MOZCON

2014

WELCOME!

Mobile SEO Geekout: Key Strategies and Concepts

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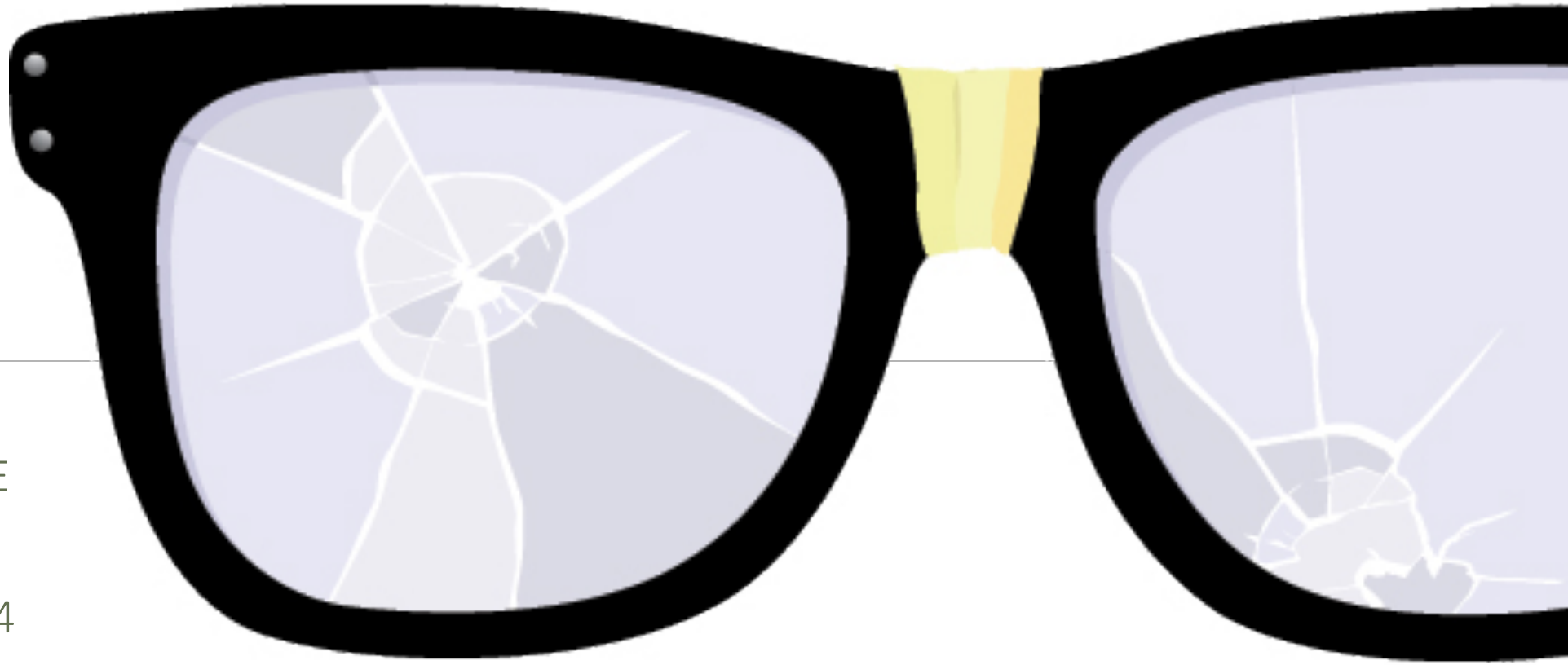
#MozCon

