

Mobile Search Engine Optimization

Arvind R. Gautam

Department of Computer Engineering, DPES Dhole Patil College of Engineering, Pune, Maharashtra, India

ABSTRACT

Smartphone's have created a communication revolution and studies have established that there is a major rise in the smartphone acceptance level Smartphone is mostly carried electronic devices where every common person carry Smartphones and Search various Information on Mobile as per their needs and it is soon expected to outpace web access from personal computers. Mobile SEO considerations are becoming very significant. Ranking for the key terms in a specific industry on mobile devices, allows a business to take control of users who are continuously searching on the go. It is additionally evident, that offline media are influencing people searching on mobiles – eg. Consuming messages through TV, radio, billboards, print ads etc.

Keywords : Smartphone, Mobile SEO, Personal Computers, Web access, Mobile Optimizing

I. INTRODUCTION

“Mobile sites or lack thereof not only affect a websites search ranking, but ranking on top in mobile search can also translate into better social equity (read equity on the social media) because people active on mobile is also very much active on social media”. It is quite apparent that the impact of mobile devices is vast on the way users communicate, consume, and create media/messages.

Mobile search is the future of SEO and Google is paying an increasing level of attention to websites that are ‘mobile friendly’. We know this because “Google has stated that mobile landing pages will now become part of Adwords quality score rankings”. To develop a mobile site, companies should focus on prioritizing content, using features that are unique to the mobile environment, design an interface for fingers (not a mouse), and create a straightforward layout and navigation of the site.

To experiment whether a website is prepared to embrace the future of SEO, it is a good idea to use the

simplest test of all and see if you can use and enjoy your own website by yourself on various mobile and tablet devices.

How does SEO on PC's differ from SEO on Mobile Devices?

It is extremely important for a business to create and implement a mobile specific SEO strategy, as SEO on a PC differs from mobile devices.

The reasons include:

- “Search requirement on mobile is different than that on the computer.
- Web usage on a mobile device is significantly different than that on a PC.
- People interact with mobile differently than they do with a PC.
- Websites for mobile are different than those made for “PC only” access.
- Because of the difference in nature and dimension of the device, mobile requires different kinds of websites and content”

II. METHODS AND MATERIAL

Google provide a whole host of tools that can help you analyse and understand mobile device usage on your website.

1) Mobile Meter: There are many tools out there for testing your site, and Google’s mobile meter gives an overview of how your site looks and performs on a mobile. The mobile meter is part of Google’s excellent ‘**Mobilize Your Site**’ resource, which has lots of other information on developing mobile sites. The mobile site case studies are certainly worth a read.

2) Google Mobile Ads: Although not strictly part of organic search, it is worthwhile knowing about some paid search tricks which can also help clients give their mobile campaigns a push. With a multitude of segmentation options between tablet and mobile phones, you will be missing out on extracting the maximum amount of ROI for your marketing spend if you do not use AdWords. Getting the most from Ads is a whole series of blog posts in themselves but there is a whole host of options Google have developed for mobile devices.

Here are some of the potential methods to look at that can drive traffic to your mobile landing pages using mobile ads:

- Phone numbers in ads using ‘click-to-call’,
- click-to-download
- Mobile Ad Sitelinks
- Seller Ratings
- Location Extensions (Multiple Addresses too!)
- Location Targeting

3) Google Analytics: You can easily find out which mobile devices are working well, and which may be candidates for optimisation. Is some content getting a lot of mobile traffic but performing relatively badly? Can a page be optimised to generate more phone call

leads? Which content drives more local mobile users? It is even possible to hook Analytics up to track downloads of mobile apps.

Although Google also has a set of standard reports just for mobile, it is worth spending some time setting up advanced segments and custom reports so you can see the exact data you need.

Impact of Social Media

Even though social media signals don’t have a **direct impact** on search rankings, they affect your search engine optimization efforts in primarily four ways:

- Increased online visibility and traffic to your website
- Increased authority and brand recognition
- Broader content distribution and longer content lifespan
- Improved local SEO

Search Engine Market Analysis

According to “Net Market Share” the global marketing share percentage, in terms of the use of Search Engines heavily favoured Google throughout 2017 - averaging a net share of 74.54%. This again reinforces the fact that Google is the market leader, however, it also highlights that the "Others" such as Yahoo, Bing and Baidu etc still hold a large audience and it would be silly to simply ignore them (averaging between 5-10% market share).

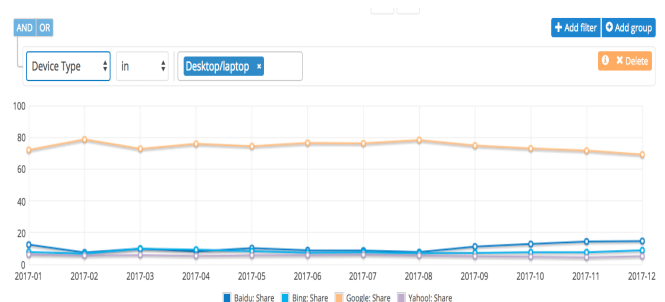


Fig 1 : Search Engine Market Analysis

Mobile Search Engine Market Share

This graph shows the **market share of mobile search engines** worldwide from Oct 2018 - Oct 2019. Google has 95.69%, Baidu has 1.11% and Yahoo! has 0.9%.

