

SEO Mobile

DE WAARHEID ACHTER MOBIELE SEO



SEO Mobile

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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

Page Layout #3 - February 6, 2014
Authorship Shake-up - December 19, 2013
Unnamed Update - December 17, 2013
Unnamed Update - November 16, 2013
Penguin 2.1 (#5) - October 6, 2013
Hummingbird - August 20, 2013
Unnamed Update - July 26, 2013
In-depth Articles - August 6, 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://mattcutts.com/google-algorithm-change>
<http://dugwseo.com.au/2nd-highest-serp-flux-2013/>
<http://algoroo.com/>



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

'SEO



GoogleTM

Collector's Card

Real name:
Matt Cutts

Alias:
Spam-man

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

Special weapon:

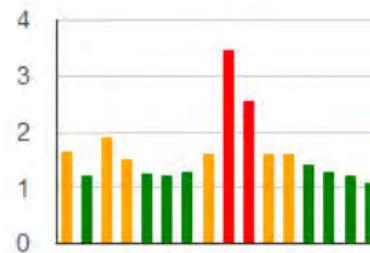
Spam-man can turn anyone
invisible by use of his Googleaxe

2013 Updates

Page Layout #3 - February 6, 2014
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
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Panda Recovery - July 18, 2013
Multi-week Update - June 27, 2013
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Payday Loan Update - June 11, 2013
Penguin 2.0 (#4) - May 22, 2013



Penguin 2.0
(4.12)



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

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

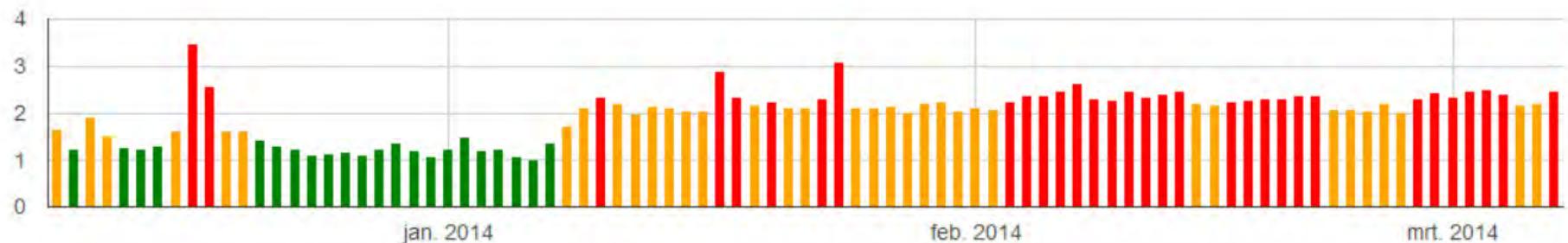
<http://algoroo.com/>

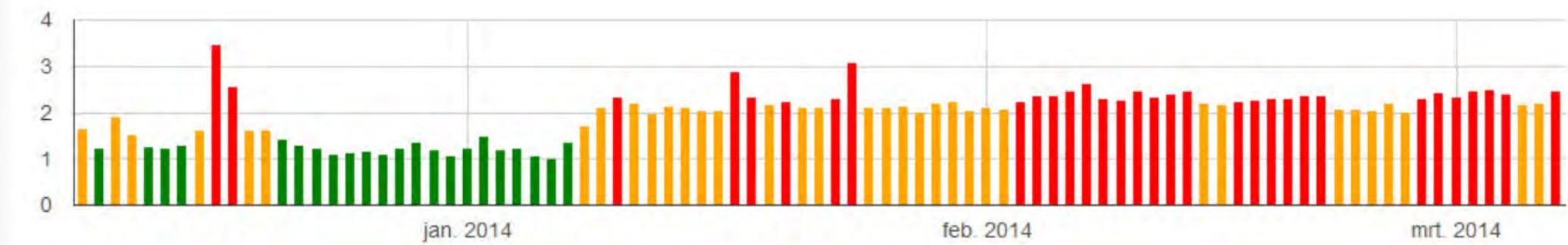
22, 2013 in Google/S



Penguin 2.0
(4.12)

?????





www.mattcutts.com/blog/permalink/

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 + SITE LOOKS ON DIFFERENT DEVICES?

BY
HAS GOOGLE GOT
PHONE
TON
ITCHER

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

CANNOT
→ 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



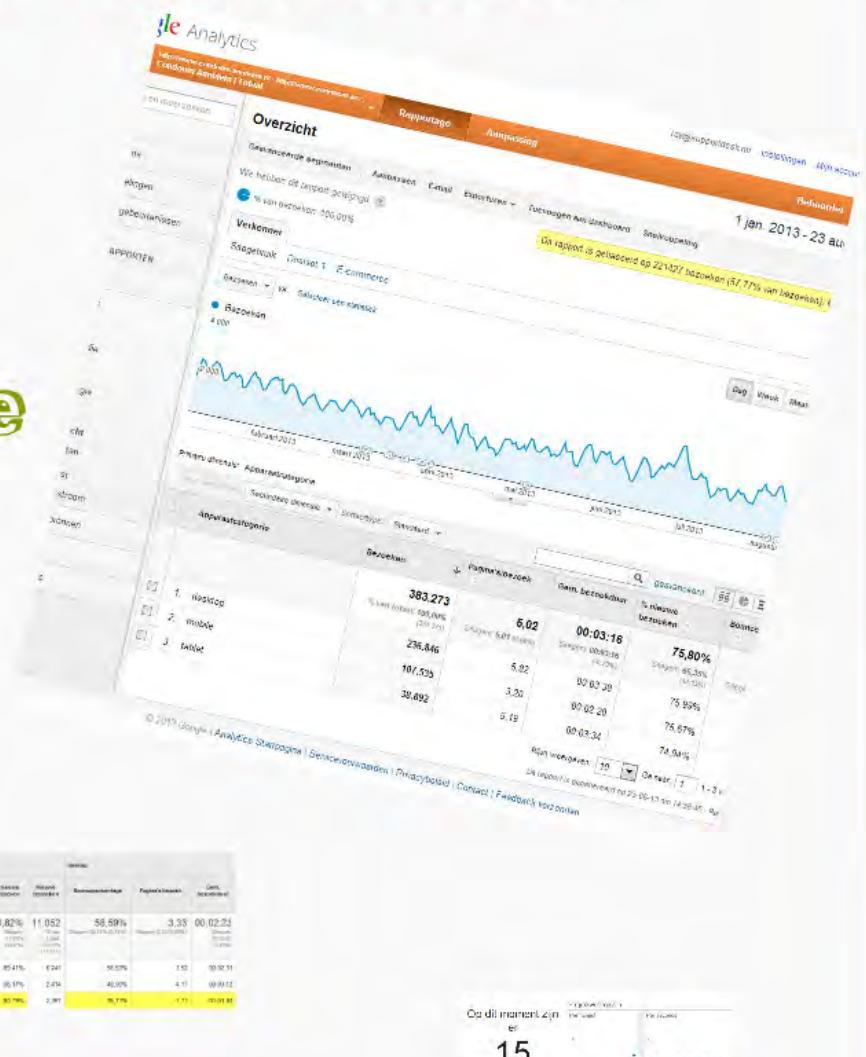
how to improve your Mobile SEO

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

Tip 1: Google analytics -> device overview

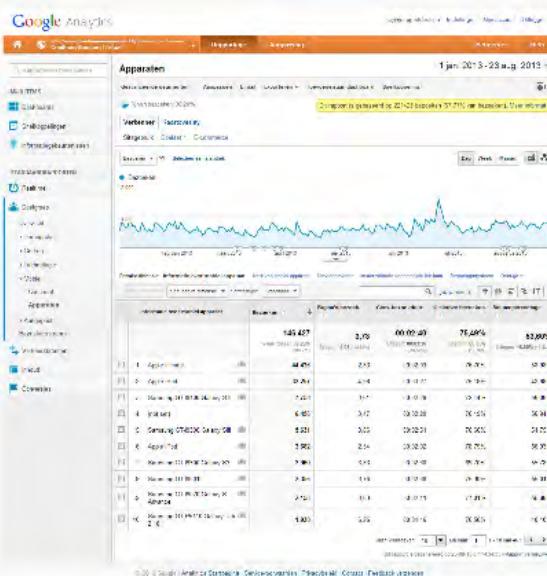
Go to Google Analytics

Look for -> mobile device



Before

After



Nieuw meer zoeken

ds

elingen

gebeurtenissen

APPORTEN

3

fie

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ten

st
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bronnen

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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