Mobile SEO GeekOut

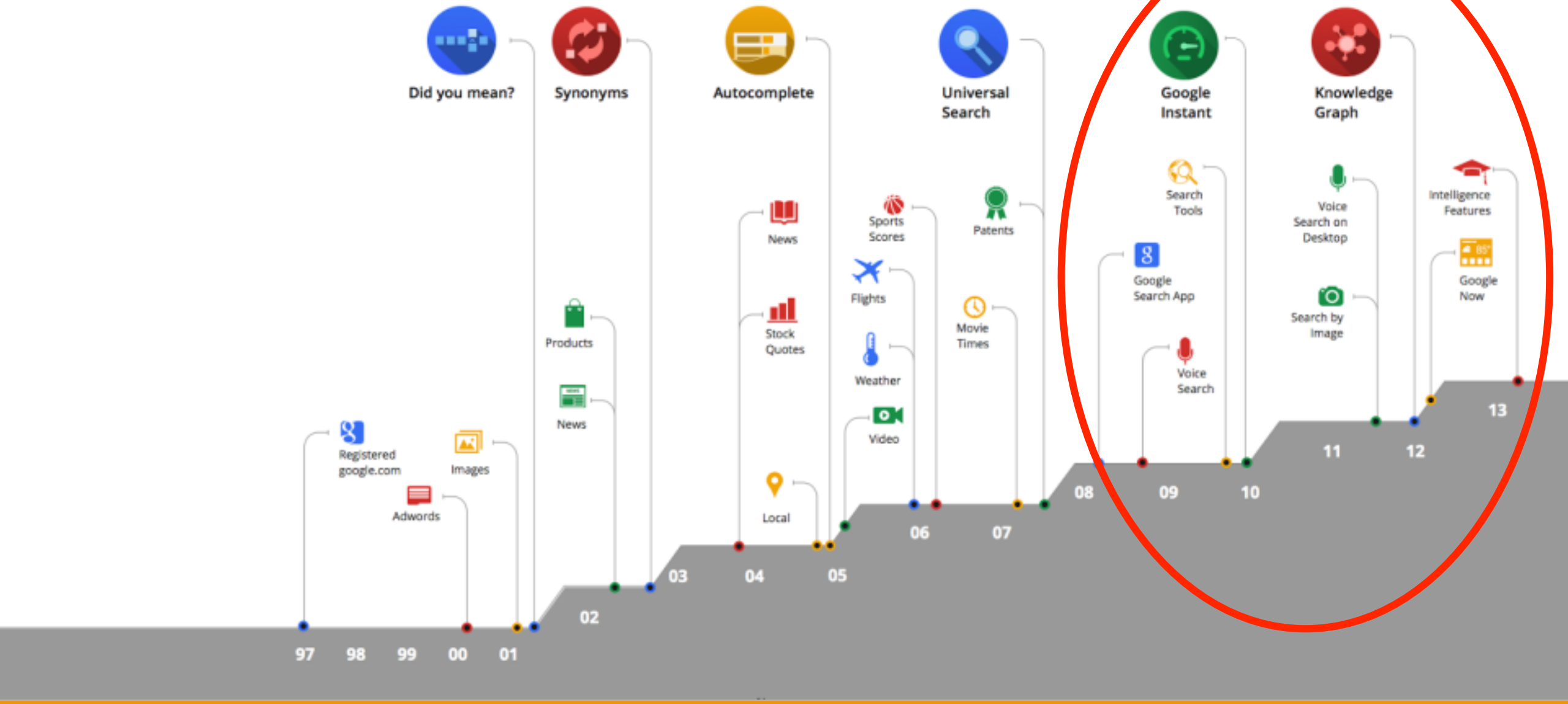


CINDY KRUM
MOBILEMOXIE

MOZCON 2014

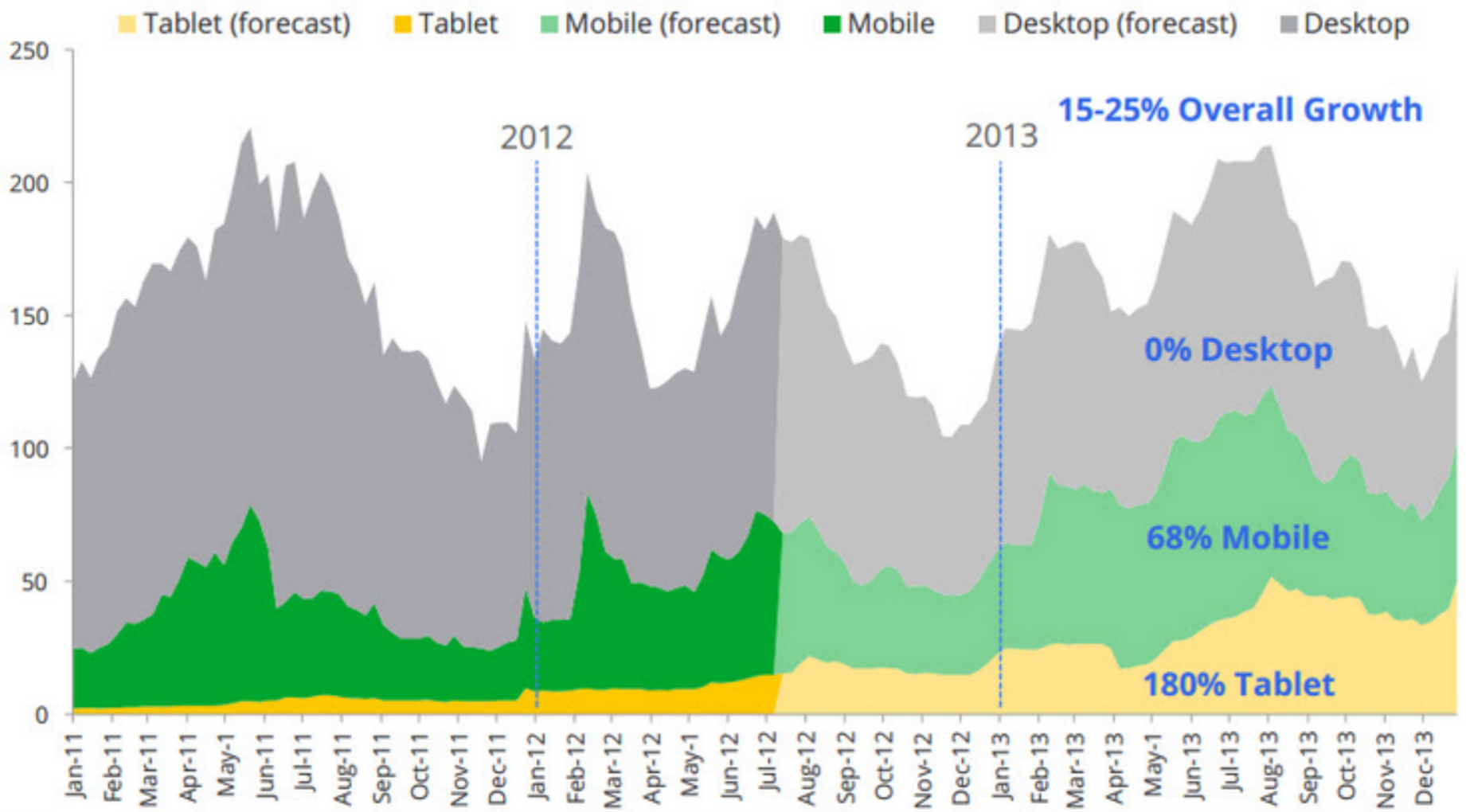
Google Search Timeline

Google Search Timeline



Query Growth Driven by Mobile and Tablet

