

# SEO Mobile

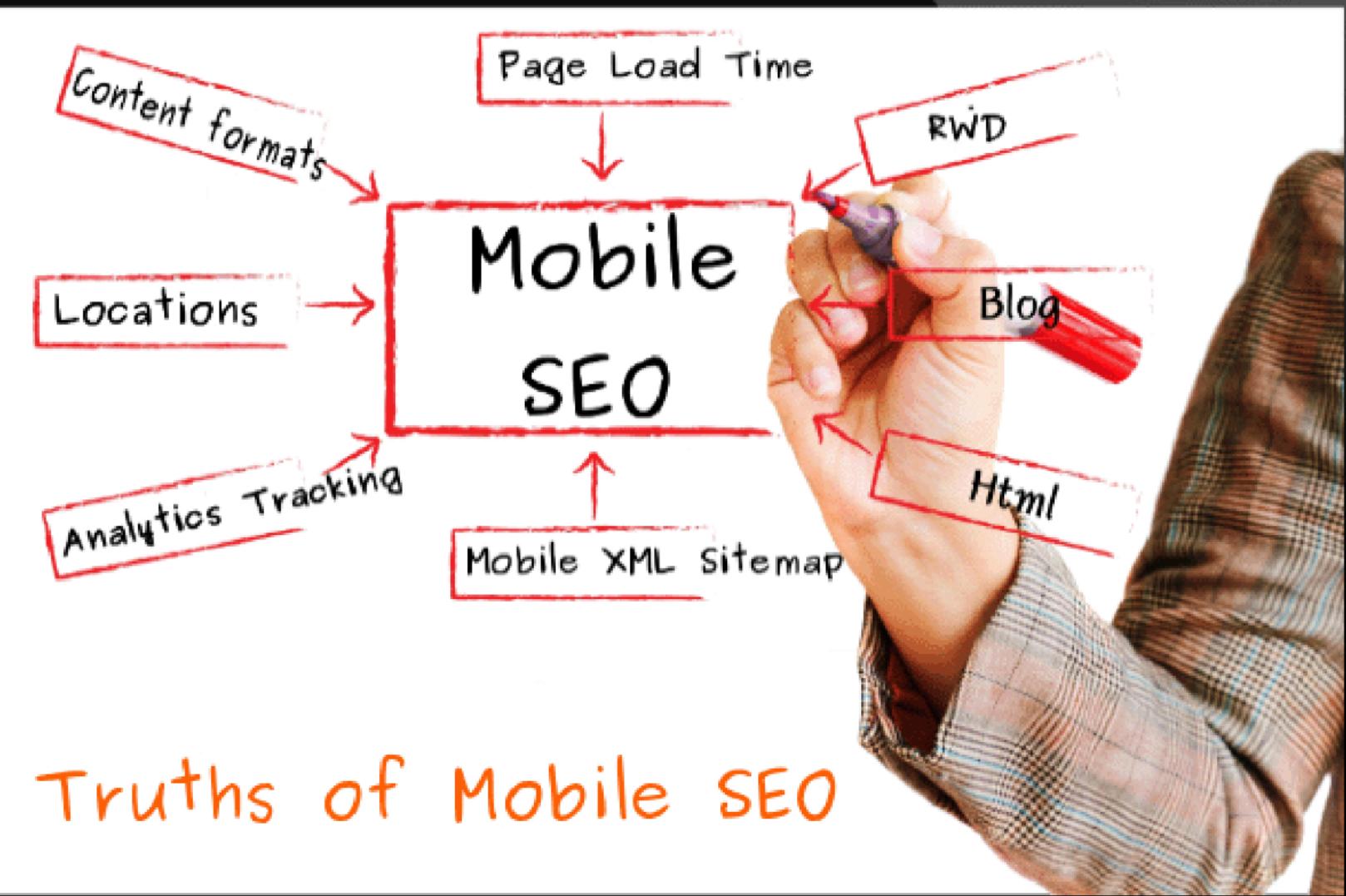
## DE WAARHEID ACHTER MOBIELE SEO



# SEO Mobile

## DE WAARHEID ACHTER MOBIELE SEO





# What is Mobile SEO?

Mobile SEO is often treated like a very different animal when it's compared to the more standard SEO practices.....

Is this true?

## Mobile SEO



<http://www.seochat.com/c/a/search-engine-optimization-help/what-is-mobile-seo/>

# what is Penguin?

## Google™ Penguin 2.0

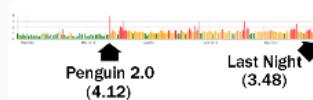


Penguin 2.0 rolled out today  
Posted May 22, 2013 in Google/SEO

### 2013 Updates

Authorship Shake-up - December 19, 2013  
Unnamed Update - December 17, 2013  
Unnamed Update - November 14, 2013  
Penguin 2.1 (v5) - October 6, 2013  
Hummingbird - August 20, 2013  
In-depth Articles - August 6, 2013  
Unnamed Update - July 26, 2013  
Knowledge Graph Expansion - July 19, 2013  
Panels Recovery - July 18, 2013  
Multi-Week Update - June 27, 2013  
Panels Dance - June 11, 2013  
Payday Loan Update - June 11, 2013  
Penguin 2.0 (v4) - May 22, 2013

<http://moz.com/google-algorithm-change>  
<http://digitalseo.com.au/2nd-biggest-serp-flux-2013/>  
<http://algoroo.com/>



<http://www.mattcutts.com/blog/penguin-2-0-rolled-out-today/>

'SEO



# Google™ Collector's Card

Real name:  
Matt Cutts

Alias:  
Spam-man

Agility: 7  
Charisma: 9  
Speed: 5  
Geek factor: 8

Special weapon:

Spam-man can turn anyone  
invisible by use of his Googleaxe

## 2013 Updates

AuthorShip Shake-up - December 19, 2013

Unnamed Update - December 17, 2013

Unnamed Update - November 14, 2013

Penguin 2.1 (#5) - October 4, 2013

Hummingbird - August 20, 2013

In-depth Articles - August 6, 2013

Unnamed Update - July 26, 2013

Knowledge Graph Expansion - July 19, 2013

Panda Recovery - July 18, 2013

Multi-Week Update - June 27, 2013

Panda Dance - June 11, 2013

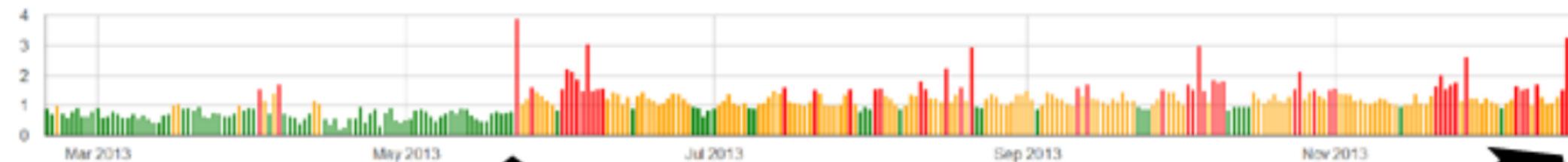
Payday Loan Update - June 11, 2013

Penguin 2.0 (#4) - May 22, 2013

<http://moz.com/google-algorithm-change>

<http://dejanSeo.com.au/2nd-biggest-serp-flux-2013/>

<http://algoroo.com/>



↑  
**Penguin 2.0**  
**(4.12)**

←  
**Last Night**  
**(3.48)**

# Let's start with 4 tips

## 4 TIPS FOR YOUR MOBILE SEO STRATEGY

### ① HOW MANY MOBILE USERS YOU HAVE & HOW THEY FIND YOU?

- USE GA:

- AUDIENCE → MOBILE → DEVICES  
(OS, PROVIDER, HANDHELD, RESOLUTION...)

- ADVANCED SEGMENT  
ORGANIC FROM MOBILE  
PAGES, KWS, CONVERSIONS

- MOBILE SEARCH  
PAGES, IMPRESSIONS

### ② + HOW DOES YOUR SITE LOOKS ON DIFFERENT DEVICES?

BY  
HAS GOOGLEBOT  
MOBILE  
TON  
WITCHER

### ③ WHAT TYPE OF MOBILE WEB IS BETTER FOR YOU?

#### • RESPONSIVE

- SAME CONTENT
- FLEXIBILITY TO IMPLEMENT
- SMARTPHONE USERS

#### • DYNAMIC SERVING IN SAME URL

- DIFFERENT CONTENT
- CANNOT IMPLEMENT RESPONSIVE
- FEATURE PHONES USERS

#### → PARALLEL SITE IN m.domain.com

- \* ADD REL ALTERNATE TAG  
WWW → m.
- \* ADD CANONICAL TAG  
m. → WWW.

### ④ HOW CAN GOOGLE FIND MY MOBILE SITE IF NOT RESPONSIVE?

- MOBILE SITEMAP → GWT
- LINKS!
- GOOD DYNAMIC SERVING.



