

CASE STUDY

MOBILE FRIENDLY

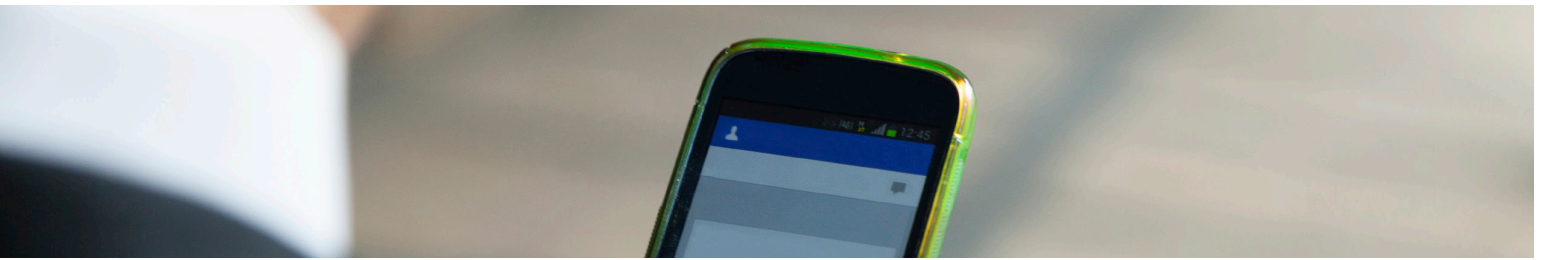


Do You Need a Mobile Website?

Two Websites Lose More than 50% of
Their Mobile Organic Traffic Following
Google's Mobile Algorithm Update

CASE STUDY

MOBILE FRIENDLY



Is Your Non-Mobile Friendly Website Costing You Traffic and Business?

WHY MOBILE MATTERS

From the kitchen table to the train station, it seems like there's always someone with their head buried in their iPhone or tablet wherever you go. From searching for directions to reviews and everything in between, mobile devices offer an easy and convenient platform for finding what you need, no matter where you are—and consumers are taking advantage!

Did you know that 45% of people would rather give up vacation than their smartphone?

In fact, mobile searches surpassed desktop searches in 2014 with approximately 60 percent of online searches coming from mobile devices. This number is only expected to rise.

BUT WAIT! THERE'S MORE!

In what marketers are now referring to as “*Mobiledgeddon*,” Google rocked the web world when it announced that starting April 21st, 2015, the search engine would use mobile-friendliness as a ranking factor in mobile search results.

WHAT DOES GOOGLE CONSIDER “MOBILE FRIENDLY?”

A page is eligible for the “mobile friendly” label if it meets the following criteria as detected by Googlebot:

- Avoids software that is not common on mobile devices, like Flash
- Sizes content to the screen so users don't have to scroll horizontally or zoom
- Uses text that is readable without zooming
- Places links far enough apart so that the correct one can be easily tapped

You can also check to see if your site is mobile friendly by navigating to the following:

<http://www.google.com/webmasters/tools/mobile-friendly>

According to the search engine, if your page is listed as mobile friendly in the search results, you'll receive the mobile friendly ranking benefit. Keep in mind, however, that there are over 200 other ranking factors.

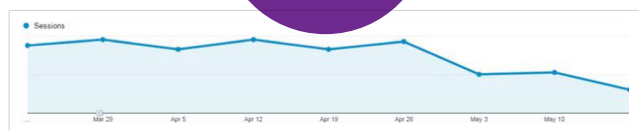
POST MOBILEGEDDON

Prior to the April 21st Google mobile algorithm update, the search engine said to expect drastic changes between mobile and desktop results.

At Blue Corona, we urged all of our clients to go mobile friendly prior to the update—not just to avoid ranking penalties, but to improve their website's user experience overall. Fortunately, many of our clients had heeded this advice prior to the update. But some chose not to. Let's see how that played out for them:



**50%
DECREASE
In Mobile Organ-
ic Traffic**



What you're looking at are two separate websites that lost 50% or more of their mobile organic traffic in the wake of Mobilegeddon.

→ If you decided not to invest in a mobile website, your traffic might look like that, too (and your mobile friendly competitors can send you a thank you card for the extra rankings, traffic, and leads!).

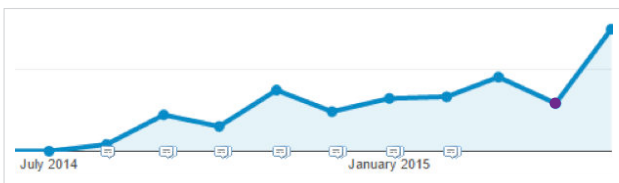
THE SOLUTION

To make sure your website looks great—no matter what device it's viewed on—we (and Google) recommend a responsive website, which automatically reformats your site for different size devices.



**WHEN DONE CORRECTLY,
A RESPONSIVE WEBSITE CAN:**

- 1 **Give your website ranking priority in mobile search results** - Even if mobile friendliness is only one of 200 ranking factors, **70%** of page one search results are mobile friendly!
- 2 **Improve user experience** - We don't like unreadable text and impossible navigation—your prospective customers probably don't either.
- 3 **Increase conversions** - For many companies, a good mobile website can drastically increase conversions. One of our clients, an HVAC company in Allentown, PA, saw a **1750% increase** in website conversions since we launched their responsive website nearly a year ago.



TAKEAWAY

Without a mobile friendly website, you risk losing valuable rankings, traffic, leads, and sales to your competitors. Even if you missed the April 21st update, it's not too late to get a mobile friendly website!

At Blue Corona, we help business owners turn their website into their most valuable marketing asset. We do this by designing websites that not only look great, but help companies achieve their business goals: increased traffic, leads, and sales. We're willing to bet that a mobile friendly website from Blue Corona will become your new best sales rep!



ABOUT BLUE CORONA

Learn more about how we can help you create a highly-effective online presence, accurately track your advertising results, and use content marketing, search engine optimization (SEO), pay-per-click (PPC), web design, and conversion rate optimization to get more leads and sales for your business from the web.

Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses accurately measure and track their advertising efforts to generate more leads and sales from the web. For each client, Blue Corona implements inbound internet marketing strategies such as pay per click (PPC) advertising, search engine optimization (SEO), online lead generation, ad tracking, conversion rate optimization, and website redesigns. Blue Corona was ranked on the Inc. 500 list in 2012 and again on the Inc. 5000 list for 2013 and 2014. The company has offices in both Gaithersburg, MD and Charlotte, N.C.

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