Indexed Travel Query Volume on Google by Week



Desktop Search to Decline $1.4 Billion as Google Users Shift to Mobile

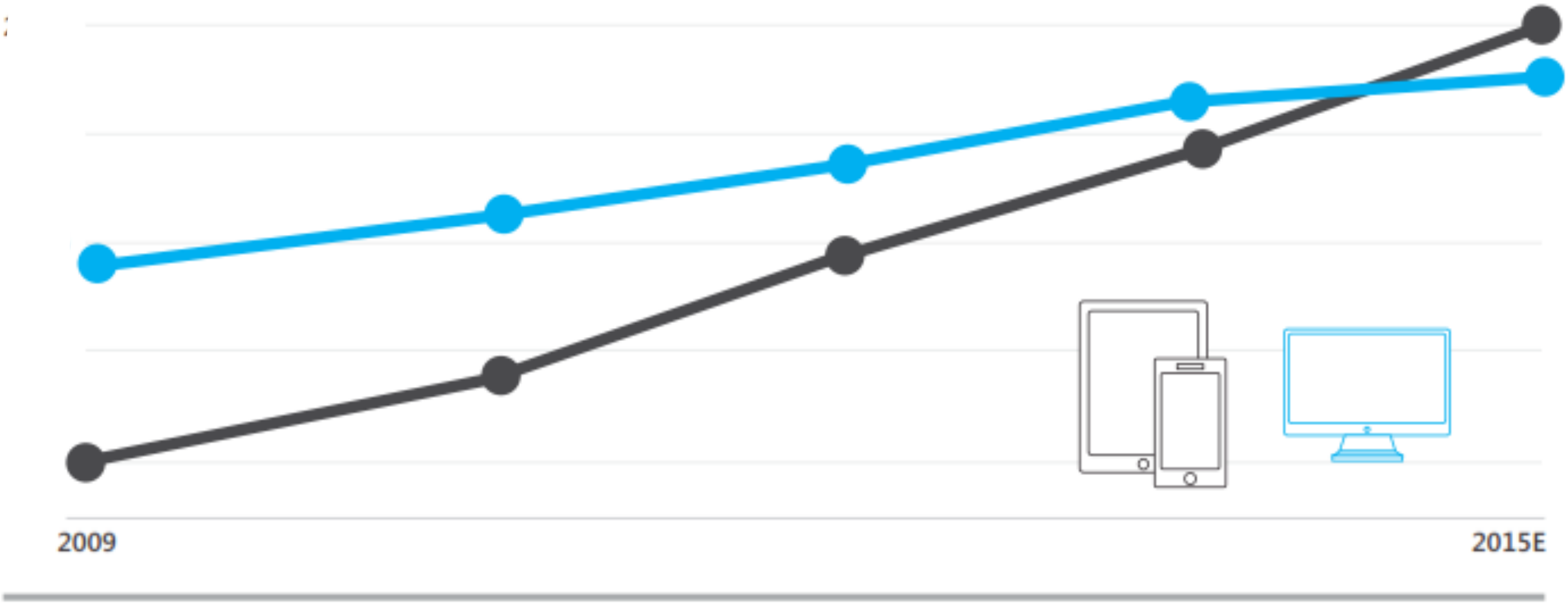
Overall desktop ad spending set to decline in 2014 while mobile grows 83.0%