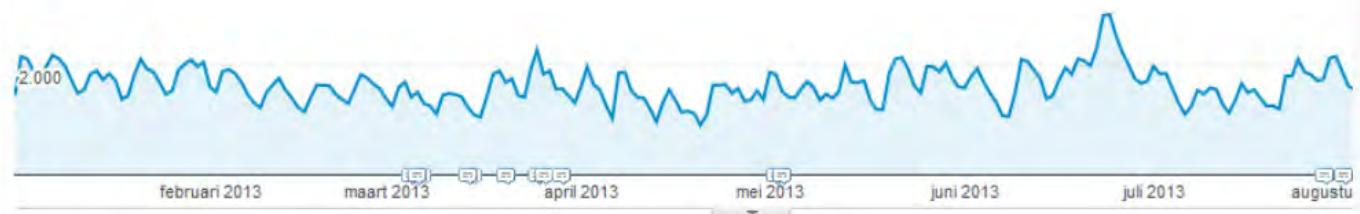
Sitegebruik Doelset 1 E-commerce

Bezoeken VS. Selecteer een statistiek

Dag Week Maan

● Bezoeken

4.000



Primaire dimensie: Apparaatcategorie

Open in Google Adwords Secundaire dimensie Sorteertype: Standaard geavanceerd

Apparaatcategorie	Bezoeken	Pagina's/bezoek	Gem. bezoekduur	% nieuwe bezoeken	Bounce
	383.273 % van totaal: 100,00% (383.271)	5,02 Sitedgem: 5,01 (0,08%)	00:03:16 Sitedgem: 00:03:16 (-0,23%)	75,80% Sitedgem: 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 v

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 <small>?</small>	Acquisitie			Gedrag		
		Bezoeken <small>?</small> <small>↓</small>	% nieuwe bezoeken <small>?</small>	Nieuwe bezoeken <small>?</small>	Bouncepercentage <small>?</small>	Pagina's/bezoek <small>?</small>	Gem. bezoekduur <small>?</small>
		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

[Dashboards](#)[Snelkoppelingen](#)[Informatiegebeurtenissen](#)

STANDAARDRAPPORTEN

[Realtime](#)[Doelgroep](#)

Overzicht

Demografie

Gedrag

Technologie

Mobiel

Overzicht

Apparaten

Aangepast

Bezoekersstroom

[Verkeersbronnen](#)[Inhoud](#)[Conversies](#)

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

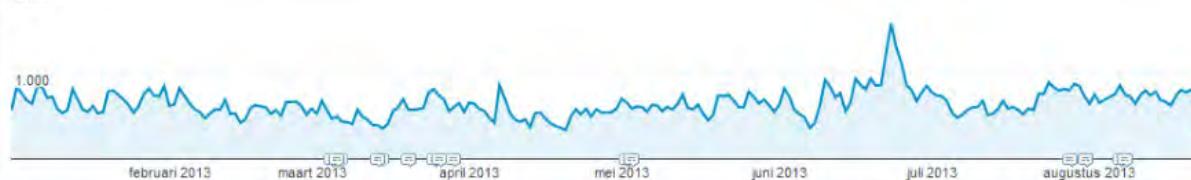
Sitegebruik Doelset 1 E-commerce

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

Dienstverlener Secundaire dimensie Sorteertype: Standaard

Informatie over mobiel apparaat	Bezoeken	Pagina's/bezoek	Gem. bezoekduur	% nieuwe bezoeken	Bouncepercentage
	146.427 % van totaal: 38,20% (383.271)	3,73 Sitem gem: 5,01 (-25,68%)	00:02:40 Sitem gem: 00:03:16 (-18,50%)	75,49% Sitem gem: 66,35% (13,70%)	53,60% Sitem gem: 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 S III	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 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 Sitegem: 5,01 (-25,69%)	00:02:40 Sitegem: 00:03:16 (-18,50%)	75,49% Sitegem: 66,35% (13,76%)	53,60% Sitegem: 45,99% (16,53%)					
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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](#)

Op dit moment zijn
er

15

actieve bezoekers op de site

■ DESKTOP ■ MOBIEL
■ TABLET

47%

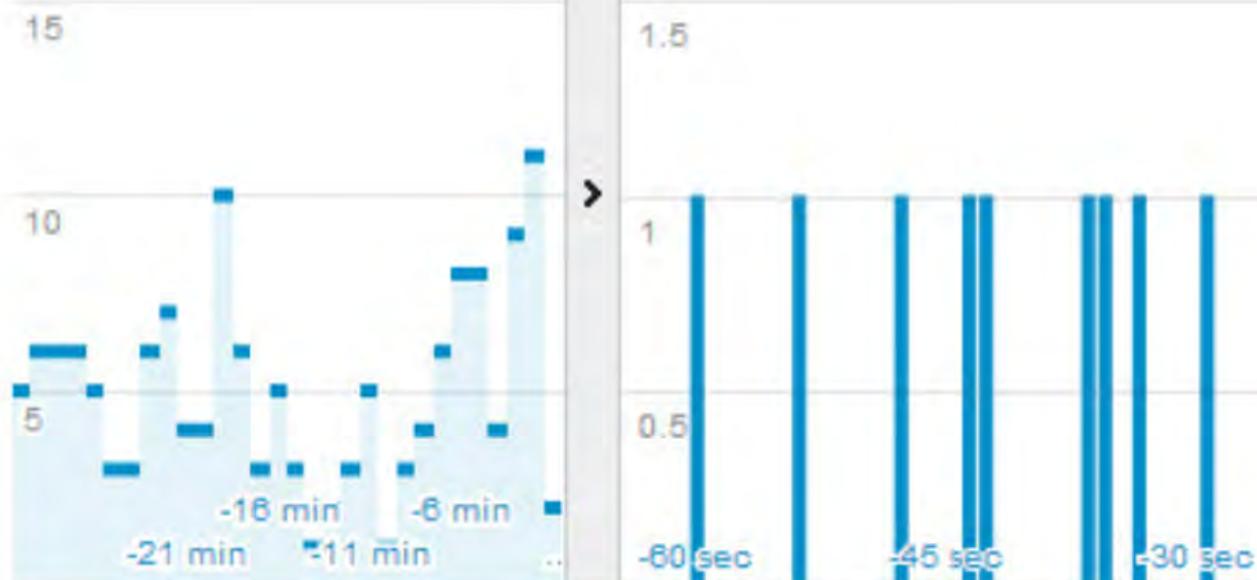
47%

7%

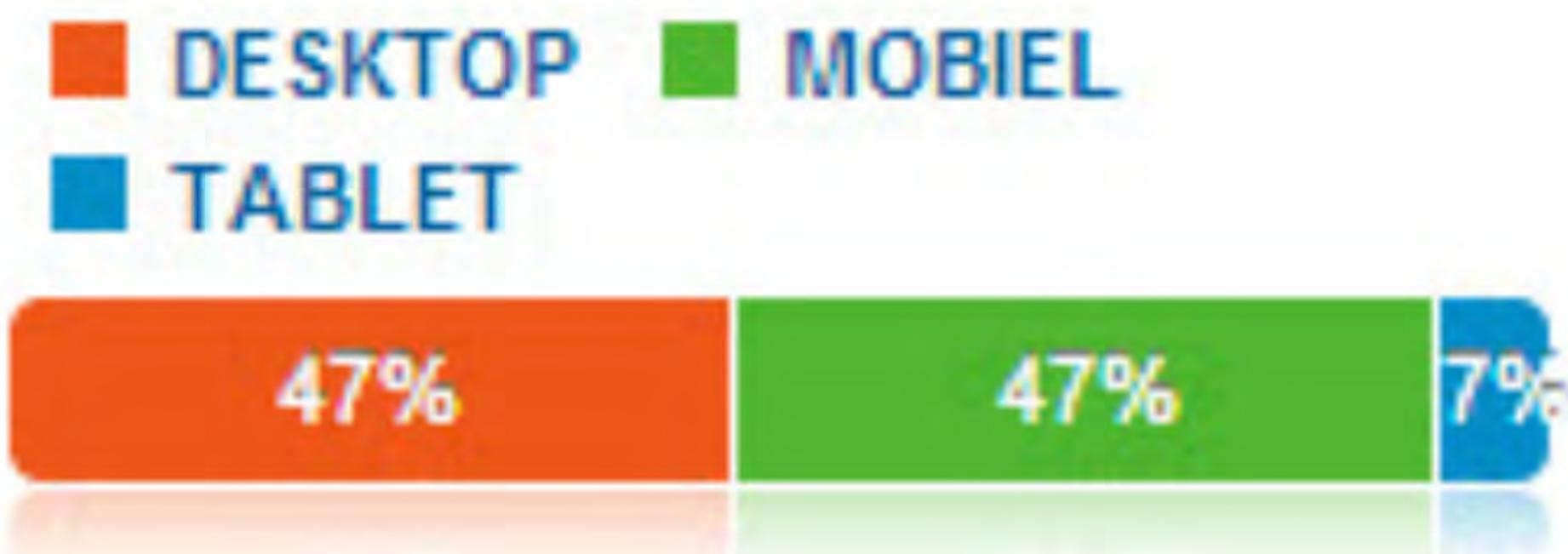
Paginaweergaven

Per minuut

Per seconde



actieve bezoekers op de site



Tip 2: Google webmaster tools

Fetch like a Google Mobile bot

Fetchen als Google

Resterend aantal fetches:	10	
URL	http://www.wildhibiscus.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 - nieuw	
	Mobiel: smartphone - beëindigd	
URL	Googlebot-type	Status van ophale
☒ http://www.wildhibiscus.nl/	Mobiel: smartphone - nieuw	✓ Succesvol
☒ http://www.wildhibiscus.nl/	Mobiel: smartphone - beëindigd	✓ Succesvol