# how to improve your Mobile SEO

<https://prezi.com/u4qtil9xg7v9/seo-mobile-truths-of-mobile-seo/>

# Tip 1: Google analytics -> device overview

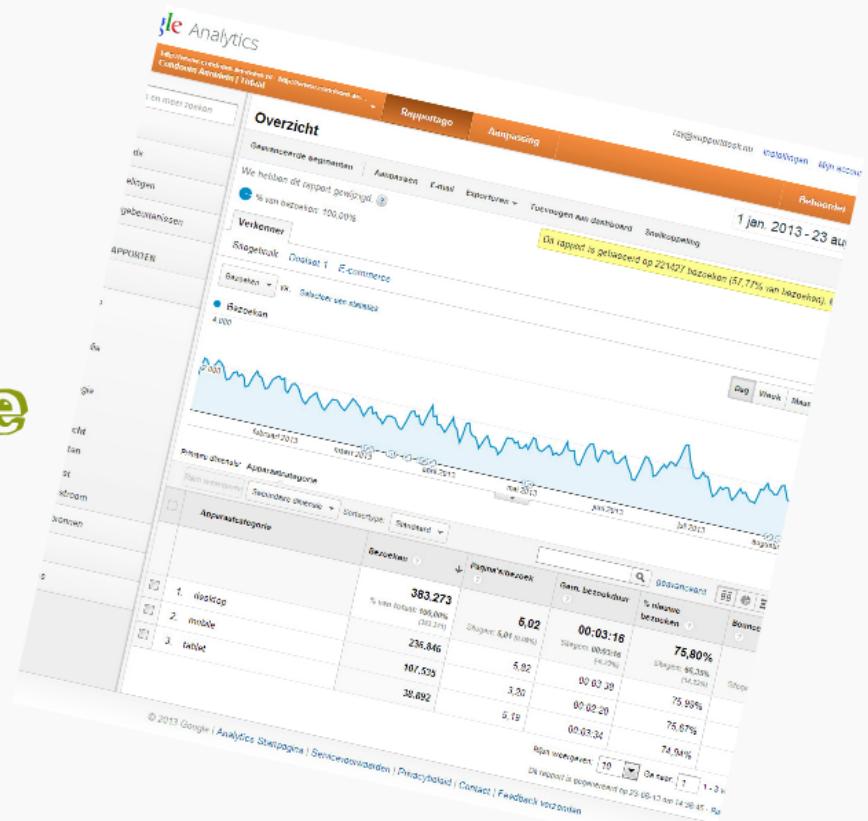
Go to Google Analytics

Look for -> mobile device

The screenshot shows the Google Analytics interface with the 'Apparaten' (Devices) report selected. The top navigation bar includes 'Google Analytics', 'Meer rapporten', 'Rapporten', 'Segmenten', and 'Alles'. The left sidebar has sections for 'Meertjes', 'Grafieken', 'Gebruikers', 'Interacties', 'Transacties', 'Verkoop', 'Apparaten', 'Verkeersbronnen', 'Inleid', and 'Converteert'. The main report area displays a line chart for 'Bezoekers per apparaattype' from January 2013 to August 2013. Below the chart is a table for 'Apparaattype' (Device Type) with columns: Bezoeken (Visits), % van totale bezoeken (% of total visits), Bezoekpercentage (Visit percentage), Pagina's per bezoeker (Pages per visitor), and Groot bezoekduur (Large visit duration). The data shows a significant shift towards mobile devices.

Apparaattype	Bezoeken	% van totale bezoeken	Bezoekpercentage	Pagina's per bezoeker	Groot bezoekduur
1. desktop	145.427	2,7%	00:00:40	76,6%	32,80%
2. tablet	44.476	0,8%	00:00:20	26,2%	12,8%
3. mobiel	12.474	0,2%	00:00:07	29,1%	12,8%
4. smartphone	7.421	0,1%	00:00:08	29,1%	11,8%
5. Samsung GT-I9100 Galaxy S II	5.321	0,1%	00:00:21	26,3%	14,7%
6. iPhone	3.982	0,1%	00:00:22	26,7%	16,7%
7. HTC Desire HD	2.901	0,1%	00:00:08	29,3%	16,7%
8. HTC Desire	2.816	0,1%	00:00:08	29,3%	16,7%
9. Samsung GT-I9080 Galaxy S II	2.740	0,1%	00:00:15	27,8%	16,7%
10. Samsung GT-I9000 Galaxy S	1.900	0,1%	00:00:15	27,8%	16,7%
11. iPhone 3GS	1.740	0,1%	00:00:08	29,3%	16,7%
12. iPhone 4S	1.600	0,1%	00:00:14	26,3%	16,7%
13. iPhone 4	1.300	0,1%	00:00:14	26,3%	16,7%

Before



After

The screenshot shows the Google Analytics interface with the 'Overzicht' (Overview) report selected. The top navigation bar includes 'Google Analytics', 'Meertjes', 'Rapporten', 'Analyse', and 'Refresher'. The date range is set to '1 jan. 2013 - 23 aug. 2013'. The main report area displays a line chart for 'Bezoekers per apparaattype' from January 2013 to August 2013. Below the chart is a table for 'Apparaatcategorie' (Device Category) with columns: Bezoeken (Visits), % van totale bezoeken (% of total visits), Bezoekpercentage (Visit percentage), Pagina's per bezoeker (Pages per visitor), and Groot bezoekduur (Large visit duration). The data shows a significant shift towards mobile devices.

Apparaatcategorie	Bezoeken	% van totale bezoeken	Bezoekpercentage	Pagina's per bezoeker	Groot bezoekduur
1. desktop	82.189	77,32%	40,001	45,90%	00:00:12
2. tablet	29.363	7,53%	25,218	36,72%	00:00:17
3. mobiel	32.232	7,53%	16,030	32,32%	00:00:17

Nieuw meer zoeken

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gebeurtenissen

APPORTEN

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## Overzicht

1 jan. 2013 - 23 aug.

Geavanceerde segmenten

Aanpassen

E-mail

Exporteren

Toevoegen aan dashboard

Snelkoppeling

We hebben dit rapport gewijzigd. [?](#)

Dit rapport is gebaseerd op 221427 bezoeken (57,77% van bezoeken). N

● % van bezoeken: 100,00%

## Verkenner

Sitegebruik Doelset 1 E-commerce

Bezoeken vs. Selecteer een statistiek

Dag Week Maan

● Bezoeken

4.000



Primaire dimensie: Apparaatcategorie

Rijen weergeven Secundaire dimensie Sorteertype: Standaard geavanceerd

Apparaatcategorie	Bezoeken	Pagina's/bezoek	Gem. bezoekduur	% nieuwe bezoeken	Bounce
	<b>383.273</b> % van totaal: 100,00% (383.271)	<b>5,02</b> Sitegem: 5,01 (0,08%)	<b>00:03:16</b> Sitegem: 00:03:16 (-0,23%)	<b>75,80%</b> Sitegem: 66,35% (14,23%)	
1. desktop	236.846	5,82	00:03:38	75,99%	
2. mobile	107.535	3,20	00:02:20	75,67%	
3. tablet	38.892	5,19	00:03:34	74,94%	

Rijen weergeven: 10 Ga naar: 1 1 - 3 van 10

Dit rapport is gegenereerd op 23-08-13 om 14:36:45 - Ra

# Before

Apparaatcategorie	Acquisitie			Gedrag		
	Bezoeken	% nieuwe bezoeken	Nieuwe bezoeken	Bouncepercentage	Pagina's/bezoek	Gem. bezoekduur
	15.606 % van totaal: 100,00% (15.606)	70,82% Sitegem: 70,76% (0,08%)	11.052 % van totaal: 100,08% (11.043)	58,59% Sitegem: 58,59% (0,00%)	3,33 Sitegem: 3,33 (0,00%)	00:02:23 Sitegem: 00:02:23 (0,00%)
1. desktop	8.991	69,41%	6.241	56,53%	3,52	00:02:31
2. tablet	3.648	66,17%	2.414	48,90%	4,17	00:03:12
3. mobile	2.967	80,79%	2.397	76,71%	1,71	00:01:00

# After

# After

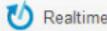
	Apparaatcategorie <span style="color: #ccc;">?</span>	Acquisitie			Gedrag		
		Bezoeken <span style="color: #ccc;">?</span> <span style="font-size: 2em; vertical-align: middle; margin-left: 10px;">↓</span>	% nieuwe bezoeken <span style="color: #ccc;">?</span>	Nieuwe bezoeken <span style="color: #ccc;">?</span>	Bouncepercentage <span style="color: #ccc;">?</span>	Pagina's/bezoek <span style="color: #ccc;">?</span>	Gem. bezoekduur <span style="color: #ccc;">?</span>
		62.188 % van totaal: 100,00% (62.188)	77,32% Sitegem: 67,60% (14,37%)	48.081 % van totaal: 114,37% (42.040)	45,90% Sitegem: 45,90% (0,00%)	5,25 Sitegem: 5,25 (0,00%)	00:03:12 Sitegem: 00:03:12 (0,00%)
<input checked="" type="checkbox"/>	1. desktop	31.902	79,05%	25.218	39,73%	5,76	00:03:47
<input type="checkbox"/>	2. mobile	22.232	76,03%	16.903	55,22%	4,58	00:02:14
<input type="checkbox"/>	3. tablet	8.054	74,00%	5.960	44,64%	5,06	00:03:30


