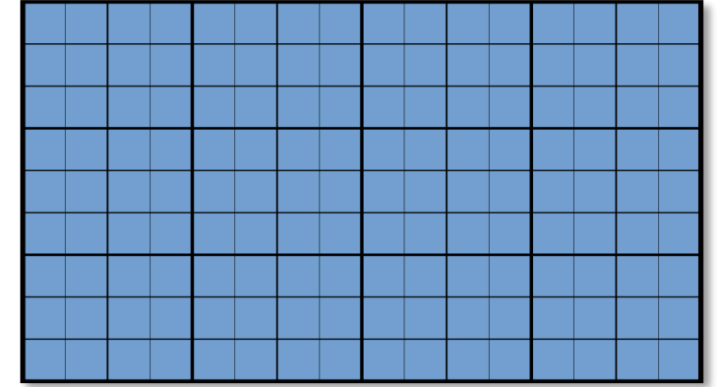
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Why mobile-friendly SEO?

According to Google research:

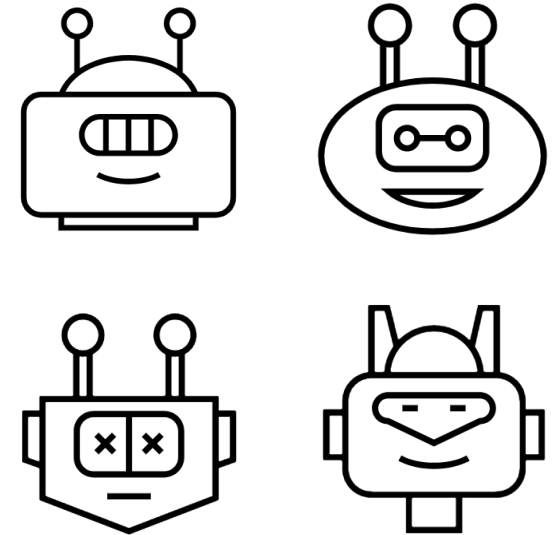
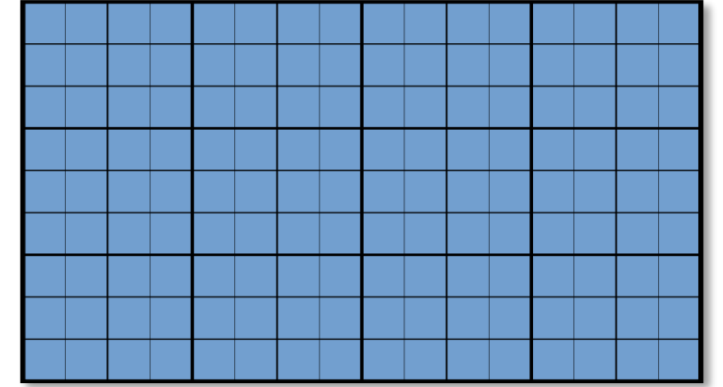
- The USA, 94% of people with smartphones search for local information on their phones.
- Interestingly, 77% of mobile searches occur at home or at work, places where desktop computers are likely to be present.



Why mobile-friendly SEO?

Mobile-first indexing

- Google will primarily crawling your site *as if it were on a smartphone!*
- If content is not accessible from a mobile device, it will is unlikely to get indexed.

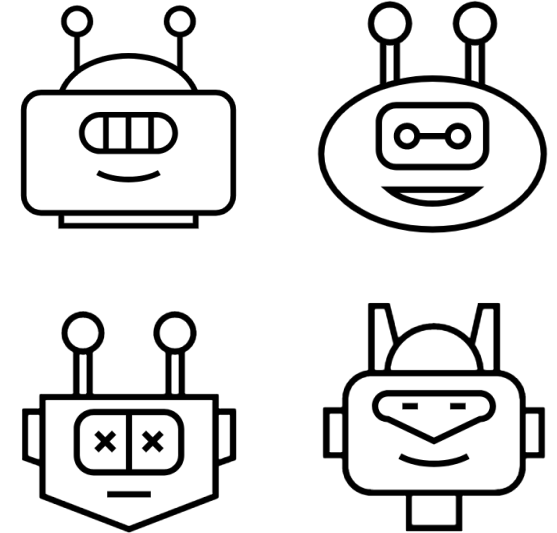
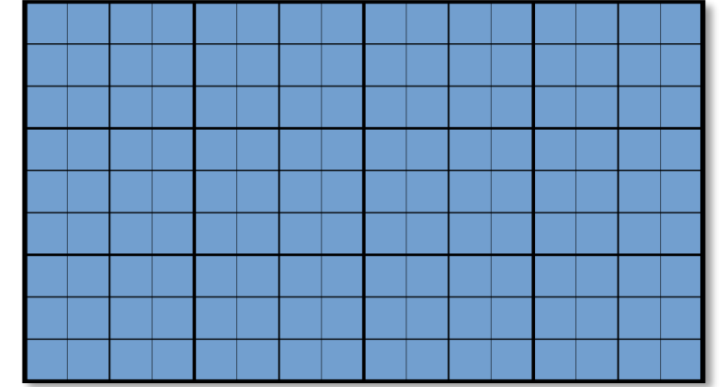


Why mobile-friendly SEO?

User frustration!