Mobiel Bot: smartphone - old version

66.249.75.31 - - [08/Mar/2014:10:05:38 +0100] "GET / HTTP/1.1" 200 12257 "-" "Mozilla/5.0 (iPhone; U; CPU iPhone OS 4.1 like Mac OS X; en-us) AppleWebKit/532.9 (KHTML, like Gecko) Version/4.0.5 Mobile/8B117 Safari/6531.227 (compatible; Googlebot-Mobile/2.1; +http://www.google.com/bot.html)"

Mobiel Bot: smartphone - current version

66.249.78.56 - - [08/Mar/2014:10:05:47 +0100] "GET / HTTP/1.1" 200 12257 "-" "Mozilla/5.0 (iPhone; CPU iPhone OS 6.0 like Mac OS X) AppleWebKit/536.26 (KHTML, like Gecko) Version/6.0 Mobile/10A537e Safari/6536.25 (compatible; Googlebot/2.1; +<http://www.google.com/bot.html>)"

<https://prezi.com/u4qtli9xg7v9/seo-mobile-truths-of-mobile-seo/>

Fetch like a Google Mobile bot

Fetchen als Google

Resterend aantal fetches:
498

Resterende inzendingen voor URL en gekoppelde pagina's:
10

<http://www.wildhibiscus.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 - nieuw
Mobiel: smartphone - beëindigd

URL	Googlebot-type	Status van ophale...
http://www.wildhibiscus.nl/	Mobiel: smartphone - nieuw	Succesvol
http://www.wildhibiscus.nl/	Mobiel: smartphone - beëindigd	Succesvol

Mobiel Bot: smartphone - old version

6.249.75.31 - - [08/Mar/2014:10:05:38 +0100] "GET / HTTP/1.1" 200 12257 "-" "Mozilla/5.0 (iPhone; U; CPU Phone OS 4_1 like Mac OS X; en-us) AppleWebKit/532.9 (KHTML, like Gecko) Version/4.0.5

Sitedashboard

Siteberichten

► Uiterlijk van Site Search

► Zoekverkeer

► Google-index

Downloadtijd / in

Fetchen als

Dit is het resultaa...

URL: http://www.w...

Datum: zaterdag

Googlebot-type:

Downloadtijd / in

- Sitedashboard
- Siteberichten
- Uiterlijk van Site Search ①
- Zoekverkeer
- Google-index
- ▼ Crawlenv
 - Crawlfouten
 - Crawlstatistieken
 - Fetchen als Google**
 - Geblokkeerde URL's
 - Sitemaps
 - URL-parameters
 - Beveiligingsproblemen
 - Andere bronnen
- Labs

Fetchen als Google

Dit is het resultaat nadat Googlebot de pagina heeft opgehaald.

URL: <http://www.wildhibiscus.nl/>

Datum: zaterdag 8 maart 2014 01:05:46 GMT-8

Googlebot-type: Mobiel: smartphone - nieuw

Downloadtijd (in milliseconden): 165

```
HTTP/1.1 200 OK
Date: Sat, 08 Mar 2014 09:05:47 GMT
Server: Apache
Set-Cookie: frontend=0vcuipcuulpsggui58so7cs6m7; expires=Sat, nl
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: 125601
Content-Encoding: gzip
Vary: Accept-Encoding,User-Agent
Keep-Alive: timeout=5, max=100
Connection: Keep-Alive
Transfer-Encoding: chunked
Content-Type: text/html; charset=UTF-8

<!DOCTYPE HTML>
<html lang="en-US">
<head>
  <title>Wild Hibiscus - Producten - Bloemen in Siroop</title>
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1" />
<meta name="robots" content="INDEX,FOLLOW" />
```



- Sitedashboard
- Siteberichten (3)
- Uiterlijk van Site Search ①
- Zoekverkeer
- Google-index
- ▼ Crawlenv
 - Crawlfouten
 - Crawlstatistieken
 - Fetchen als Google**
 - Geblokkeerde URL's
 - Sitemaps
 - URL-parameters
 - Beveiligingsproblemen
 - Andere bronnen
- Labs

Fetchen als Google

Dit is het resultaat nadat Googlebot de pagina heeft opgehaald.

URL: <http://www.cadacent.nl/>

Datum: zaterdag 8 maart 2014 01:19:36 GMT-8

Googlebot-type: Mobiel: smartphone - nieuw

Downloadtijd (in milliseconden): 1179

```
HTTP/1.1 200 OK
Date: Sat, 08 Mar 2014 09:19:37 GMT
Server: Apache/2
Set-Cookie: 169seed29e5e47e23afdia70560ea7d9c-12b7b7dc0d2f4d733929d5bd1f6b267; path=/; domain=.cadacent.nl; secure; HttpOnly
P3P: CP="NOI ADM DEV PSAI COM NAV OUR OTRo STP IND DEM"
Expires: Sat, 22 Mar 2014 09:19:37 GMT
Cache-Control: public,max-age=1209600,pre-check=1209600,post-check=1209600
Content-Encoding: gzip
X-Content-Encoded-By: Joomla! 1.5
Vary: User-Agent
Content-Length: 6876
Keep-Alive: timeout=1, max=100
Connection: Keep-Alive
Content-Type: text/html; charset=utf-8
```

Sitedashboard

Siteberichten (3)

► Uiterlijk van Site Search i

► Zoekverkeer

► Google-index

▼ Crawlen

Crawlfouten

Crawlstatistieken

Fetchen als Google

Geblokkeerde URL's

Sitemaps

URL-parameters

Beveiligingsproblemen

Andere bronnen

► Labs

Fetchen als Google

Dit is het resultaat nadat Googlebot de pagina heeft opgehaald.

URL: <http://www.cadacent.nl/>

Datum: zaterdag 8 maart 2014 01:19:36 GMT-8

Googlebot-type: Mobiel: smartphone - nieuw

Downloadtijd (in milliseconden): 1179

HTTP/1.1 200 OK

Date: Sat, 08 Mar 2014 09:19:37 GMT

Server: Apache/2

Set-Cookie: 169eed29e5e47a83af1a70860ea7d9c=12b7b7dc0d2f4d733929d5bd1f6b267; path=/

P3P: CP="NOI ADM DEV PSAi COM NAV OUR OTRo STP IND DEM"

Expires: Sat, 22 Mar 2014 09:19:37 GMT

Cache-Control: public,max-age=1209600,pre-check=1209600,post-check=1209600

Content-Encoding: gzip

X-Content-Encoded-By: Joomla! 1.5

Vary: User-Agent

Content-Length: 6876

Keep-Alive: timeout=1, max=100

Connection: Keep-Alive

Content-Type: text/html; charset=utf-8

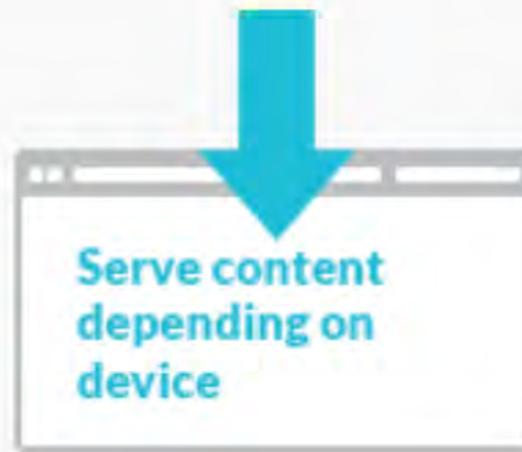
Mobiel Bot: smartphone - old version

66.249.75.31 - - [08/Mar/2014:10:05:38 +0100] "GET / HTTP/1.1" 200 12257 "-" "Mozilla/5.0 (iPhone; U; CPU iPhone OS 4_1 like Mac OS X; en-us) AppleWebKit/532.9 (KHTML, like Gecko) Version/4.0.5 Mobile/8B117 Safari/6531.22.7 (compatible; Googlebot-Mobile/2.1; +<http://www.google.com/bot.html>)"