 Rapporten en meer zoeken

MIJN ITEMS



STANDAARDRAPPORTEN



Overzicht

Demografie

Gedrag

Technologie

Mobiel

Overzicht

Apparaten

Aangepast

Bezoekersstroom



## Apparaten

1 jan. 2013 - 23 aug. 2013

Geavanceerde segmenten Aanpassen E-mail Exporteren Toevoegen aan dashboard Snelkoppeling

% van bezoeken: 38,20%

Dit rapport is gebaseerd op 221428 bezoeken (57,77% van bezoeken). Meer informatie

Verkenner Kaartoeverlay

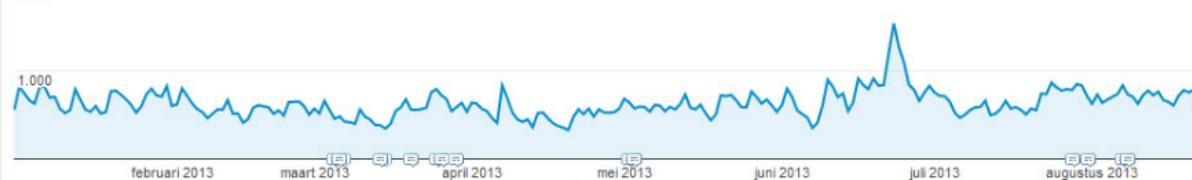
Sitegebruik Doelset 1 E-commerce

Bezoeken VS. Selecteer een statistiek

Dag Week Maand

Bezoeken

2.000



Primaire dimensie: Informatie over mobiel apparaat Merk van mobiel apparaat Serviceprovider Invoermethode voor mobiele telefoon Besturingssysteem Overige

Rijen weergeven	Secundaire dimensie	Sorteertype:	Standaard	geavanceerd					
	Informatie over mobiel apparaat	Bezoeken	?	↓	Pagina's/bezoek	Gem. bezoekduur	% nieuwe bezoeken	Bouncepercentage	?
		146.427	% van totaal: 38,20% (383.271)		3,73	00:02:40	75,49%	53,60%	
					Sitegem: 5,01 (-25,69%)	Sitegem: 00:03:16 (-18,50%)	Sitegem: 66,35% (13,76%)	Sitegem: 45,99% (16,53%)	
	1. Apple iPhone	44.436			2,83	00:02:03	76,70%	58,98%	
	2. Apple iPad	32.257			4,98	00:03:27	75,18%	42,98%	
	3. Samsung GT-I9100 Galaxy S II	7.758			3,61	00:02:28	72,44%	56,08%	
	4. (not set)	6.456			3,47	00:02:29	76,19%	56,94%	
	5. Samsung GT-I9300 Galaxy S III	5.631			3,86	00:02:51	70,66%	54,75%	
	6. Apple iPod	3.682			2,54	00:02:02	78,79%	56,93%	
	7. Samsung GT-I9300 Galaxy S3	2.960			3,83	00:02:38	69,70%	55,78%	
	8. Samsung GT-I9001	2.356			3,76	00:02:38	75,30%	55,01%	
	9. Samsung GT-I9070 Galaxy S Advance	2.153			3,63	00:02:11	77,01%	55,88%	
	10. Samsung GT-P5110 Galaxy Tab 2 10.1	1.930			6,26	00:04:16	76,58%	40,10%	

Rijen weergeven: 10 Ga naar: 1 1 - 10 van 467

Dit rapport is gegenereerd op 23-08-13 om 14:34:33 - Rapport vernieuwen

Primaire dimensie: Informatie over mobiel apparaat    Merk van mobiel apparaat    Serviceprovider    Invoermethode voor mobiele telefoon    Besturingssysteem    Oudegevallen

Rijen weergeven

Secundaire dimensie ▾

Sorteertype: Standaard ▾



geavanceerd



	Informatie over mobiel apparaat	Bezoeken ?	Pagina's/bezoek	Gem. bezoekduur	% nieuwe bezoeken	Bouncepercentage
		<b>146.427</b> % van totaal: 38,20% (383.271)	<b>3,73</b> Sitegem: 5,01 (-25,69%)	<b>00:02:40</b> Sitegem: 00:03:16 (-18,50%)	<b>75,49%</b> Sitegem: 66,35% (13,76%)	<b>53,60%</b> Sitegem: 45,99% (16,53%)
1.	Apple iPhone	<b>44.436</b>	2,83	00:02:03	76,70%	58,98%
2.	Apple iPad	<b>32.257</b>	4,98	00:03:27	75,18%	42,98%
3.	Samsung GT-I9100 Galaxy S II	<b>7.758</b>	3,61	00:02:28	72,44%	56,08%
4.	(not set)	<b>6.456</b>	3,47	00:02:29	76,19%	56,94%
5.	Samsung GT-I9300 Galaxy S III	<b>5.631</b>	3,86	00:02:51	70,66%	54,75%
6.	Apple iPod	<b>3.682</b>	2,54	00:02:02	78,79%	56,93%
7.	Samsung GT-I9300 Galaxy S3	<b>2.960</b>	3,83	00:02:38	69,70%	55,78%
8.	Samsung GT-I9001	<b>2.356</b>	3,76	00:02:38	75,30%	55,01%
9.	Samsung GT-I9070 Galaxy S Advance	<b>2.153</b>	3,63	00:02:11	77,01%	55,88%
10.	Samsung GT-P5110 Galaxy Tab 2 10.1	<b>1.930</b>	6,26	00:04:16	76,58%	40,10%

Rijen weergeven: 10 Ga naar: 1 1 - 10 van 467

Dit rapport is gegenereerd op 23-08-13 om 14:34:33 - Rapport vernieuwen

# Tip 2: Google webmaster tools

# Fetch like a Google Mobile bot

Hulpprogramma's voor webmasters

Sitedashboard Siteberichten Uiterlijk van Site Search Zoekverkeer Google-index Crawlen Crawlfouten Crawlstatistieken Fetch als Google Geblokkeerde URL's Sitemaps URL-parameters Malware Aanvullende hulpprogramma's Labs

Fetchen als Google

Resterend aantal fetches: 500 Resterende inzendingen voor URL en gekoppelde pagina's: 10

URL Googlebot-type Status van ophalen Ophaaldatum

<a href="http://www.condoom-anoniem.nl/">http://www.condoom-anoniem.nl/</a>	Mobiel: smartphone	<span style="color: green;">✓</span> Succesvol	26-08-13 02:50
<a href="http://www.condoom-anoniem.nl/">http://www.condoom-anoniem.nl/</a>	Mobiel: smartphone	<span style="color: green;">✓</span> Succesvol	26-08-13 02:28
<a href="http://www.condoom-anoniem.nl/">http://www.condoom-anoniem.nl/</a>	Mobiel: smartphone	<span style="color: green;">✓</span> Succesvol	23-08-13 08:04
<a href="http://www.condoom-anoniem.nl/durex-play-toys">http://www.condoom-anoniem.nl/durex-play-toys</a>	Web	<span style="color: green;">✓</span> Succesvol	URL ingediend bij index 09-08-13 03:35
<a href="http://www.condoom-anoniem.nl/durex-play-toys">http://www.condoom-anoniem.nl/durex-play-toys</a>	Web	<span style="color: green;">✓</span> Succesvol	URL ingediend bij index 09-08-13 03:35

1-5 van 5 < >

Hulpprogramma's voor webmasters

Sitedashboard Siteberichten Uiterlijk van Site Search Zoekverkeer Google-index Crawlen Crawlfouten Crawlstatistieken Fetch als Google Geblokkeerde URLs Sitemaps URL-parameters Malware Aanvullende hulpprogramma's Labs

Fetchen als Google

Dit is het resultaat nadat Googlebot de pagina heeft opgehaald.

URL: <http://www.condoom-anoniem.nl/>  
Datum: maandag 26 augustus 2013 02:50:14 GMT-7  
Googlebot-type: Mobiel: smartphone  
Downloadtijd (in milliseconden): 646

HTTP/1.1 200 OK  
Date: Mon, 26 Aug 2013 09:49:09 GMT  
Server: Apache  
Set-Cookie: frontend=q3rqill1m517c0ribwgbvuu6; expires=Tue, 27-Aug-2013 09:49:58 GMT; path=/; domain=www.condoom-anoniem.nl; HttpOnly  
Expires: Thu, 19 Nov 1991 08:15:00 GMT  
Cache-Control: no-store, no-cache, must-revalidate, post-check=0, pre-check=0  
Pragma: no-cache  
Age: 188  
Vary: User-Agent,Accept-Encoding  
Content-Encoding: gzip  
Content-Length: 3777  
Connection: close  
Content-Type: text/html; charset=UTF-8

<!DOCTYPE html PUBLIC "-//WAFFFORUM//DTD XHTML Mobile 1.0//EN" "http://www.openmobilealliance.org/tech/DTD/xhtml-mobile.dtd">  
html lang="nl">  
head>  
script type="text/javascript">var NREUMQ=NREUMQ||{};NREUMQ.push(["mark","firstbyte",new Date().getTime()]);r=/src|script|title/;condom=condom||{};Condomo</title></script><meta charset="UTF-8"/><meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, user-scalable=no">



<https://prezi.com/u4gti9xq7v9/seo-mobile-truths-of-mobile-seo/>

# Fetch like a Google Mobile bot

Hulpprogramma's voor webmasters

 www.condoom-anoniem.nl ▾

Help ▾

⚙ ▾

Sitedashboard

Siteberichten

▶ Uiterlijk van Site Search ⓘ

▶ Zoekverkeer

▶ Google-index

▼ Crawlen

Crawlfouten

Crawlstatistieken

**Fetchen als Google**

Geblokkeerde URL's

Sitemaps

URL-parameters

Malware

Aanvullende hulpprogramma's

▶ Labs

## Fetchen als Google

Resterend aantal fetches:  
**500**

Resterende inzendingen voor  
URL en gekoppelde pagina's:  
**10**

<http://www.condoom-anoniem.nl/>

Laat de URL leeg om de startpagina op te halen. Het kan enkele minuten duren voordat verzoeken zijn verwerkt.