Mar 13, 2014

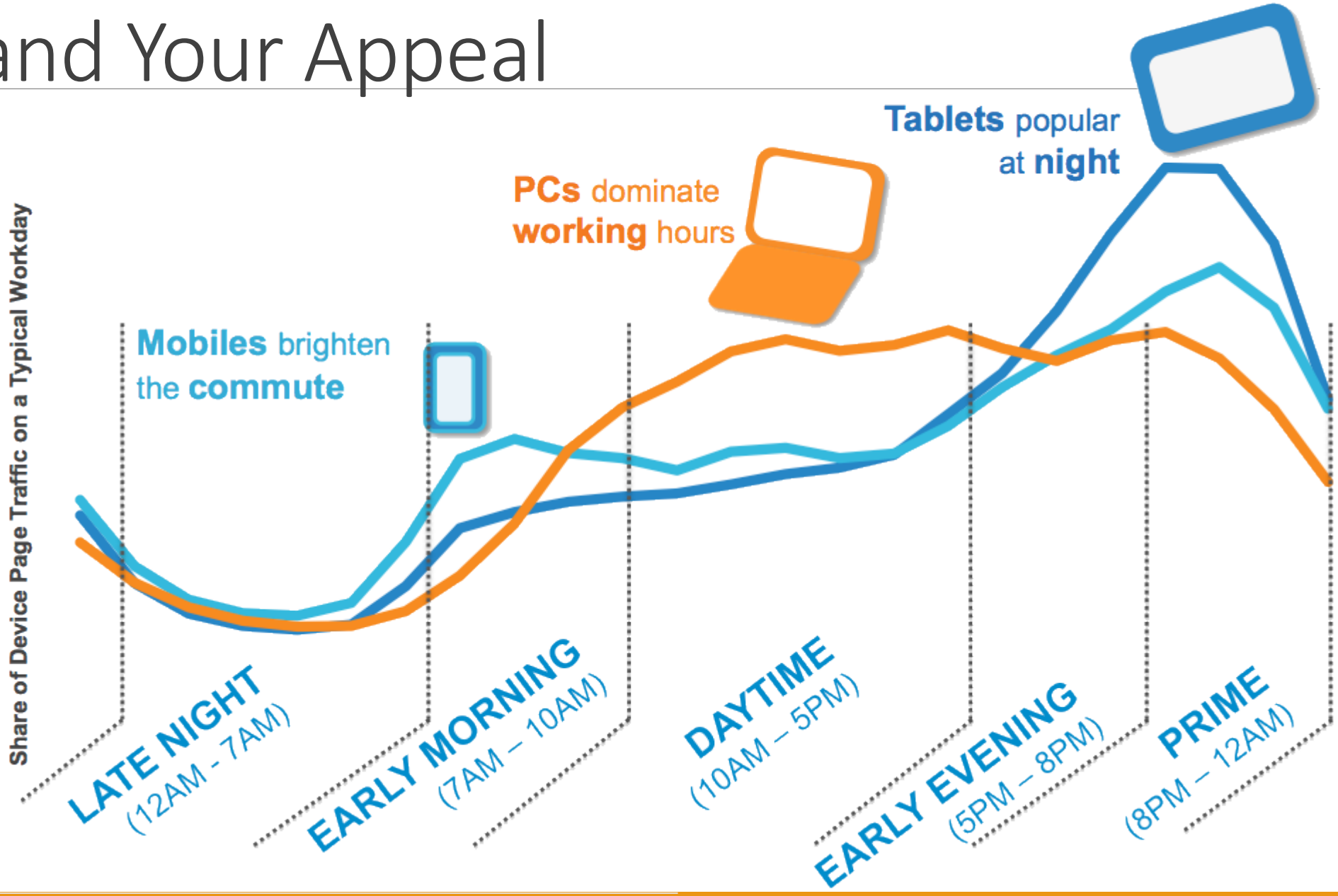
Share Print Email

Desktop search in the US is poised for a significant decline this year as paid clicks on Google shift toward mobile devices, according to new figures from eMarketer.