Mobiel Bot: smartphone - current version

66.249.78.56 - - [08/Mar/2014:10:05:47 +0100] "GET / HTTP/1.1" 200 12257 "-" "Mozilla/5.0 (iPhone; CPU iPhone OS 6_0 like Mac OS X) AppleWebKit/536.26 (KHTML, like Gecko) Version/6.0 Mobile/10A5376e Safari/8536.25 (compatible; Googlebot/2.1; +<http://www.google.com/bot.html>)"

Tip 3: Choose your mobile solution





Build a responsive website

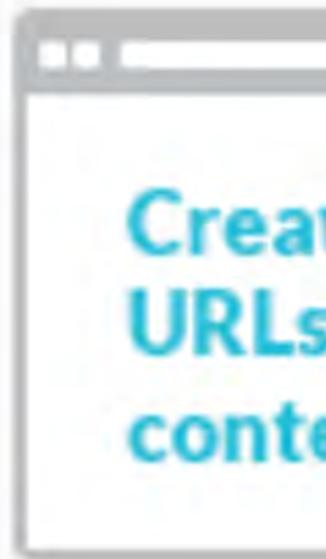
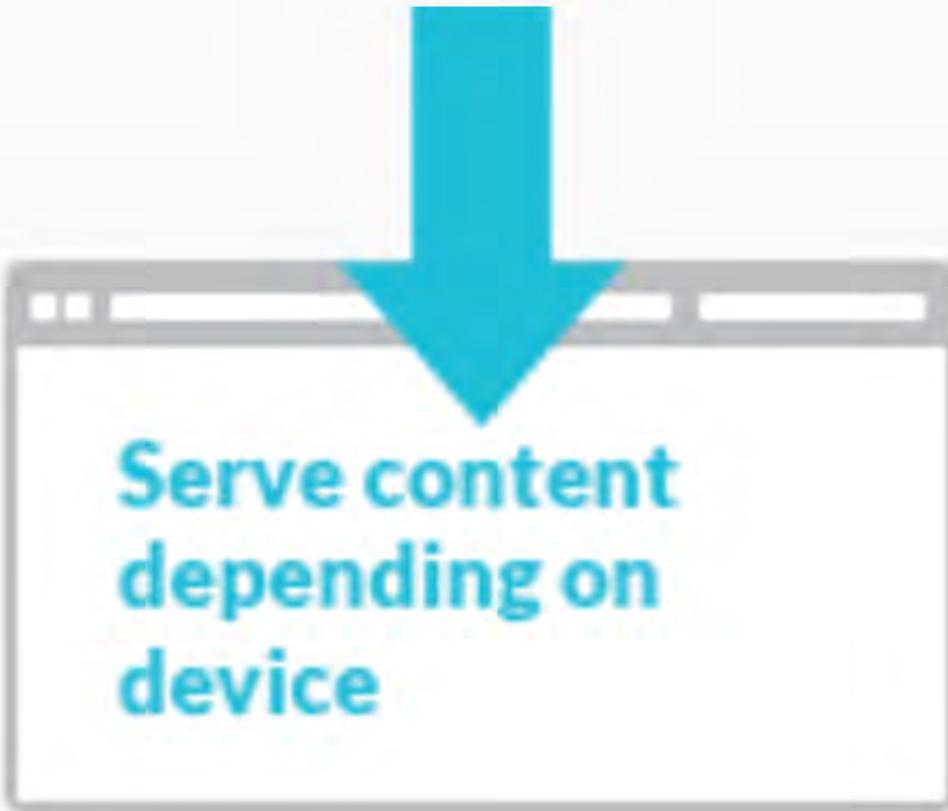


ONE URL / SAME HTML
www.hannascakes.com

Serv...
depe...
devic...