Web

Mobiel: XHTML/WML

Mobiel: cHTML

**Mobiel: smartphone**

1-5 van 5



URL	Googlebot-type	Status van ophalen	Ophaaldatum
<a href="http://www.condoom-anoniem.nl/">http://www.condoom-anoniem.nl/</a>	Mobiel: smartphone	Succesvol	26-08-13 02:50
<a href="http://www.condoom-anoniem.nl/">http://www.condoom-anoniem.nl/</a>	Mobiel: smartphone	Succesvol	26-08-13 02:28
<a href="http://www.condoom-anoniem.nl/">http://www.condoom-anoniem.nl/</a>	Mobiel: smartphone	Succesvol	23-08-13 08:04
<a href="http://www.condoom-anoniem.nl/durex-play-toys">http://www.condoom-anoniem.nl/durex-play-toys</a>	Web	Succesvol	URL ingediend bij index 09-08-13 03:35
<a href="http://www.condoom-anoniem.nl//durex-play-toys">http://www.condoom-anoniem.nl//durex-play-toys</a>	Web	Succesvol	URL ingediend bij index 09-08-13 03:35

1-5 van 5



Hulpprogramma's voor webmaster

Sitedashboard

Siteberichten

▶ Uiterlijk van Site Search ⓘ

Fetchen

Dit is het res...

URL: http://...

## Hulpprogramma's voor webmasters

Sitedashboard

Siteberichten

► Uiterlijk van Site Search ⓘ

► Zoekverkeer

► Google-index

▼ Crawlen

Crawlfouten

Crawlstatistieken

**Fetchen als Google**

Geblokkeerde URL's

Sitemaps

URL-parameters

Malware

Aanvullende hulpprogramma's

► Labs

### Fetchen als Google

Dit is het resultaat nadat Googlebot de pagina heeft opgehaald.

URL: <http://www.condoom-anoniem.nl/>

Datum: maandag 26 augustus 2013 02:50:14 GMT-7

Googlebot-type: Mobiel: smartphone

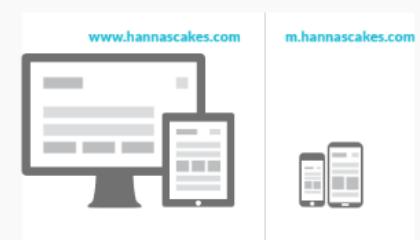
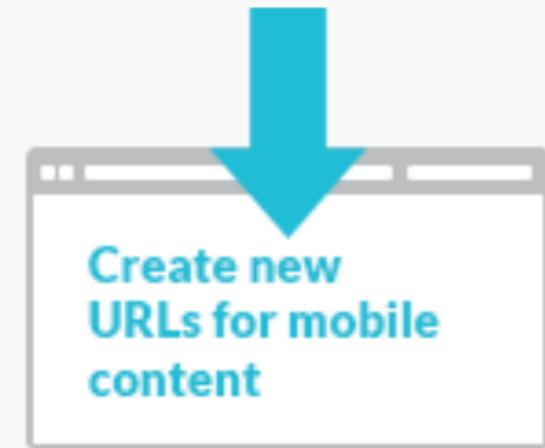
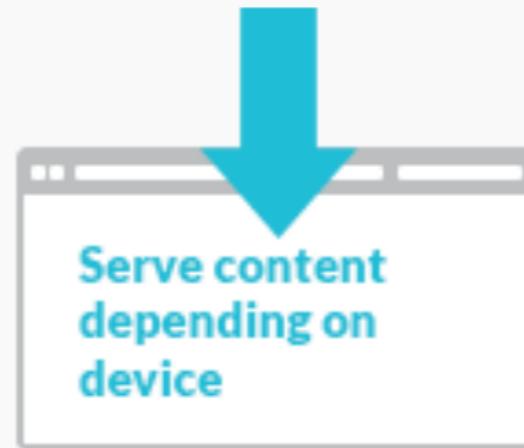
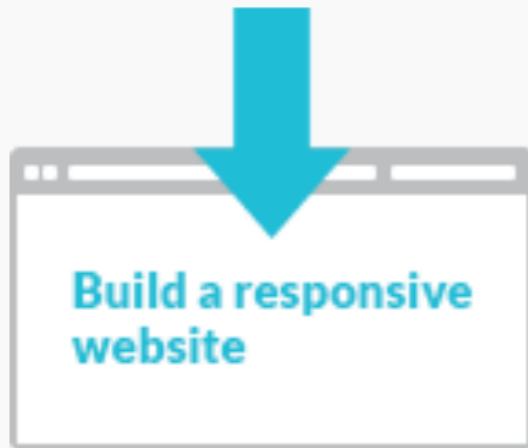
Downloadtijd (in milliseconden): 646

```
HTTP/1.1 200 OK
Date: Mon, 26 Aug 2013 09:49:59 GMT
Server: Apache
Set-Cookie: frontend=q93rqil114m817c0r1bvgbvu6; expires=Tuesday, 27-Aug-2013 09:49:59 GMT; path=/; domain=www.condoom-anoniem.nl; HttpOnly
Expires: Thu, 19 Nov 1981 08:52:00 GMT
Cache-Control: no-store, no-cache, must-revalidate, post-check=0, pre-check=0
Pragma: no-cache
Age: 185
Vary: User-Agent,Accept-Encoding
Content-Encoding: gzip
Content-Length: 3777
Connection: close
Content-Type: text/html; charset=UTF-8
```

```
<!DOCTYPE html PUBLIC "-//WAPFORUM//DTD XHTML Mobile 1.2//EN" "http://www.openmobilealliance.org/tech/DTD/xhtml-mobile12.dtd">
<html lang="nl">
<head>
    <script type="text/javascript">var NREUMQ=NREUMQ||[];NREUMQ.push(["mark","firstbyte",new Date().getTime()]);</script>
    <title>Condoom-Anoniem.nl Condoms</title>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, user-scalable=no">
    <meta name="description" content="Condoms Durex en andere merken. Olijimiddelen en tova. Goedkoper dan in de w 173.194.66
```



## Tip 3: Choose your mobile solution





**Build a responsive website**

Serv  
depe  
devic



nsive

Serve content  
depending on  
device

Create  
URLs  
conten





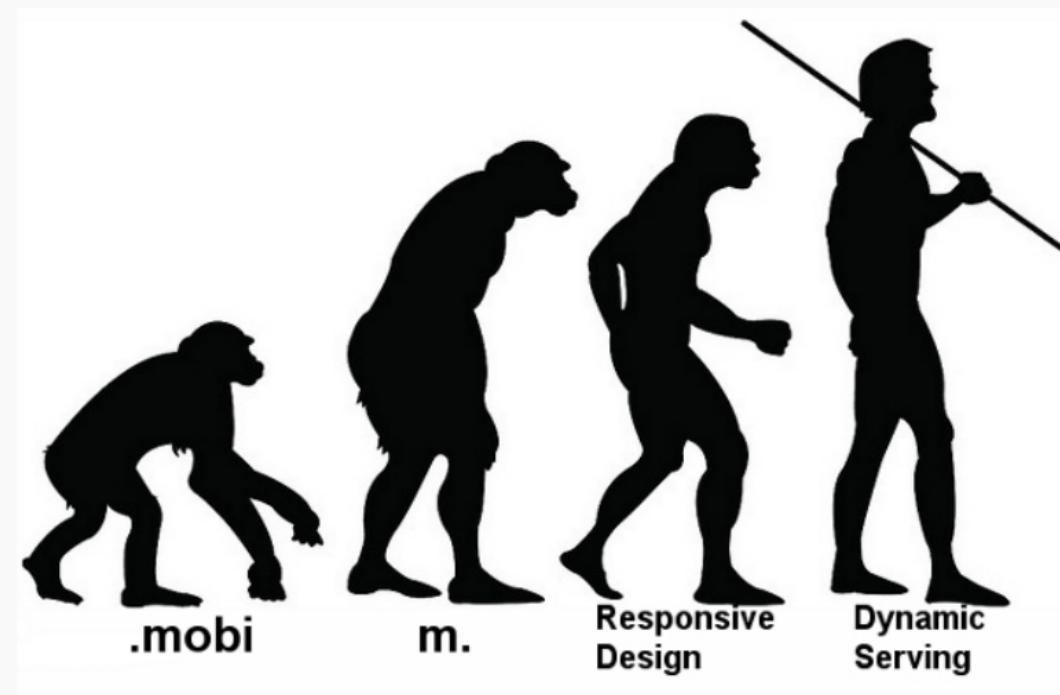
Create new  
URLs for mobile  
content



## Tip 4: How can Google find my mobile site

# Sitemap:

- 1) ReSpOnSive = Same Content → sitemap the same
- 2) Dynamic Serving = Same content, different HTML → sitemap the same
- 3) M.dot = new Sitemap