Mobile Out-Pacing Desktop



Expand Your Appeal

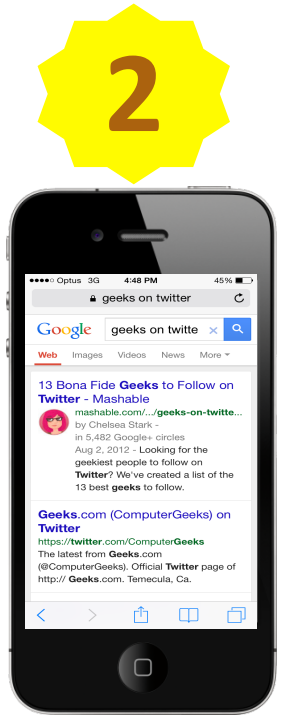


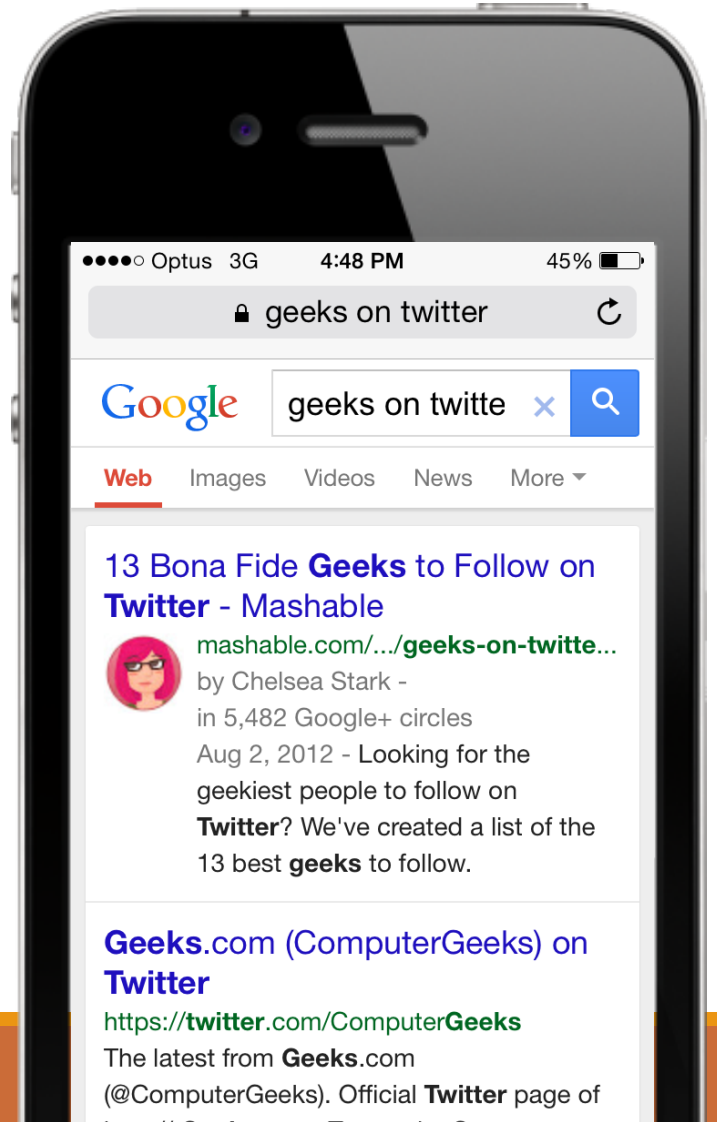
BS Stats on Mobile & Apps

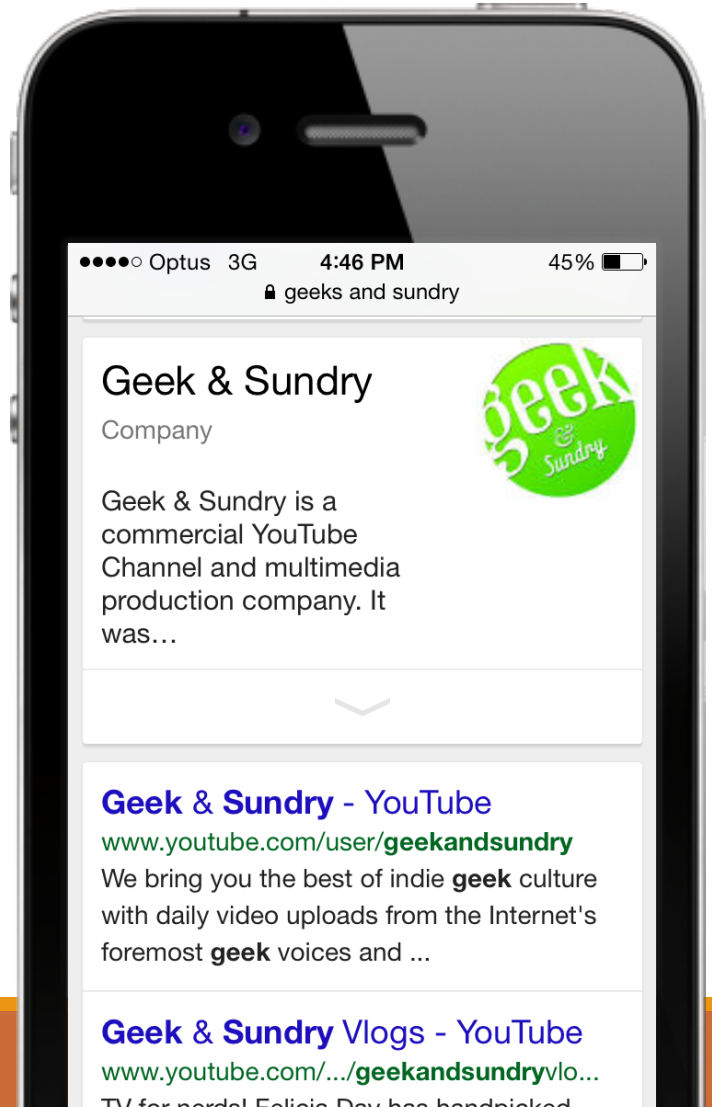
Your Smartphone is OBVIOUSLY not making you smarter!!!

How Are Mobile Rankings Different?