nsive



Create new
URLs for mobile
content

www.hannascakes.com

m.hannascakes.com



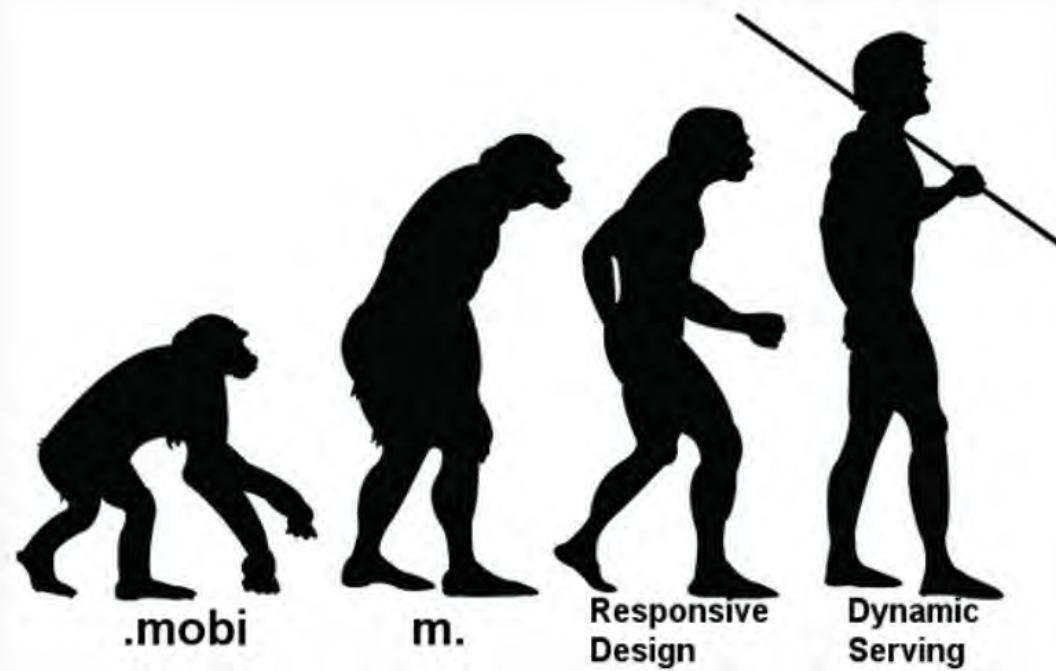
DIFFERENT HTML

www.hannascakes.com

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

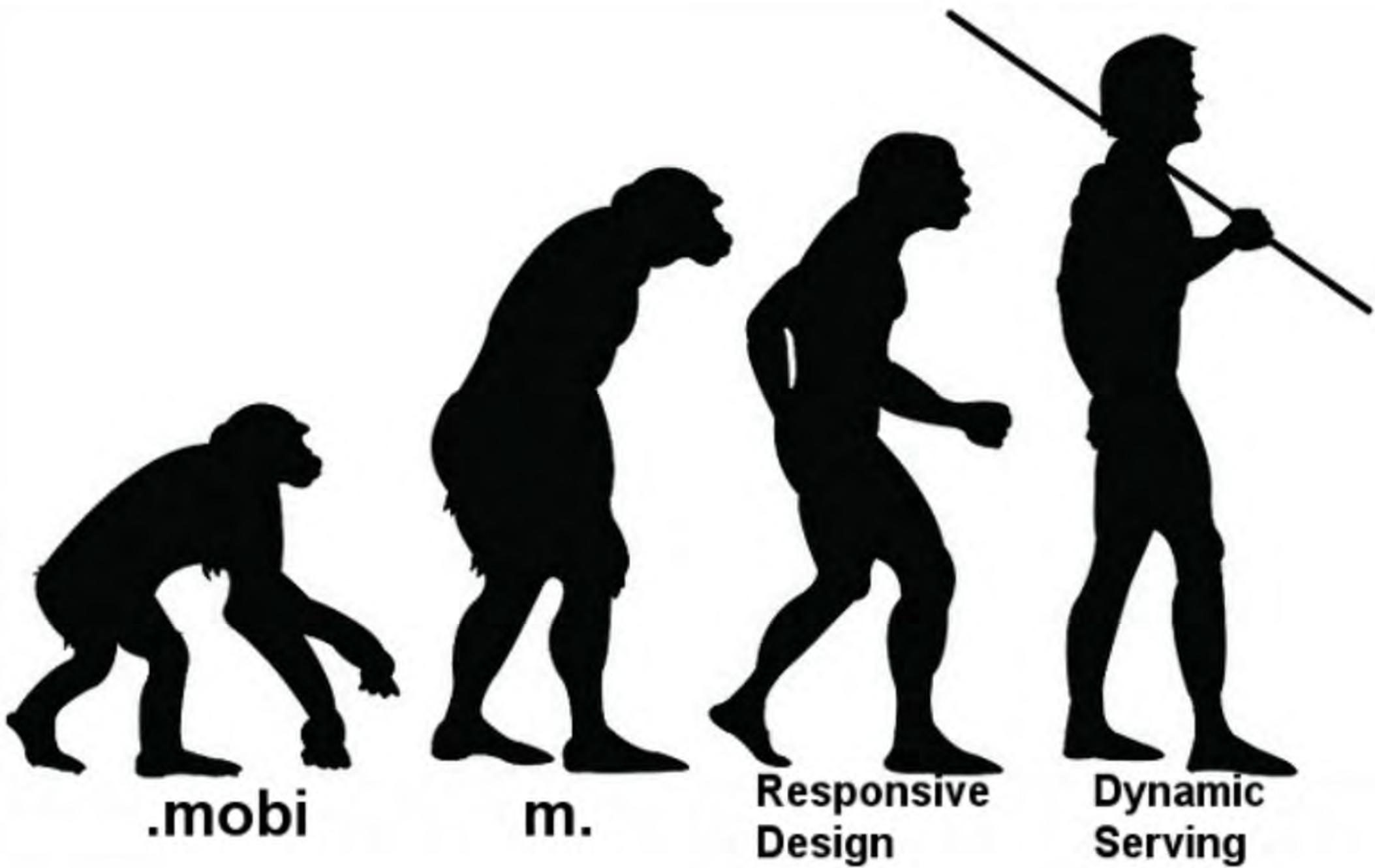


Tip 4: How can Google find my mobile site

Sitemap:

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





.mobi

m.

Responsive
Design

Dynamic
Serving

Extra Tip: Mobile performance

Performance Twinkle100

Bedrijf	Url	IE9	iPad 2	iPhone4S	LG P990	Bedrijf	Url	IE9	iPad 2	iPhone4S	LG P990
1 Handig BV	Autobandencollectief.nl	6,01	4,15	5,83	4,47	51 Heupop	Heupop.nl	4,67	9,86	9,22	10,92
2 Worldclockshop.nl	Worldclockshop.nl	2,05	4,49	4,85	5,04	52 de Bijenkorf	Bijenkorf.nl	4,58	6,38	7,05	9,01
3 Creative Group B.V.	Bellepoed.nl	2,48	4,98	6,32	6,27	53 De Online Drugist	Deonlineugis.nl	4,81	6,57	7,30	7,10
4 Togtzenen.nl	Togtzenen.nl	7,54	9,87	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	10,34	9,08	4,33	96 Ticketaanbieder Nederland	Ticketaanbieder.nl	7,98	15,84	18,58	15,15
47 Score	Score.nl	4,51	9,81	6,02	7,84	97 Zando	Zando.nl	8,28	15,21	6,78	4,88
48 Thuisbezoek.nl	Thuisbezoek.nl	4,56	11,60	5,78	4,63	98 Men at Work	Menatwork.nl	9,50	18,92	20,22	18,42
49 WE fashion	Wefashion.nl	6,62	9,77	9,73	6,43	99 Centre	Centre.nl	N.b.	N.b.	N.b.	N.b.
50 Hunkemöller	Hunkemoller.nl	4,54	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

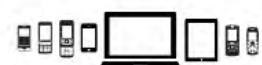
Gegevens uit de analyse van 400 websites op de Samsung Galaxy Note II: 1,35 seconden op de iPhone 4.



De Samsung Galaxy Tab 2 leverde pagina's 33 procent sneller op (1,68 s) 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

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



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Labels

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





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Posted by [Bryan McCord](#), Software Engineer, and [Pierce Far](#), Webmaster Trends Analyst

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Extra Tip: Mob

Performance Twinkle100

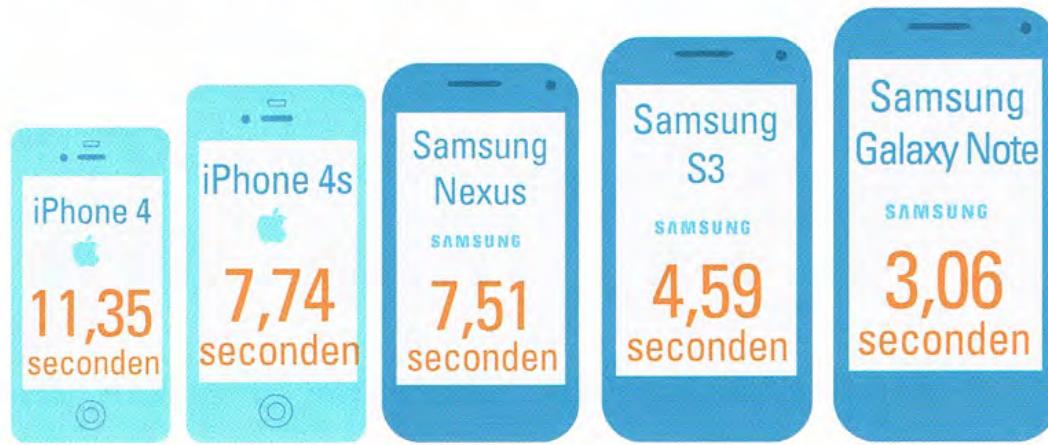
	Bedrijf	Url	IE9	iPad 2 6.0.1	iPhone4S 6.0.1	LG P990 Android 2.3		Bedrijf	Url	IE9	iPad 2 6.0.1	iPhone4S 6.0.1	LG P990 Android 2.3
1	Innoting BV	Autobandencollectief.nl	1,71	4,15	5,83	4,47	51	Fleurop	Fleurop.nl	4,67	9,86	9,22	10,92
2	Worldticketshop.nl	Worldticketshop.nl	2,05	4,49	4,89	5,04	52	de Bijenkorf	Debijenkorf.nl	4,68	6,38	7,05	9,01
3	Creative Group B.V.	Beltegoed.nl	2,48	4,98	6,52	4,21	53	De Online Drogist	Deonlinedrogist.nl	4,81	6,57	7,30	7,10
4	Toplenzen.nl	Toplenzen.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	Bax-shop.nl	Bax-shop.nl	4,87	10,16	12,36	10,01
6	Unilever	Unilever.nl	2,59	10,20	12,24	11,71	56	CraenenhopenDirect	CraenenhopenDirect.nl	4,87	9,65	11,11	10,71
7	NL Direct	NL Direct	2,61	11,22	12,50	11,76	57	Van der Valk Hotel	VanDerValkHotel.nl	4,88	10,22	12,22	11,88
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	6,28	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	18,43
49	WE Fashion	Wefashion.nl	4,62	9,77	9,73	6,43	99	iCentre	Icentre.nl	N.b.	N.b.	N.b.	N.b.
50	Hunkemöller	Hunkemoller.nl	4,64	9,62	10,77	7,80	100	Salland	Salland.eu	N.b.	N.b.	N.b.	N.b.
								Gemiddelde snelheid		4,79	10,60	11,08	9,43

7,98	15,84	18,38	15,15
8,28	15,21	6,28	4,88
9,50	18,92	20,22	18,43
N.b.	N.b.	N.b.	N.b.
N.b.	N.b.	N.b.	N.b.
4,79	10,60	11,08	9,43

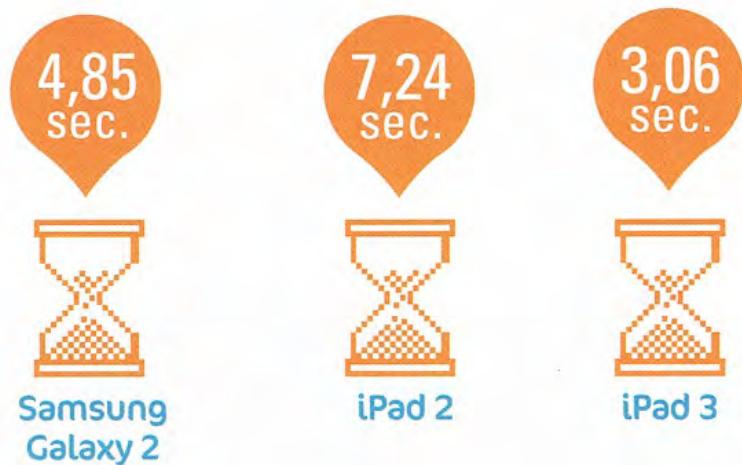
Laadtijden Amerikaanse retail top 100

Android sneller dan iOS

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
- Nu
- Nu
- Av
- Re
- Op



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



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More
Phone
U.N.