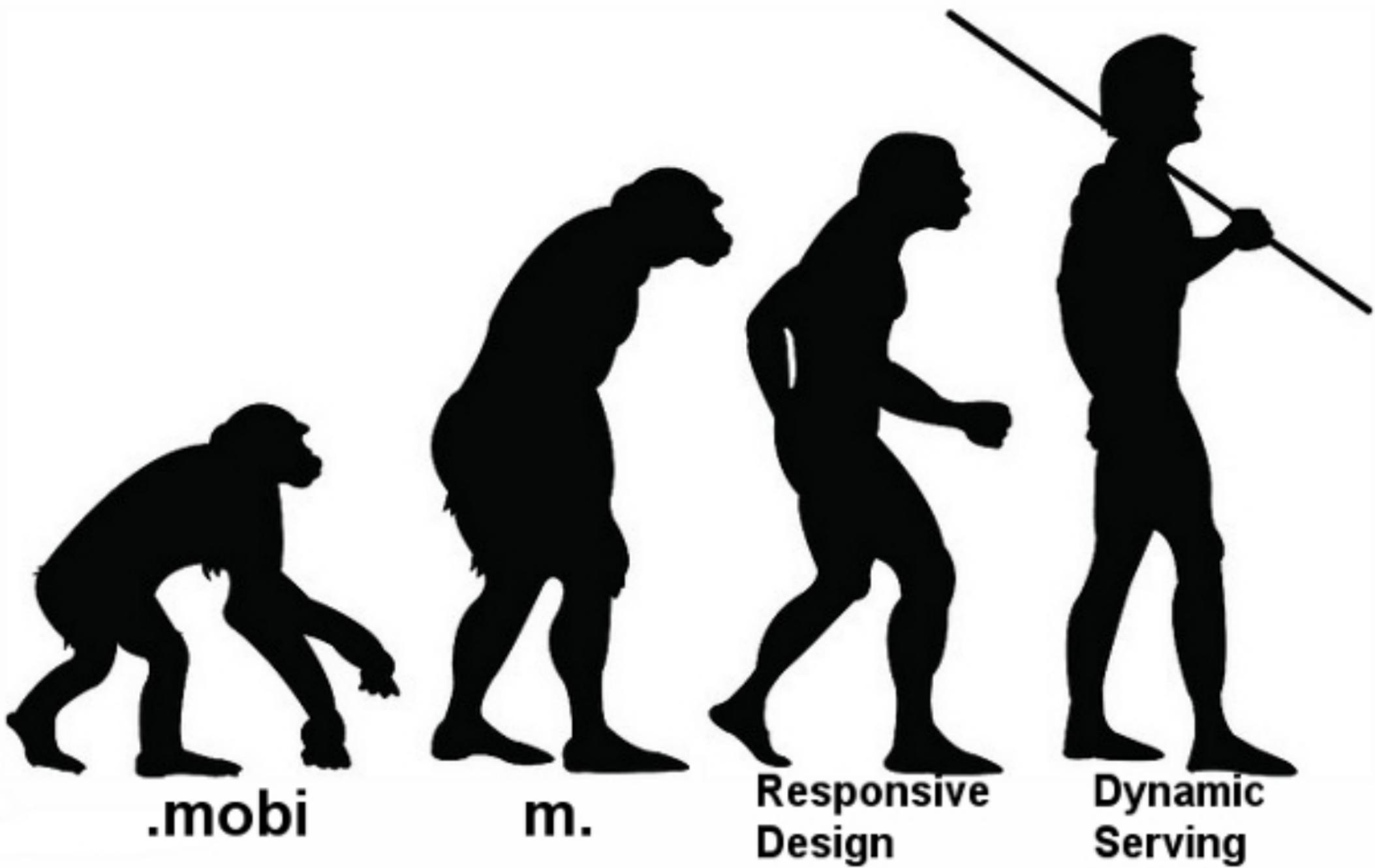


## Tip 4: How can Google find my mobile site

# Sitemap:

- 1) Responsive = Same content → sitemap the same
- 2) Dynamic Serving = same content, different HTML → sitemap the same
- 3) M.dot = new sitemap





# Extra Tip: Mobile performance

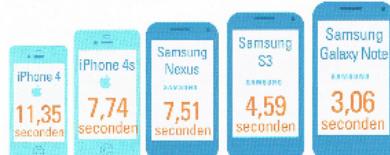
## Performance Twinkle100

Bedrijf	Url	IE9	iPad 2	iPhone4S	LG P990	Bedrijf	Url	IE9	iPad 2	iPhone4S	LG P990
1 Innting BV	Autobandencollectief.nl	1,71	4,15	5,83	4,47	51 Fleuropl	Fleuropl.nl	4,57	9,85	9,22	10,92
2 Worldticketshop.nl	Worldticketshop.nl	2,05	4,49	4,89	5,04	52 de Bijenkorf	Debijenkorf.nl	4,58	6,38	7,05	9,01
3 Creative Group B.V.	Bellegeed.nl	2,48	4,98	6,32	6,21	53 De Online Oogst	Deonlineoogst.nl	4,81	6,57	7,30	7,10
4 Topleven.nl	Topleven.nl	2,54	9,82	11,56	8,63	54 Phone house	Thephonehouse.nl	4,86	8,94	7,24	4,86
5 Kinderkleding-tekoop.nl	Kinderkleding-tekoop.nl	2,57	9,57	12,13	11,07	55 Box-shop.nl	Box-shop.nl	4,87	10,15	12,36	10,01
...	...	...	...	...	...	...	...	...	...	...	...
46 See Tickets Nederland	Seetickets.nl	4,48	11,34	9,08	4,33	96 Ticketmaster Nederland	Ticketmaster.nl	7,98	15,84	18,38	15,15
47 Score	Score.nl	4,51	9,81	6,02	7,84	97 Zalando	Zalando.nl	8,28	15,21	6,78	4,88
48 Thuisbezorgd.nl	Thuisbezorgd.nl	4,56	11,60	5,78	4,63	98 Men at Work	Menatwork.nl	9,50	18,92	20,22	18,03
49 WE fashion	Wefashion.nl	4,62	9,77	9,73	6,45	99 iCentra	iCentra.nl	N.b.	N.b.	N.b.	N.b.
50 Hunkemöller	Hunkemoller.nl	4,64	9,82	10,77	7,80	100 saland	Saland.eu	N.b.	N.b.	N.b.	N.b.
						Gemiddelde snelheid		4,79	10,60	11,08	9,43

## Laadtijden Amerikaanse retail top 100

### Android sneller dan iOS

De gemiddelde laadtijd was 6,96 seconden op de Samsung Galaxy Note terwijl 1,03 seconden op de iPhone 4.



De Samsung Galaxy Tab 2 leverde pagina's 33 procent sneller op [via wif] dan de iPad 2. De iPad 3 is daarnaast weer een stuk sneller.



Bron: Twinkle: dec '13



85% OF MOBILE USERS expect sites to load at least as fast or faster than sites on their desktop.

57% HAVE HAD A PROBLEM when trying to access a mobile site.

SLOW LOAD TIME was the number one issue faced by more than one third of them.

ALMOST HALF of these people are unlikely to return to a site that performs poorly.

33% would go to a COMPETITOR'S SITE NEXT.

[strangeloop 2013, Oct. 2013]

## Making smartphone sites load fast

Thursday, August 08, 2013 at 2:24 PM

Webmaster level: Intermediate

Users tell us they use smartphones to search online because it's quick and convenient, but today's average mobile page typically takes more than 7 seconds to load. Wouldn't it be great if mobile pages loaded in under one second? Today we're announcing new guidelines and an updated PageSpeed Insights tool to help webmasters optimize their mobile pages for best rendering performance.

### Prioritizing above-the-fold content

Research shows that users' flow is interrupted if pages take longer than one second to load. To deliver the best experience and keep the visitor engaged, our guidelines focus on rendering some content, known as the above-the-fold content, to users in one second (or less) while the rest of the page continues to load and render in the background. The above-the-fold HTML, CSS, and JS is known as the critical rendering path.

We can achieve sub-second rendering of the above-the-fold content on mobile networks by applying the following best practices:

- Server must render the response (< 200 ms)
- Number of redirects should be minimized
- Number of roundtrips to first render should be minimized
- Avoid external blocking JavaScript and CSS in above-the-fold content
- Reserve time for browser layout and rendering (200 ms)
- Optimize JavaScript execution and rendering time

These are explained in more details in the mobile-specific help pages, and, when you're ready, you can test your pages and the improvements you make using the PageSpeed Insights tool.