Common issues:

- Pinch and zoom
- Links too close



How to test your site

Mobile-Friendly Test

https://withcandour.co.uk/

Press F11 to exit full screen

Test results

Page loading issues VIEW DETAILS

Rendered page HTML SCREENSHOT

Tested on: 6 Apr 2021 at 12:23

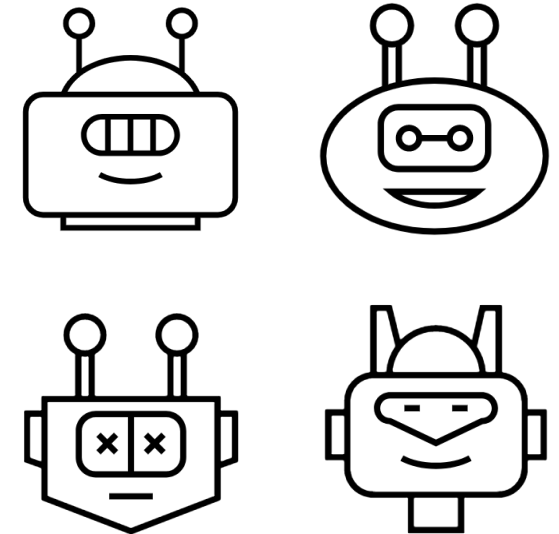
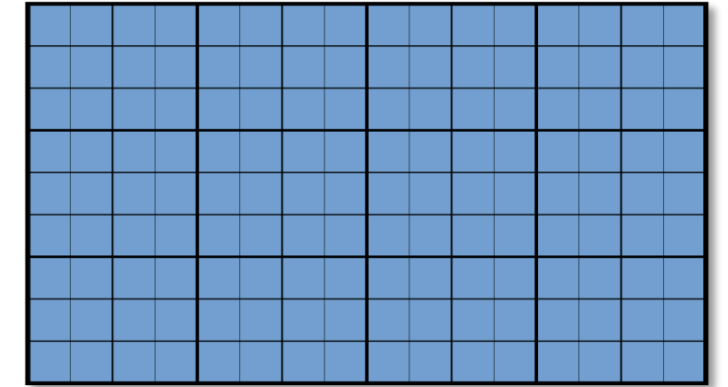
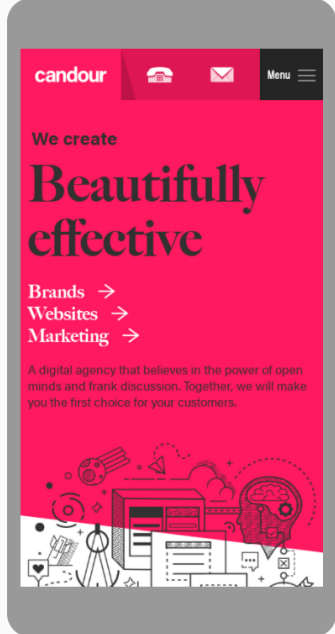
Page is mobile friendly

This page is easy to use on a mobile device

Additional resources

- Open site-wide mobile usability report
- Find out more about mobile-friendly pages
- Post comments or questions to our discussion group

Privacy Terms



Mobile-friendly SEO

withcandour.co.uk

candour

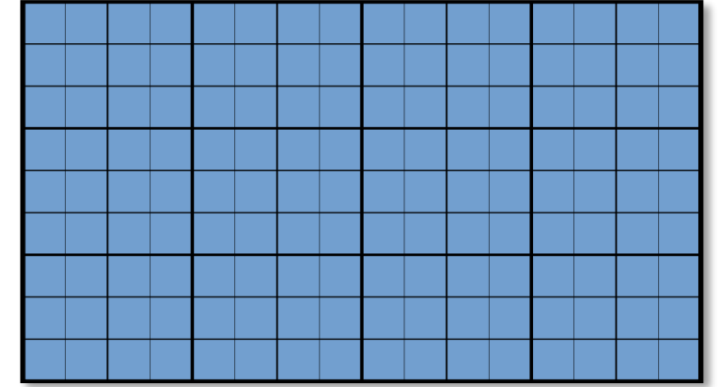
Challenge



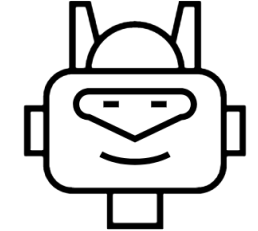
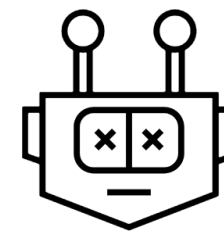
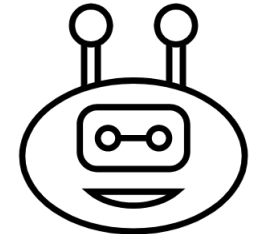
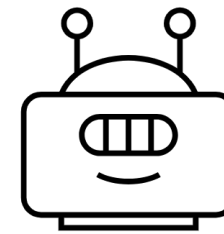
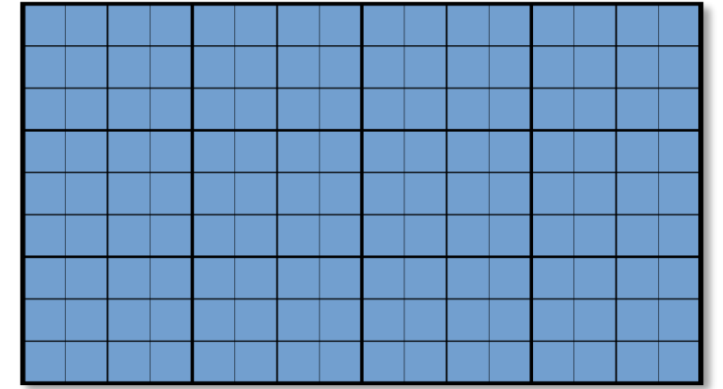
Run one of your web pages through the Google Mobile-Friendly Test and see what results you get.

Key concept

The Mobile-Friendly Test is primarily about how a web page renders on a smartphone. It does not go into any depth about other factors such as speed.



Making a site mobile friendly



Challenge



Take the time to read through the mobile-friendly advice for your content management system.