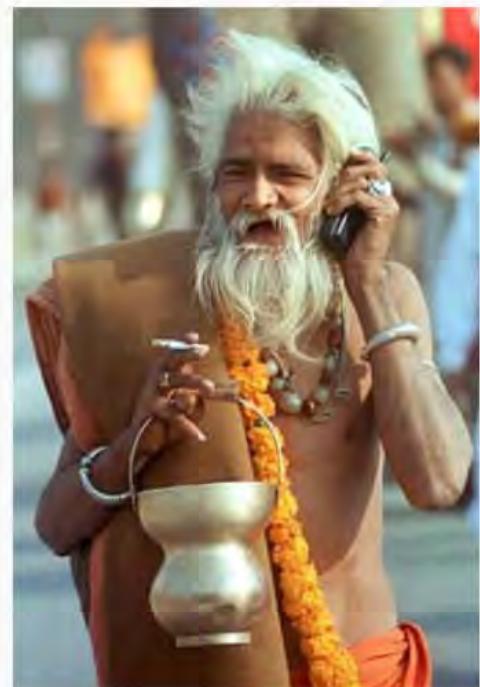


These are
you can te
tool.

As always

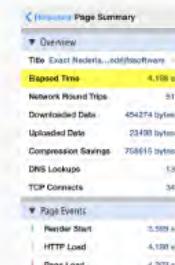
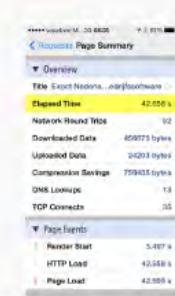
Posted by

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



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

Case: Exact.nl [RWD]



The screenshot shows the PageSpeed Insights report for the URL <http://www.exact-digital.de>. The report is divided into two main sections: **Speed** and **User Experience**.

Speed Report:

- Score:** 52 / 100 Speed
- Issues:** 1 Should Fix
 - Limits remote blocking JavaScript and CSS in above-the-fold content.
 - ↓ Should fix this.
- Best practices:** 0
- Resource savings:** 0
- Page size:** 1.2 MB
- CDN usage:** 0
- Optimization opportunities:** 0
- Passed rules:** 4
 - ↓ Should fix this.

User Experience Report:

- Score:** 72 / 100 User Experience
- Issues:** 1 Should Fix
 - Slow content to respond.
 - ↓ Should fix this.
- Best practices:** 0
- Optimization opportunities:** 0
- Passed rules:** 3
 - ↓ Should fix this.

Mobitest
Mobile Performance Results for:
[exact.nederlandseondernemers.nl](#) on iPhone 4, iOS 7

Your website's results:
Average Load Time: 13.52s Average Page Size: 441.01kb

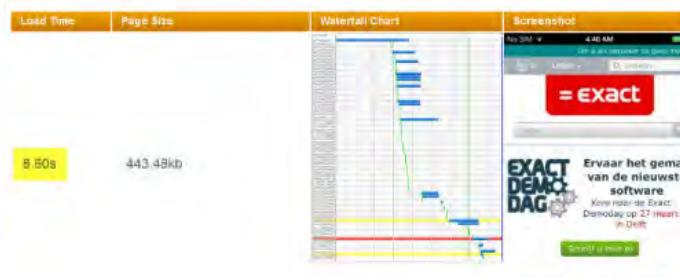
Facebook Twitter Google+ Print Email

Test results > Device statistics >

Test 1



Test 2



Test 3



***** vodafone NL 3G 08:05 97%

Requests Page Summary

Overview

Title [Exact Nederlandse...edrijfsssoftware](#)

Elapsed Time	42.656 s
Network Round Trips	52
Downloaded Data	456875 bytes
Uploaded Data	24203 bytes
Compression Savings	758435 bytes
DNS Lookups	13
TCP Connects	35

Page Events

Render Start	3.497 s
HTTP Load	42.656 s
Page Load	42.693 s

***** vodafone NL 3G 08:06 96%

Requests Page Summary

Overview

Title [Exact Nederlandse...edrijfsssoftware](#)

Elapsed Time	31.574 s
Network Round Trips	51
Downloaded Data	454396 bytes
Uploaded Data	23510 bytes
Compression Savings	758596 bytes
DNS Lookups	13
TCP Connects	35

Page Events

Render Start	3.866 s
HTTP Load	31.574 s
Page Load	31.578 s

Requests Page Summary

Overview

Title [Exact Nederlandse...edrijfsssoftware](#)



Mobitest Mobile Performance Results for:

<http://www.exact.nl/>

on iPhone 4, iOS 7



Your website's results:

Average Load Time

13.52s

Average Page Size

441.31kb

[Facebook](#)

[Tweet](#)

[ShareThis](#)

[View HAR file](#)

[Register Now >](#)

[Already Registered? >](#)