As always, if you have any questions or feedback, please post in our discussion group.

Posted by Bryan McChesney, Software Engineer, and Pierre Far, Webmaster Trends Analyst



## Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

Search x

Archive ▾

Site Feed

+ Google

113K readers

Selecteer een taal ▾

### Useful links

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[Webmaster Help Center](#)

[Google Webmaster Tools](#)

[Webmaster Central on YouTube](#)

[Webmaster Central China Blog](#)

[Webmaster Central Japanese Blog](#)

[Webmaster Central German Blog](#)

[Webmaster Central Spanish Blog](#)

### Labels

## More People Have Cell Phones Than Toilets, U.N. Study Shows



<http://googlewebmastercentral.blogspot.nl/2013/08/making-smartphone-sites-load-fast.html>



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 Search x

Archive ▼

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112K readers  
BY FEEDBURNER

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[Webmaster Help Center](#)

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# Extra Tip: Mob

## Performance Twinkle100

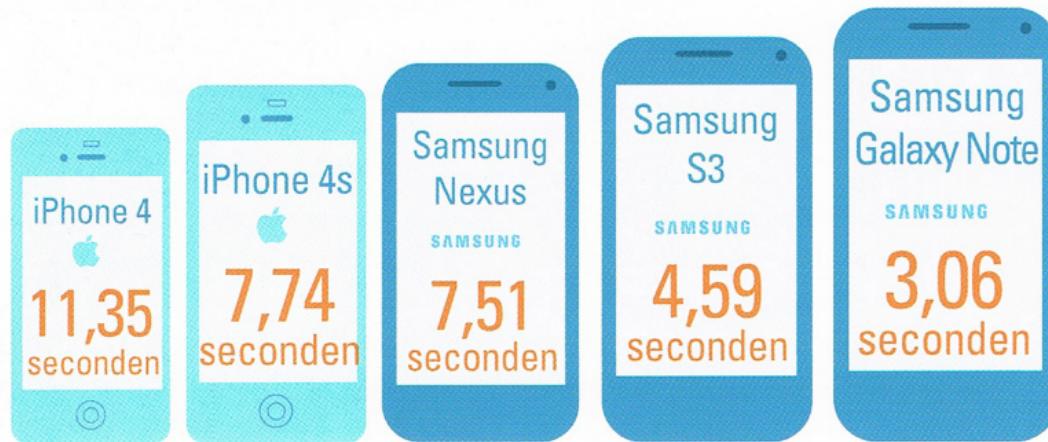
Bedrijf	Url	IE9	iPad 2 6.0.1	iPhone4S 6.0.1	LG P990 Android 2.3	Bedrijf	Url	IE9	iPad 2 6.0.1	iPhone4S 6.0.1	LG P990 Android 2.3
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6 Lokaal	Lokaal.nl	2,59	2,59	2,59	2,59	56 Cadeauhopendirect	Cadeauhopendirect.nl	4,87	9,65	11,1	10,71
7 KPN	KPN.nl	2,61	2,61	2,61	2,61	57 Vente Privee Direct	Venteprivedirect.nl	4,87	9,65	11,1	10,71
8 NL Direct	NL Direct.nl	2,62	2,62	2,62	2,62	58 De Telegraaf	DeTelegraaf.nl	4,88	9,66	11,1	10,72
9 See Tickets Nederland	Seetickets.nl	4,48	11,34	9,08	4,33	59 Ticketmaster Nederland	Ticketmaster.nl	7,98	15,84	18,38	15,15
46 Score	Score.nl	4,51	9,81	6,02	7,84	96 Zalando	Zalando.nl	8,28	15,21	6,28	4,88
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49 Hunkemöller	Hunkemoller.nl	4,64	9,62	10,77	7,80	99 Salland	Salland.eu	N.b.	N.b.	N.b.	N.b.
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7,98	15,84	18,38		15,15
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N.b.	N.b.	N.b.		N.b.
N.b.	N.b.	N.b.		N.b.
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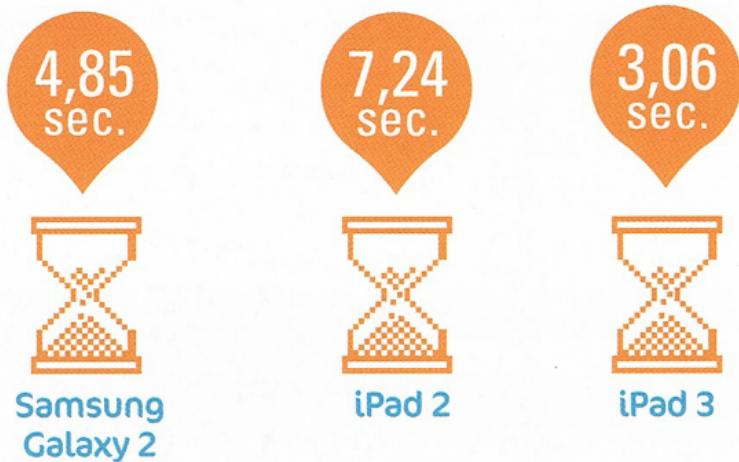
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De gemiddelde laadtijd varieerde van 3,06 seconden op de Samsung Galaxy Note tot 11,35 seconden op de iPhone 4.



De Samsung Galaxy Tab 2 leverde pagina's 33 procent sneller op (via wifi) dan de iPad 2. De iPad 3 is daarentegen weer een stuk sneller.



- Se
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- Op



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More  
Phone  
U.N.

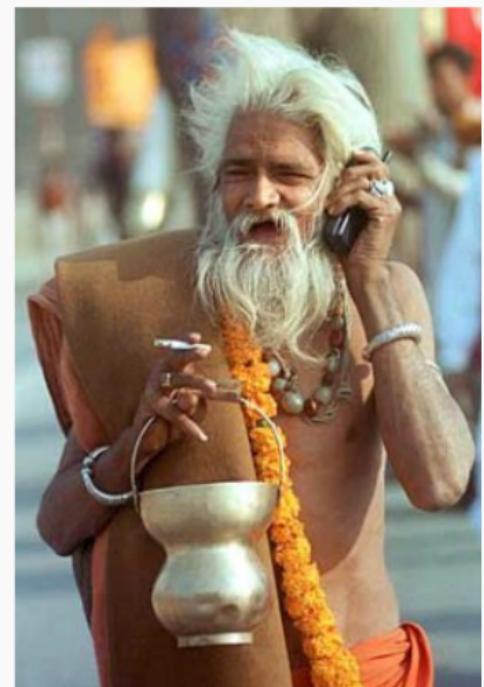


These are  
you can te  
tool.