Less Room Above the Fold

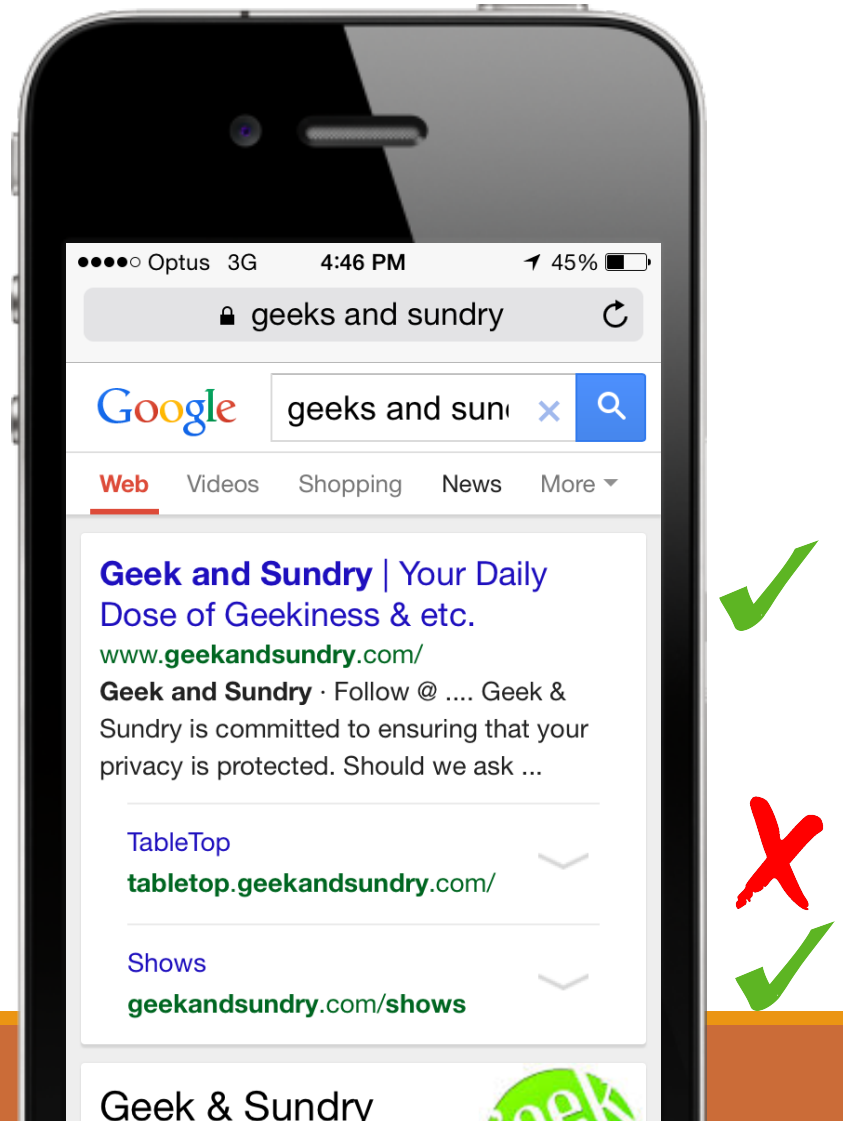


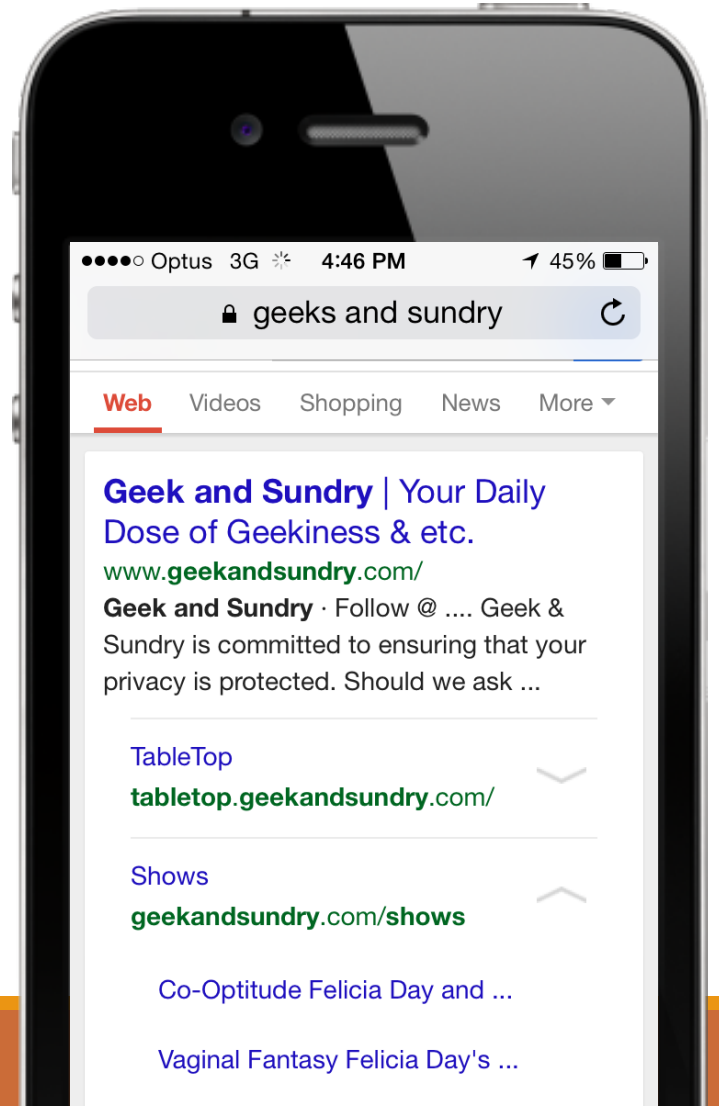




How Are Mobile Rankings Different?