Test 1

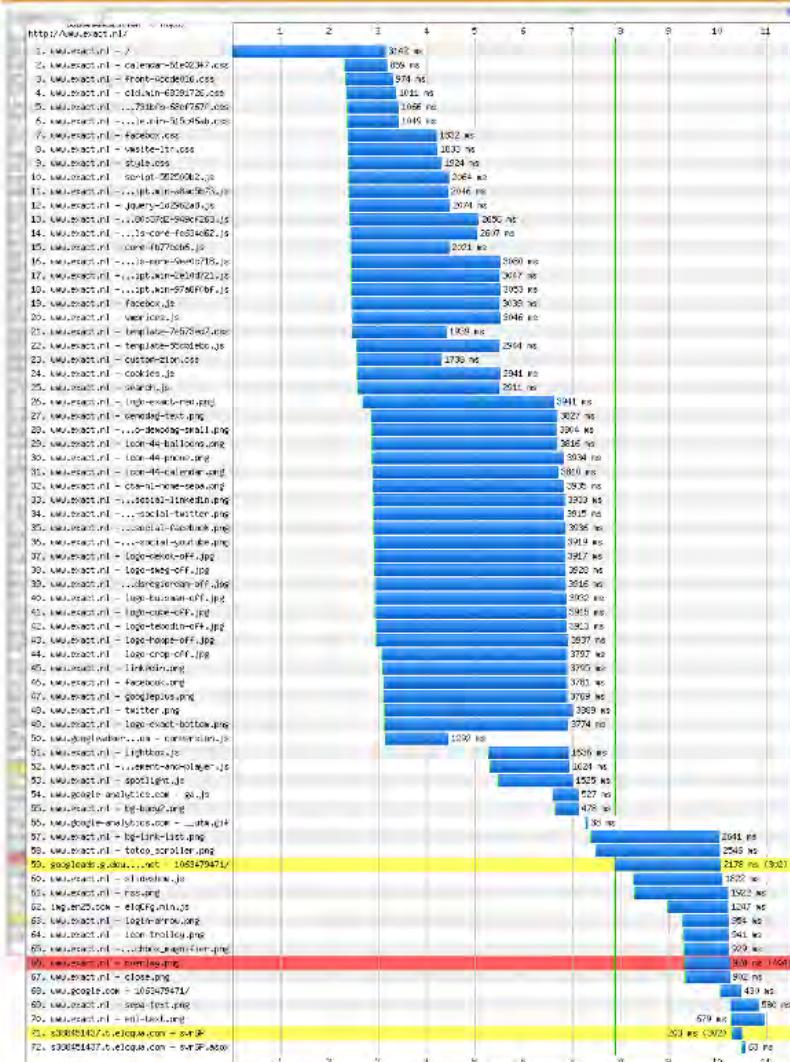
Load Time

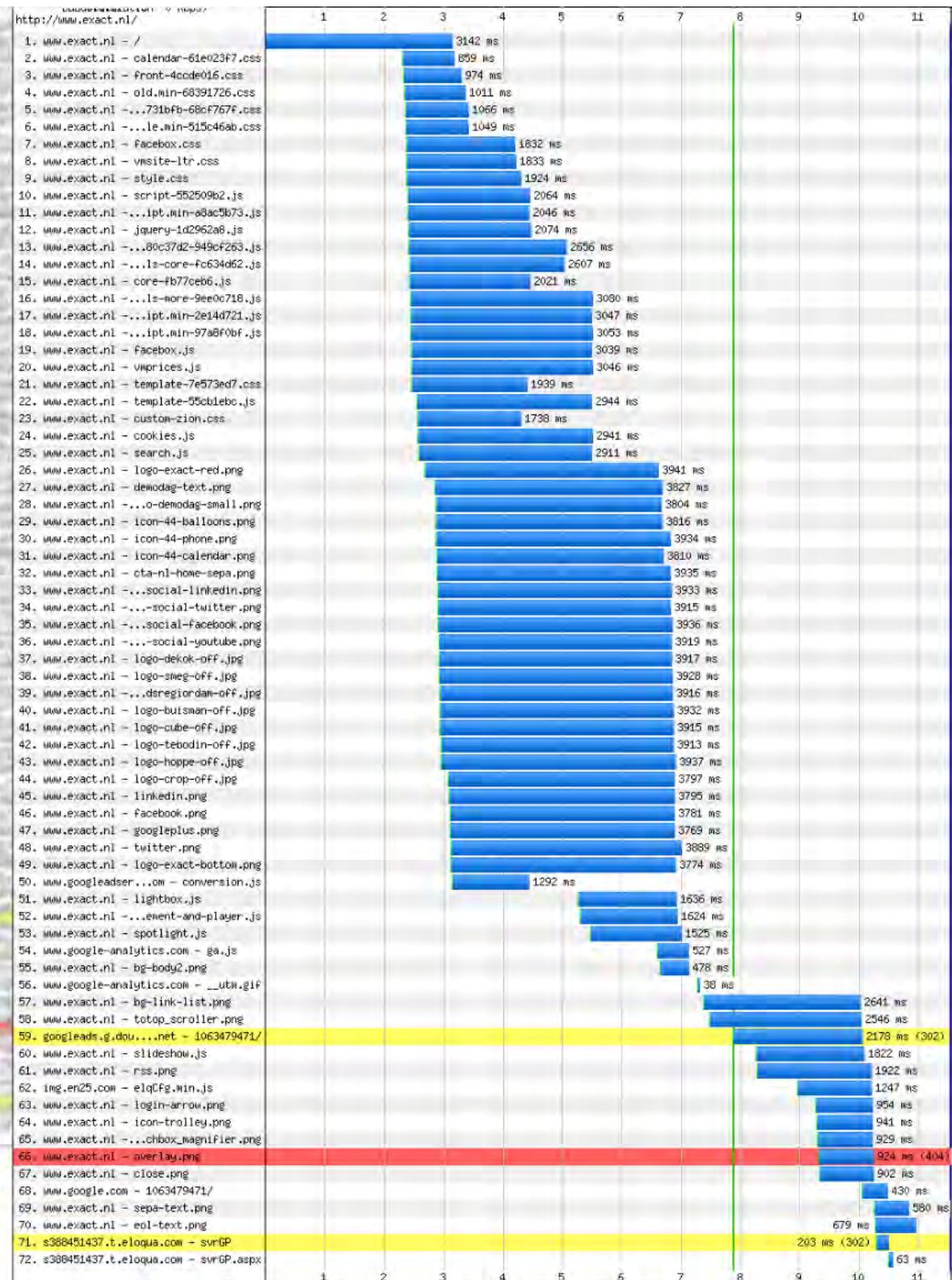
Page Size

Waterfall Chart

11.52s

443.48kb





[Requests Page Summary](#) [Overview](#)[Title Exact Nederlandse rijkssoftware](#)**Elapsed Time** 42.656 s**Network Round Trips** 52**Downloaded Data** 456875 bytes**Uploaded Data** 24203 bytes**Compression Savings** 758435 bytes**DNS Lookups** 13**TCP Connects** 35 [Page Events](#) **Render Start** 3.497 s **HTTP Load** 42.656 s **Page Load** 42.693 s

[Requests Page Summary](#) [Overview](#)[Title Exact Nederla...edrijfsssoftware >](#)**Elapsed Time** 31.574 s**Network Round Trips** 51**Downloaded Data** 454396 bytes**Uploaded Data** 23510 bytes**Compression Savings** 758596 bytes**DNS Lookups** 13**TCP Connects** 35 [Page Events](#) **Render Start** 3.866 s **HTTP Load** 31.574 s **Page Load** 31.578 s

[Requests](#) Page Summary

▼ Overview

Title Exact Nederla...edrijfsssoftware >

Elapsed Time 4.198 s

Network Round Trips 51

Downloaded Data 454274 bytes

Uploaded Data 23498 bytes

Compression Savings 758615 bytes

DNS Lookups 13

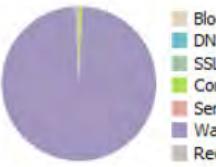
TCP Connects 34

▼ Page Events

| Render Start 3.599 s

| HTTP Load 4.198 s

| Page Load 4.203 s



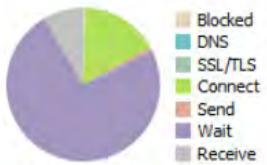
Exact Nederland - ERP, CRM, HRM, Financieel, boekhoudsoftware en bedrijfssoftware

+ GET www.exact.nl	200 OK	218.2 KB		3.26s
+ GET lightbox.js?wkv=1.4	200 OK	6 KB		265ms
+ GET mediaelement-and-	200 OK	17.1 KB		297ms
+ GET spotlight.js?wkv=1.	200 OK	1 KB		222ms
+ GET template-3a031592	200 OK	6.9 KB		106ms
+ GET cookies.js	200 OK	2.8 KB		127ms
+ GET logo-exact-red.png	200 OK	5.4 KB		138ms
+ GET demodag-text.png	200 OK	16.4 KB		28.3s
+ GET logo-demodag-sma	200 OK	4.5 KB		27.94s
+ GET icon-44-balloons.pn	200 OK	1.5 KB		155ms
+ GET icon-44-phone.png	200 OK	2.2 KB		28.01s
+ GET icon-44-calendar.pn	200 OK	1.2 KB		171ms
+ GET cta-nl-home-sepa.p	200 OK	9.1 KB		27.93s
+ GET icon-social-linkedin.	200 OK	3 KB		175ms
+ GET icon-social-twitter.p	200 OK	3.2 KB		27.93s
+ GET icon-social-facebool	200 OK	3.2 KB		22.31s
+ GET icon-social-youtube	200 OK	2.4 KB		23.97s
+ GET logo-dekok-off.jpg	200 OK	2.1 KB		28.01s
+ GET logo-smeg-off.jpg	200 OK	1.5 KB		22.3s
+ GET logo-stadsregiordar	200 OK	1.3 KB		27.92s
+ GET logo-buisman-off.jp	200 OK	2 KB		217ms
+ GET logo-cube-off.jpg	200 OK	2.1 KB		27.93s
+ GET logo-tebodin-off.jpg	200 OK	1.9 KB		219ms
+ GET logo-hoppe-off.jpg	200 OK	1.3 KB		27.93s
+ GET logo-crop-off.jpg	200 OK	1.7 KB		245ms
+ GET linkedin.png	200 OK	1.1 KB		27.99s
+ GET facebook.png	200 OK	1.2 KB		27.9s
+ GET googleplus.png	200 OK	1.6 KB		269ms
+ GET twitter.png	200 OK	1021 B		275ms
+ GET logo-exact-bottom.	200 OK	4.5 KB		27.93s
+ GET ga.js	200 OK	15.3 KB		171ms
+ GET bg-body2.png	200 OK	1020 B		136ms
+ GET js_visitor_settings.j	200 OK	31 B		210ms
+ GET __utm.gif?utmwv=1	200 OK	35 B		83ms
+ GET bg-link-list.png	200 OK	1.1 KB		104ms
+ GET totop_scroller.png	200 OK	1.4 KB		98ms
+ GET rss.png	200 OK	937 B		100ms
+ GET 1063479471?randor	302 Move	76 B		165ms
+ GET slideshow.js?wkv=1	200 OK	4.9 KB		131ms
+ GET elqCfg.min.js	200 OK	1.6 KB		190ms
+ GET login-arrow.png	200 OK	1 KB		58ms
+ GET icon-trolley.png	200 OK	3.1 KB		61ms
+ GET searchbox_magnific	200 OK	411 B		75ms
+ GET overlay.png	404 Not F	792 B		246ms
+ GET close.png	200 OK	3 KB		121ms
+ GET sepa-text.png	200 OK	14.5 KB		121ms
+ GET eol-text.png	200 OK	49.8 KB		188ms
+ GET 1063479471?label=	302 Move	303 B		166ms
+ GET svrGP?pps=3&siteic	302 Move	220 B		377ms
+ GET 1063479471?label=	200 OK	76 B		139ms
+ GET svrGP.aspx?pps=3&	200 OK	49 B		187ms