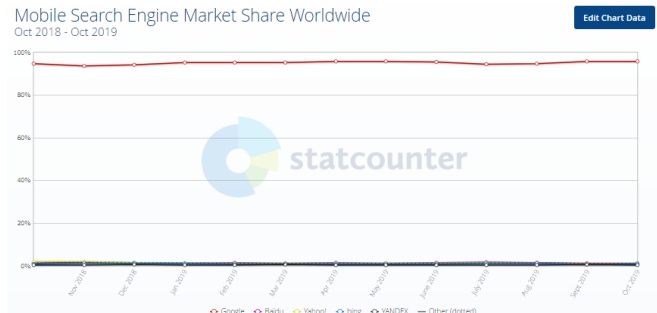


Fig 2: Mobile Search Engine Market Share

III. RESULTS AND DISCUSSION

Mobile Optimizing

Every year people spend more and more time on their mobile devices and tablets, but many websites still aren't designed to account for different screen sizes and load times. Mobile optimization takes a look at site design, site structure, page speed, and more to make sure you're not inadvertently turning mobile visitors away.

If your site is already well optimized for search engines, there are only a few additional things that you need to think about when optimizing for mobile devices and Google's move to mobile-first indexing.

A. Page speed

Because of hardware and connectivity issues, page speed is even more important for mobile users than desktop users. Beyond optimizing images, you'll want to minify code, leverage browser caching, and reduce redirects. More information on page speed can be found on our SEO Best Practices for Page Speed page.

B. Don't block CSS, JavaScript, or images

In the old days, some mobile devices couldn't support all of these elements, so webmasters of mobile sites blocked one or all three. But for the most part that's no longer true, and the Smartphone GoogleBot wants to be able to see and categorize the same content that users do. So don't hide it. These elements are also critical to helping Google understand if you have a responsive site or a different mobile solution.

Mobile site configuration

Probably the most important decision you'll make when setting up a site is deciding whether you want to use a responsive, dynamic serving, or separate site configuration. Each has its advantages and disadvantages. Google prefers responsive design but supports all three options as long as you have set them up properly.

	Responsive	Dynamic serving	Device-specific Parallel URLs
Pros	1 URL No duplication Consolidated authority No redirects	1 URL Consolidated authority Can use mobile-specific content	Easy to implement Can use mobile-specific content
Cons	Might require redesign No mobile-specific content	Difficult to implement More difficult and expensive to maintain	Content duplication risk Lots of redirects Splits authority Expensive to maintain

Fig 3: Mobile site configuration

Responsive Web Design

Responsively-designed sites use CSS3 media queries to serve the same content to mobile and desktop users using a fluid grid and a flexible design to automatically adapt to the size of a user's screen. Responsive designs use media queries to target the layout based on screen width, orientation, and resolution. For example, you could use the following CSS to instruct browsers how to display content for a screen that's 420 or fewer pixels wide:

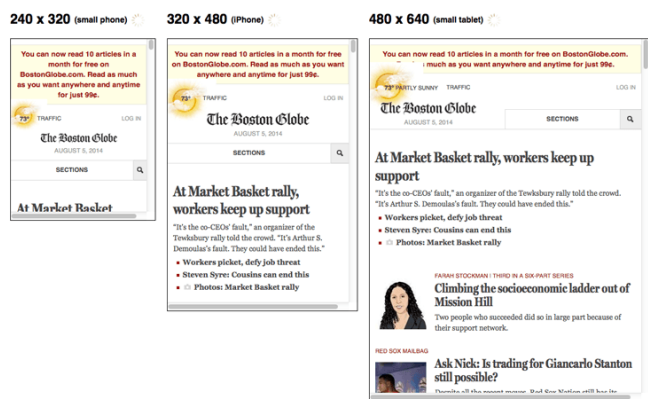


Fig 4: A sample of Responsive Web Design

IV. CONCLUSION

The study started with the aim to analyse the different techniques related to the SEO and know the aware of search-engine-friendly website is the first step towards SEO success. Thus, with the rapid growth of technology, the search engines will continue to enhance and upgrade their search ranking algorithms, thus the developers or website owners must continue to enhance and learn new SEO strategies to increase the visibility, user base and to sustain higher raking in the search results.

V. REFERENCES

[1]. Ad week. (2016) What Trends Will Drive Digital Marketing Success in 2016?. online].Available from: <http://www.adweek.com/socialtimes/what-trends-will-drive-digital-marketing-success-in-2016/632884> Accessed 5 Apr. 2016]

[2]. Brennan, R and Croft, R. (2012) The use of social media in B2B marketing and branding: An exploratory study. *Journal of Customer Behavior*, 11(2), pp.101-115.

[3]. TopTenReviews, 2012, SEO Software Review, “2012 SEO Software Product Comparisons”, accessed January 2013, <http://seo-software-review.toptenreviews.com/>

[4]. Webconfs, “The Importance of Backlinks”, accessed January 2013, <http://www.webconfs.com/importance-ofbacklinks-article-5.php>

[5]. Webopedia 2012, What is White Hat SEO? – A Word Definition From the Webopedia Computer Dictionary, accessed January 2013. http://www.webopedia.com/TERM/W/White_Hat_SEO.html

[6]. Manzo, M. 2012, Social Media Today – ‘The Evolution of SEO with Google Panda’, accessed January 2013. http://socialmediatoday.com/node/425703&utm_source=feedburner_twitter&utm_medium=twitter&utm_campaign=autotweets

Cite this article as :

Arvind R. Gautam, "Mobile Search Engine Optimization", *International Journal of Scientific Research in Computer Science, Engineering and Information Technology (IJSRCSEIT)*, ISSN : 2456-3307, Volume 5 Issue 6, pp. 301-304, November-December 2019. Available at doi : <https://doi.org/10.32628/CSEIT195639>
Journal URL : <http://ijsrcseit.com/CSEIT195639>