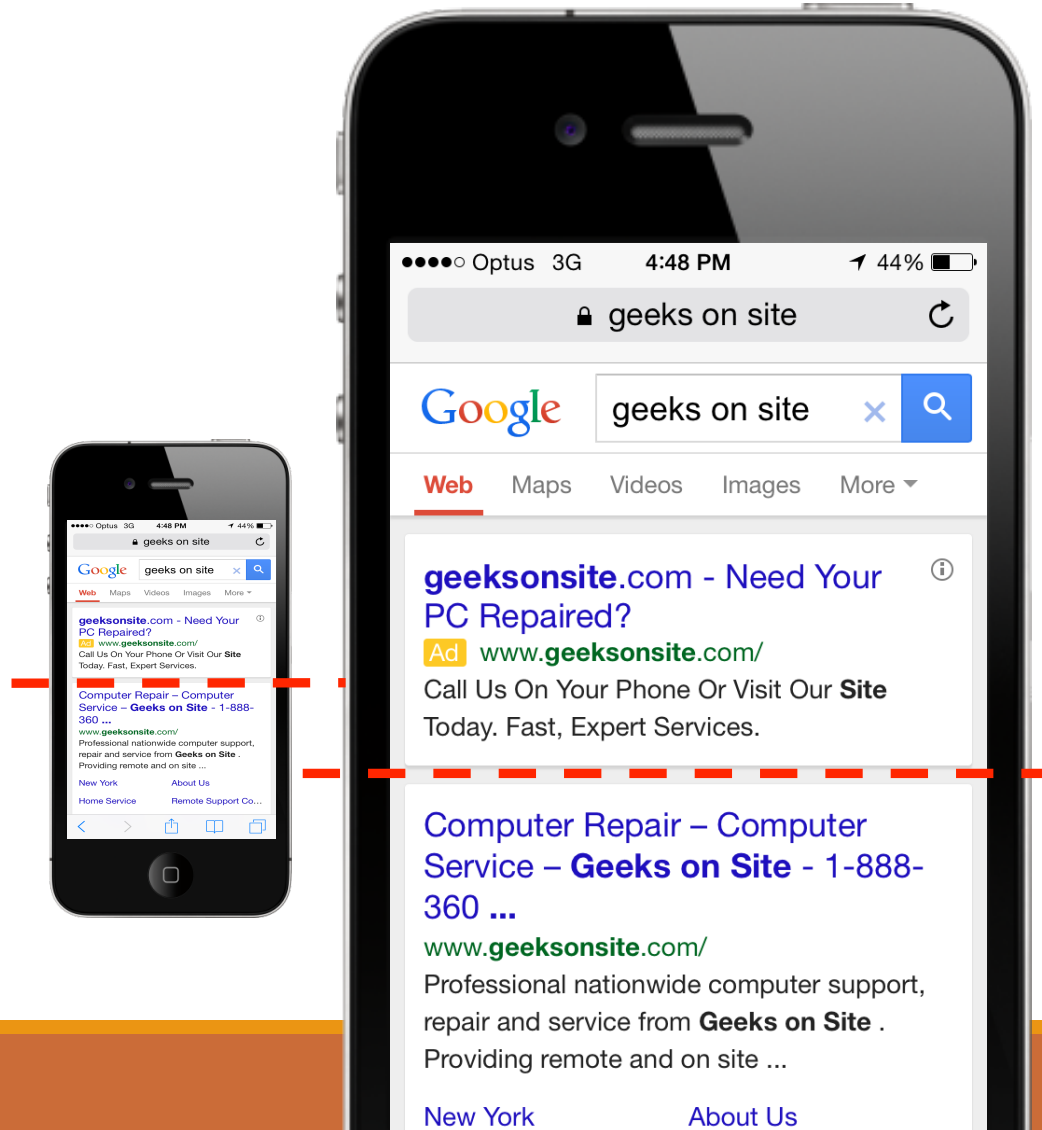
Expandable Sub-Links

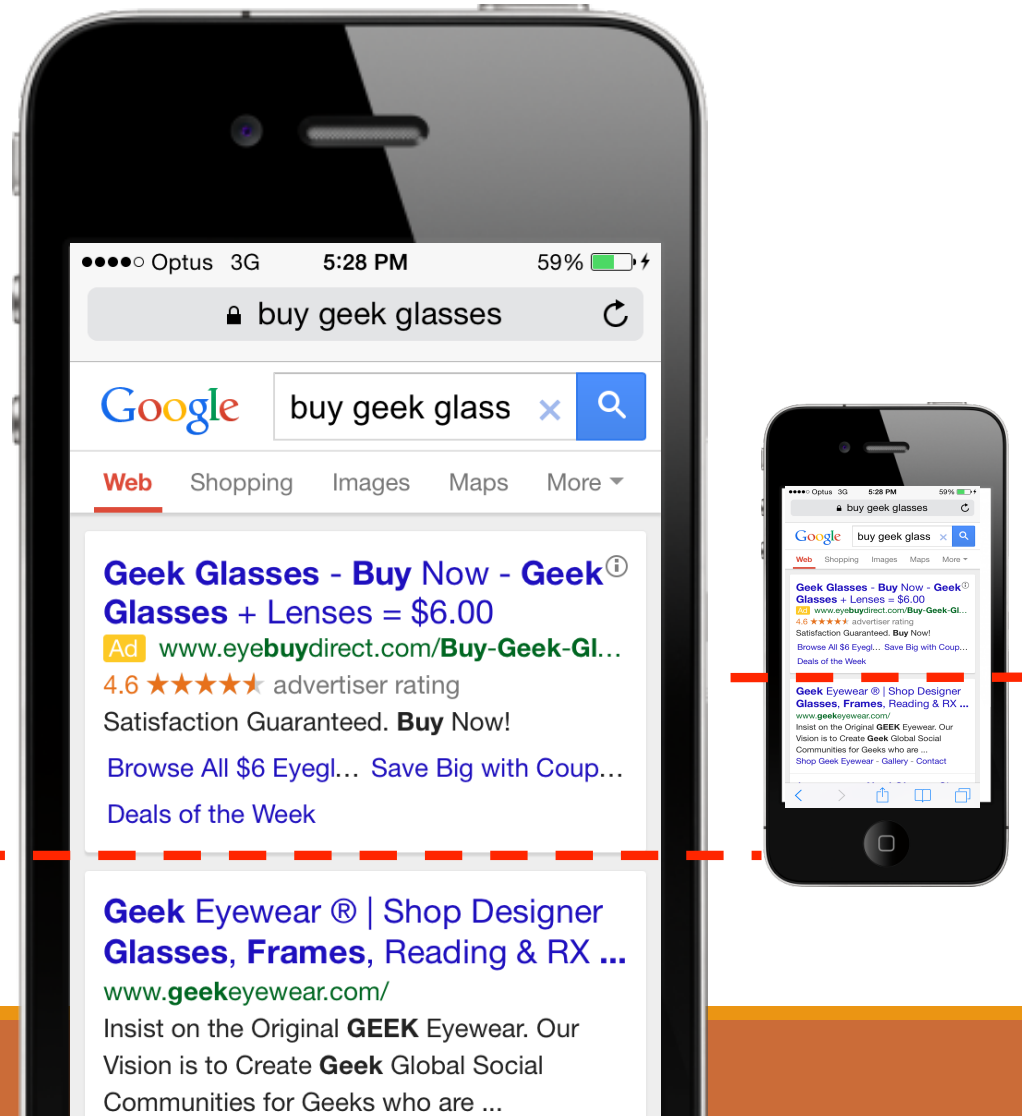