51 Requests

427.2 KB

31.58s (onload: 31.58s)



Exact Nederland - ERP, CRM, HRM, Financieel, boekhoudsoftware en bedrijfssoftware

	Method	URL	Status	Size	Time
+	GET	www.exact.nl	200 OK	218.2 KB	2.98s
+	GET	lightbox.js?wkv=1.4	200 OK	6 KB	79ms
+	GET	mediaelement-and-	200 OK	17.1 KB	122ms
+	GET	spotlight.js?wkv=1.	200 OK	1 KB	83ms
+	GET	template-3a031592	200 OK	6.9 KB	92ms
+	GET	cookies.js	200 OK	2.8 KB	46ms
+	GET	logo-exact-red.png	200 OK	5.4 KB	160ms
+	GET	demodag-text.png	200 OK	16.4 KB	170ms
+	GET	logo-demodag-sma	200 OK	4.5 KB	101ms
+	GET	icon-44-balloons.png	200 OK	1.5 KB	102ms
+	GET	icon-44-phone.png	200 OK	2.2 KB	120ms
+	GET	icon-44-calendar.png	200 OK	1.2 KB	90ms
+	GET	cta-nl-home-sepa.p	200 OK	9.1 KB	163ms
+	GET	icon-social-linkedin.	200 OK	3 KB	108ms
+	GET	icon-social-twitter.p	200 OK	3.2 KB	98ms
+	GET	icon-social-facebook	200 OK	3.2 KB	98ms
+	GET	icon-social-youtube	200 OK	2.4 KB	111ms
+	GET	logo-dekok-off.jpg	200 OK	2.1 KB	108ms
+	GET	logo-smeg-off.jpg	200 OK	1.5 KB	107ms
+	GET	logo-stadsregiodar	200 OK	1.3 KB	114ms
+	GET	logo-buisman-off.jp	200 OK	2 KB	114ms
+	GET	logo-cube-off.jpg	200 OK	2.1 KB	103ms
+	GET	logo-tebodin-off.jpg	200 OK	1.9 KB	115ms
+	GET	logo-hoppe-off.jpg	200 OK	1.3 KB	98ms
+	GET	logo-crop-off.jpg	200 OK	1.7 KB	104ms
+	GET	linkedin.png	200 OK	1.1 KB	111ms
+	GET	facebook.png	200 OK	1.2 KB	109ms
+	GET	googleplus.png	200 OK	1.6 KB	111ms
+	GET	twitter.png	200 OK	1021 B	112ms
+	GET	logo-exact-bottom.	200 OK	4.5 KB	114ms
+	GET	ga.js	200 OK	15.3 KB	83ms
+	GET	bg-body2.png	200 OK	1020 B	46ms
+	GET	js_visitor_settings.j	200 OK	31 B	111ms
+	GET	_utm.gif?utmwv=!	200 OK	35 B	71ms
+	GET	bg-link-list.png	200 OK	1.1 KB	50ms
+	GET	totop_scroller.png	200 OK	1.4 KB	44ms
+	GET	rss.png	200 OK	937 B	48ms
+	GET	1063479471?random	302 Move	76 B	102ms
+	GET	slideshow.js?wkv=1	200 OK	4.9 KB	47ms
+	GET	elqCfg.min.js	200 OK	1.6 KB	107ms
+	GET	login-arrow.png	200 OK	1 KB	65ms
+	GET	icon-trolley.png	200 OK	3.1 KB	82ms
+	GET	searchbox_magnific	200 OK	411 B	64ms
+	GET	overlay.png	404 Not F	792 B	299ms
+	GET	close.png	200 OK	3 KB	85ms
+	GET	1063479471?label=	302 Move	303 B	114ms
+	GET	sepa-text.png	200 OK	14.5 KB	80ms
+	GET	eol-text.png	200 OK	49.8 KB	87ms
+	GET	svrGP?pps=3&siteic	302 Move	220 B	309ms
+	GET	1063479471?label=	200 OK	76 B	108ms
+	GET	svrGP.aspx?pps=3&	200 OK	49 B	202ms
51 Requests				427.2 KB	4.2s (onload: 4.21s)

Optimization results for: <http://www.exact.nl>

File Name	Original Size	Kraked Size	Savings	% Savings	Status
eol-text.png	49.84 KB	9.09 KB	40.75 KB	81.77 %	Download this file
close.png	3.00 KB	198 B	2.80 KB	93.55 %	Download this file
sepa-text.png	14.53 KB	4.66 KB	9.88 KB	67.96 %	Download this file
icon-trolley.png	3.11 KB	284 B	2.83 KB	91.09 %	Download this file
login-arrow.png	103 KB	170 B	883 B	83.86 %	Download this file
totop_scroller.png	1.39 KB	272 B	1.13 KB	80.91 %	Download this file
bg-link-list.png	1.08 KB	199 B	910 B	82.06 %	Download this file
logo-exact-bottom.png	4.47 KB	951 B	3.54 KB	79.20 %	Download this file
googleplus.png	1.59 KB	608 B	1.00 KB	62.77 %	Download this file
facebook.png	1.17 KB	493 B	700 B	58.68 %	Download this file
linkedin.png	1.09 KB	503 B	617 B	55.09 %	Download this file
logo-crop-off.jpg	1.85 KB	1.13 KB	747 B	39.34 %	Download this file
logo-hoppe-off.jpg	1.55 KB	1.08 KB	480 B	30.28 %	Download this file
logo-tebodin-off.jpg	2.04 KB	1.41 KB	647 B	30.96 %	Download this file
logo-cube-off.jpg	2.13 KB	861 B	1.29 KB	60.45 %	Download this file
logo-buisman-off.jpg	2.19 KB	1.34 KB	871 B	38.88 %	Download this file
logo-smeg-off.jpg	1.64 KB	1.07 KB	578 B	34.47 %	Download this file
logo-stadsregiodam-off.jpg	1.51 KB	942 B	607 B	39.19 %	Download this file
logo-dekok-off.jpg	2.24 KB	1.39 KB	869 B	37.86 %	Download this file
icon-social-youtube.png	2.38 KB	618 B	1.77 KB	74.62 %	Download this file
icon-social-twitter.png	3.22 KB	741 B	2.50 KB	77.53 %	Download this file
icon-social-facebook.png	3.20 KB	953 B	2.27 KB	70.90 %	Download this file
icon-social-linkedin.png	3.05 KB	673 B	2.39 KB	78.44 %	Download this file
cta-nl-home-sepa.png	9.15 KB	2.54 KB	6.61 KB	72.26 %	Download this file
icon-44-calendar.png	1.21 KB	239 B	1000 B	80.71 %	Download this file
icon-44-phone.png	2.21 KB	469 B	1.76 KB	79.31 %	Download this file
icon-44-balloons.png	1.54 KB	332 B	1.22 KB	78.99 %	Download this file
logo-demodag-small.png	4.54 KB	1.87 KB	2.67 KB	58.83 %	Download this file
logo-exact-red.png	5.39 KB	710 B	4.70 KB	87.14 %	Download this file
demodag-text.png	16.42 KB	4.38 KB	12.04 KB	73.34 %	Download this file
TOTAL	149.76 KB	39.92 KB	109.84 KB	73.34 %	

1.21 KB	239 B	1000 B	80.71 %
2.21 KB	469 B	1.76 KB	79.31 %
1.54 KB	332 B	1.22 KB	78.99 %
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16.42 KB	4.38 KB	12.04 KB	73.34 %
149.76 KB	39.92 KB	109.84 KB	73.34 %



Mobile



Desktop

52 / 100 Speed

! Should Fix:

Eliminate render-blocking JavaScript and CSS in above-the-fold content

► [Show how to fix](#)

Reduce server response time

► [Show how to fix](#)

! Consider Fixing:

Prioritize visible content

► [Show how to fix](#)

Optimize images

► [Show how to fix](#)

Minify JavaScript

► [Show how to fix](#)

Minify HTML

► [Show how to fix](#)

✓ 4 Passed Rules

► [Show details](#)

72 / 100 User Experience

! Should Fix:

Size content to viewport

► [Show how to fix](#)

! Consider Fixing:

Size tap targets appropriately

► [Show how to fix](#)

✓ 3 Passed Rules

► [Show details](#)





Mobile



Desktop

52 / 100 Speed

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4 Passed Rules

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72 / 100 User Experience

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▶ [Show how to fix](#)

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✓ 3 Passed Rules

▶ [Show details](#)

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

Creative contributions by:



Ray Bogman

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

@SupportDesk.nu
@raybogman

<http://www.linkedin.com/in/raybogman>

SEO Mobile

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