As always

Posted by

# More People Have Cell Phones Than Toilets, U.N. Study Shows

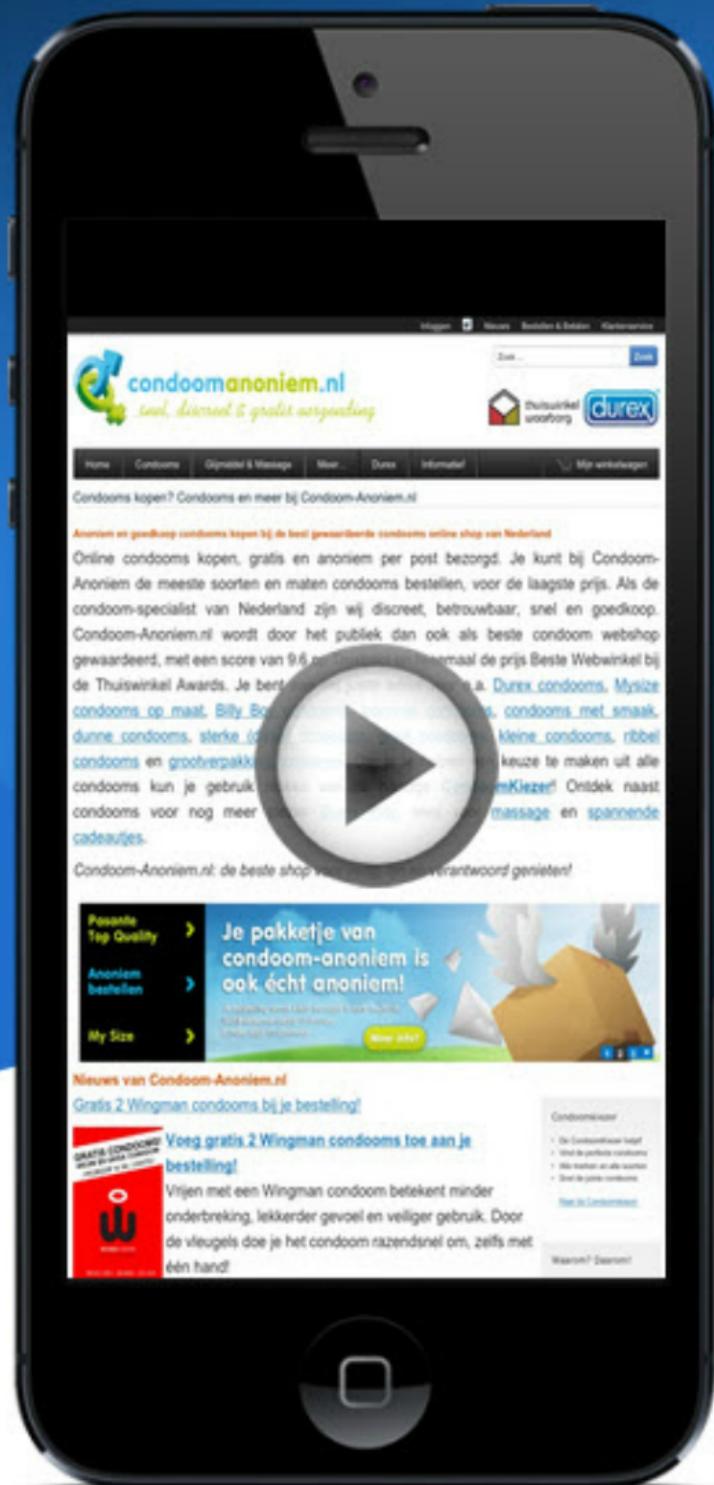


3/08/making-smartphone-sites-load-

# Case: Condoom-Anoniem.nl

## [dynamic-serving]

The image displays a composite view of the Mobitest mobile website performance testing interface. The left side shows three distinct test runs for the website [condomanoniem.nl](http://condomanoniem.nl) on different iPhone models. Each test run includes a summary card at the top with load time and page size, followed by a detailed test results section with a waterfall chart, screenshot, and a list of requested resources. The right side shows a desktop browser window displaying the detailed test results for the iPhone 6S test, including a breakdown of page events like Page Load, Render Start, and HTTP Load.



# Mobitest

## Mobile Performance Results for:

**<http://condoom-anoniem.nl>**

on iPhone 5, iOS 6, Verizon



Your website's results:

Average Load Time  
**3.66s**

Average Page Size  
**872.84kb**

Facebook

Tweet

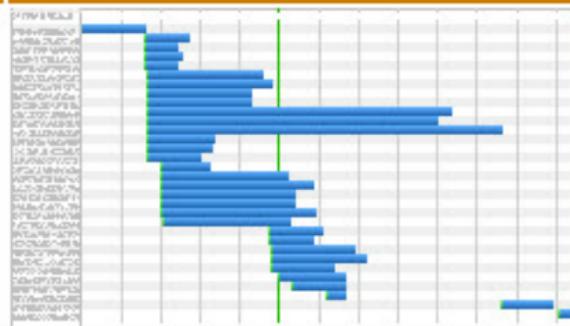
ShareThis

> View HAR file

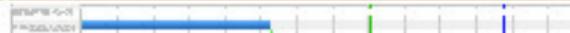
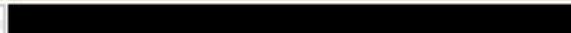
Register Now >

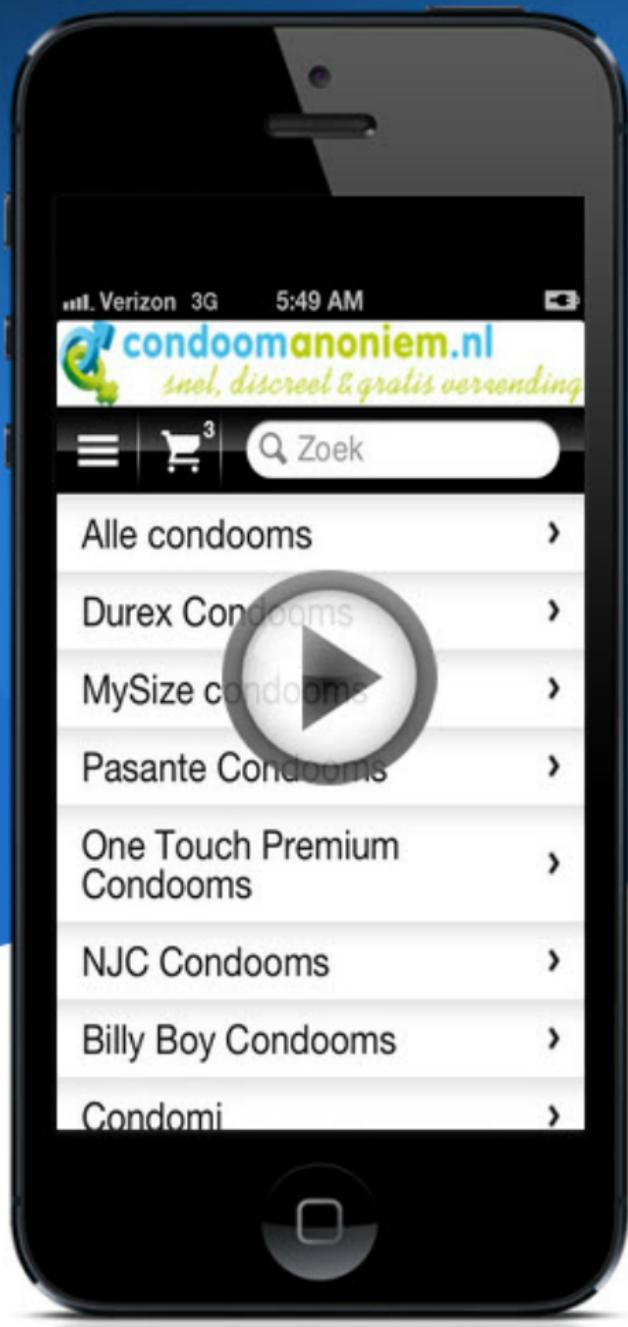
Already Registered? >

## Test 1

Load Time	Page Size	Waterfall Chart	Screenshot
6.31s	879.97kb		 <p>The screenshot shows the homepage of Condoom-Anoniem.nl. The header features the logo 'condoomanoniem.nl' with the tagline 'condoms, durex &amp; gratis verzorging'. Below the header, there's a navigation bar with links for 'Home', 'Condoms', 'Durex &amp; Massage', 'Meis...', 'Gloss', 'Internat...', and 'Mijn account'. The main content area contains text about the website, mentioning it's the best condom shop in the Netherlands, and a section for 'Wingman condoms' with a 'Buy now!' button.</p>

## Test 2

Load Time	Page Size	Waterfall Chart	Screenshot
			



Mobitest  
Mobile Performance Results for:  
<http://www.condoom-anoniem.nl/>  
on iPhone 5, iOS 6, Verizon



Your website's results:

Average Load Time  
**2.25s**

Average Page Size  
**160.27kb**

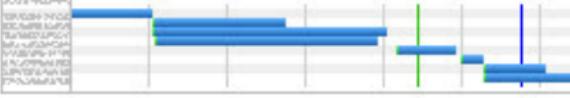
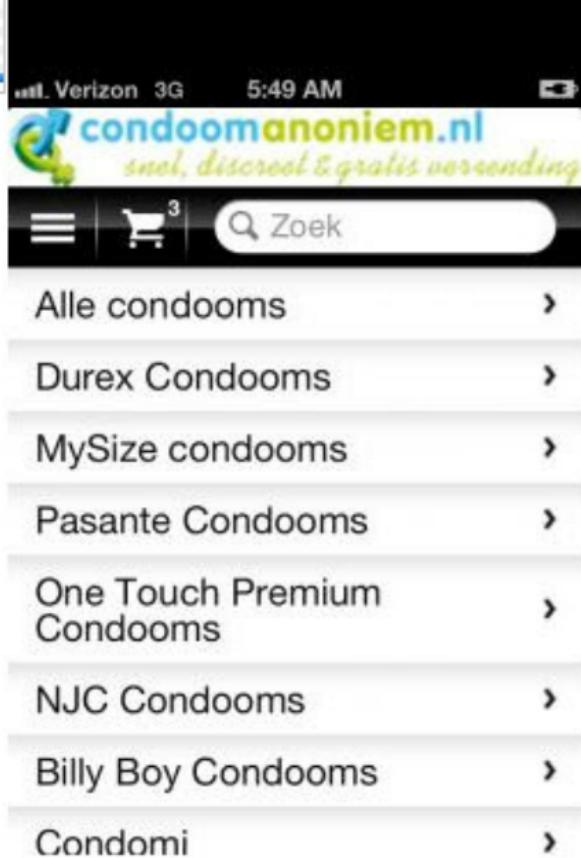
[Facebook](#)  [Tweet](#)  [ShareThis](#)

[View HAR file](#)

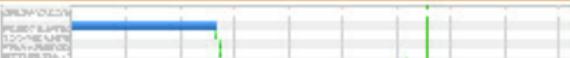
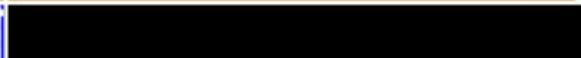
[Register Now >](#)

[Already Registered? >](#)

## Test 1

Load Time	Page Size	Waterfall Chart	Screenshot
2.88s	158.83kb		 <p>condoomanoniem.nl snel, discreet &amp; gratis verzending</p> <p>alle. Verizon 3G 5:49 AM</p> <p>☰ 3 Zoek</p> <ul style="list-style-type: none"><li>Alle condooms &gt;</li><li>Durex Condoms &gt;</li><li>MySize condooms &gt;</li><li>Pasante Condoms &gt;</li><li>One Touch Premium Condoms &gt;</li><li>NJC Condoms &gt;</li><li>Billy Boy Condoms &gt;</li><li>Condomi &gt;</li></ul>

## Test 2

Load Time	Page Size	Waterfall Chart	Screenshot
			

•••• vodafone NL 19:26 69%

http://www.condoom-anoniem.nl/ ⌂ ⌄

 **condoomanoniem.nl**  
snel, discreet & gratis versending

☰ |  |  Zoek

- Alle condooms >
- Durex Condoms >
- MySize condooms >
- Pasante Condoms >
- One Touch Premium Condoms >
- NJC Condoms >
- Billy Boy Condoms >
- Condomi >
- MoreAmore Condoms >

◀ ▶ 📚 🔧 ⌄

•••• vodafone NL 19:26 69%

Browser Requests

▼ Condoom-Anoniem.nl Condooms ▶

 www.condoom-anoniem.nl/	
 media/css/1f779192e8...9579_1384859043.css	
 media/js/826cf71c7c...53932f7_1384859050.js	
 https://www.mydigipass.com/dp_connect.js	
 google-analytics.com/ga.js	
 google-analytics.com/...D(none)%3B&utmu=q~	
 js-agent.newrelic.com/nr-100.js	
 https://www.mydigipas...e86af3392f29b6c6.png	
 https://www.mydigipas...9318ef29c70d7c9.png	
 beacon-1.newrelic.co...jsonp=NREUM.setToken	

Requests

## Page Summary

### ▼ Overview

Title Condoom-An...nl Condooms >

Elapsed Time 1.383 s

Network Round Trips 8

Downloaded Data 83492 bytes

Uploaded Data 4252 bytes

Compression Savings 240472 bytes

DNS Lookups 4

TCP Connects 6

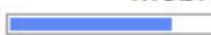
### ▼ Page Events

| Page Load 0.898 s

| Render Start 0.925 s

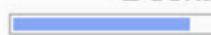
| HTTP Load 1.383 s

Mobiel



74 / 100

Desktop



81 / 100

## Overzicht van suggesties

- ! ▶ JavaScript en CSS in inhoud boven de vouw die het weergeven blokkeren, verwijderen

Uw pagina heeft 1 blokkerende scriptbronnen en 1 blokkerende CSS-bronnen. Dit veroorzaakt vertraging bij het weergeven van uw pagina.

- ✓ ▶ Gebruikmaken van browsercaching

Wanneer u in HTTP-headers een vervaldatum of maximale leeftijd voor statische bronnen instelt, geeft u de browser opdracht eerder gedownloade bronnen van de lokale schijf te gebruiken in plaats van deze via het netwerk te laden.

- ✓ ▶ Comprimeren inschakelen

Wanneer u bronnen comprimeert met `<code>gzip</code>` of `<code>deflate</code>`, kan het aantal bytes worden verlaagd dat via het netwerk wordt verzonden.

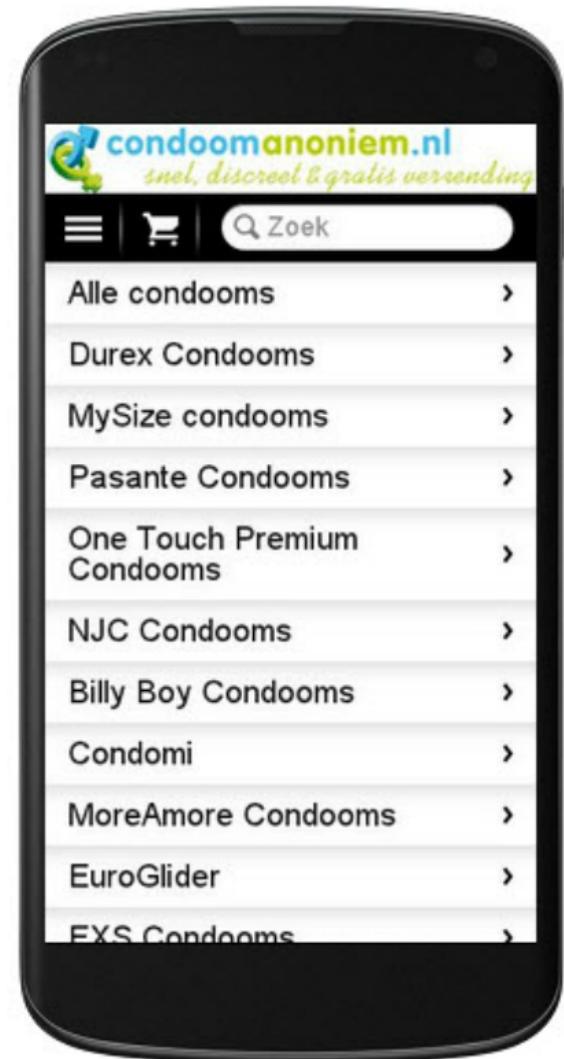
- ✓ ▶ JavaScript verkleinen

Wanneer u JavaScript-code comprimeert, kunt u vele bytes aan gegevens besparen en het downloaden, parseren en uitvoeren versnellen.

- ✓ ▶ Reactietijd van server beperken

▶ 5 uitgevoerde regels

\*De resultaten worden 30 seconden in het cachegeheugen opgeslagen. Als u wijzigingen heeft aangebracht aan uw pagina, wacht u 30 seconden voordat u de test opnieuw uitvoert.



	Apparaatcategorie <span style="color: #999;">?</span>	Acquisitie			Gedrag			Conversies			E-commerce <span style="font-size: small;">▼</span>	
		Bezoeken <span style="color: #999;">?</span> <span style="color: green; font-size: small;">▼</span>	% nieuwe bezoeken <span style="color: #999;">?</span> <span style="color: red; font-size: small;">▼</span>	Nieuwe bezoeken <span style="color: #999;">?</span>	Bouncepercentage <span style="color: #999;">?</span>	Pagina's/bezoek <span style="color: #999;">?</span>	Gem. bezoekduur <span style="color: #999;">?</span>	Transacties <span style="color: #999;">?</span>	Opbrengst <span style="color: #999;">?</span>	Conversieratio van e-commerce <span style="color: #999;">?</span>		
		50,02% <span style="color: green;">▲</span> 76,19% versus 78,66%	3,14% <span style="color: red;">▼</span> 76,19% versus 78,66%	45,30% <span style="color: green;">▲</span>	11,32% <span style="color: green;">▲</span> 55,44% versus 62,51%	65,75% <span style="color: green;">▲</span> 4,65 versus 2,80	16,01% <span style="color: green;">▲</span> 00:02:19 versus 00:02:00	51,89% <span style="color: green;">▲</span>	46,83% <span style="color: green;">▲</span>	1,25% <span style="color: green;">▲</span> 1,18% versus 1,17%		
	1. mobile											
	26-aug-2013 - 19-jan-2014		76,19%		55,44%	4,65	00:02:19					1,18%
	26-aug-2012 - 19-jan-2013		78,66%		62,51%	2,80	00:02:00					1,17%
	Wijzigingspercentage	50,02%	-3,14%	45,30%	-11,32%	65,75%	16,01%	51,89%	46,83%	1,25%		

Rijen weergeven:  Ga naar:  1 - 1 van 1

Dit rapport is gegenereerd op 19-01-14 om 15:05:50 - Rapport vernieuwen

Gedrag			Conversies	E-commerce ▾
Bouncepercentage	Pagina's/bezoek	Gem. bezoekduur	Transacties	Opbrengst
11,32% <span style="color: green;">▲</span> 55,44% versus 62,51%	65,75% <span style="color: green;">▲</span> 4,65 versus 2,80	16,01% <span style="color: green;">▲</span> 00:02:19 versus 00:02:00	51,89% <span style="color: green;">▲</span>	46,83% <span style="color: green;">▲</span>
55,44%	4,65	00:02:19		
62,51%	2,80	00:02:00		
-11,32%	65,75%	16,01%	51,89%	46,83%

Rijen weergeven: 10 ▾ Ga naar: 1 1 - 1 v



1

Zoek

## Afrekenen

## Betaalgegevens

Al een account? Log hier in

\*Voornaam

\*Achternaam

\*E-mailadres

## Adresvalidatie

Vul uw postcode en huisnummer in en uw adres wordt automatisch en foutloos aangevuld. Handmatig invullen kan natuurlijk ook.

\*Postcode

\*Huisnummer

 Handmatig adres invullen

\*Postcode

\*Land

 Nederland  Account aanmaken Naar dit adres verzenden Naar ander adres verzenden

\* Verplichte velden

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## Verzendwijze

## Betalingsegevens

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Vul email in

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\*Huisnummer

Handmatig adres invullen

\*Postcode

\*Land

 Nederland 

Account aanmaken

# Be Social, stay Social



<https://prezi.com/u4qlil9xg7v9/seo-mobile-truths-of-mobile-seo/>

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## Ray Bogman

- Joomla/Magento evangelist
- Trainer
- Performance nerd
- Security geek

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# SEO Mobile

## DE WAARHEID ACHTER MOBIELE SEO