How Are Mobile Rankings Different?

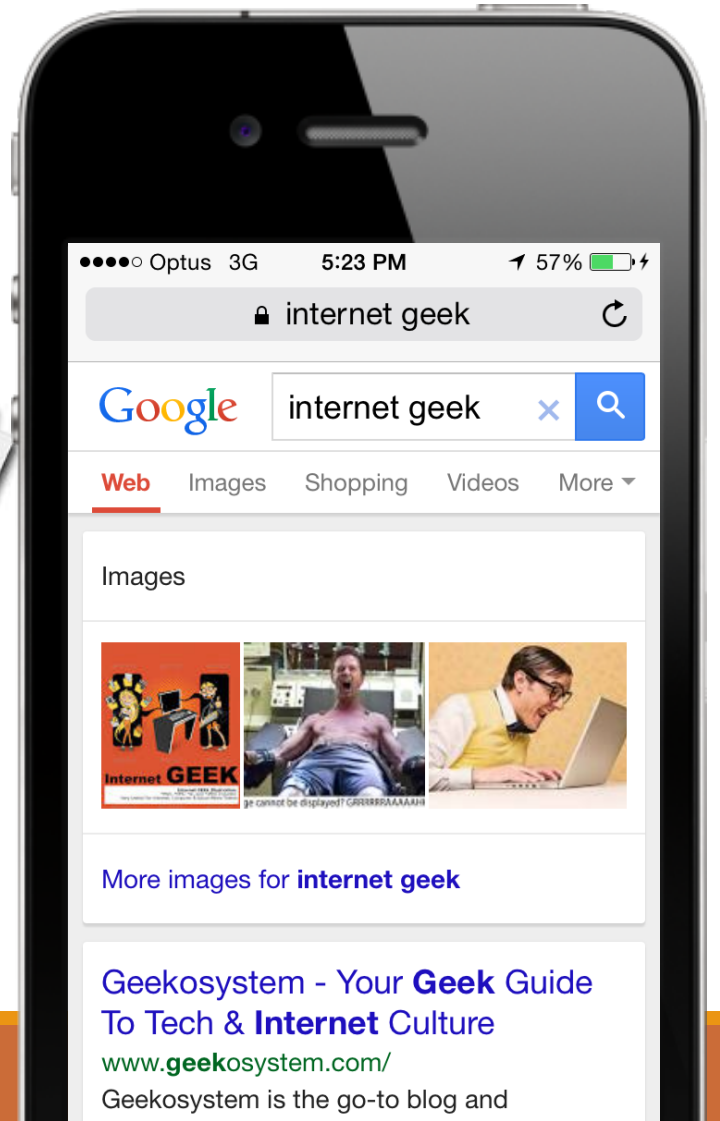
PPC has More Impact on SERP

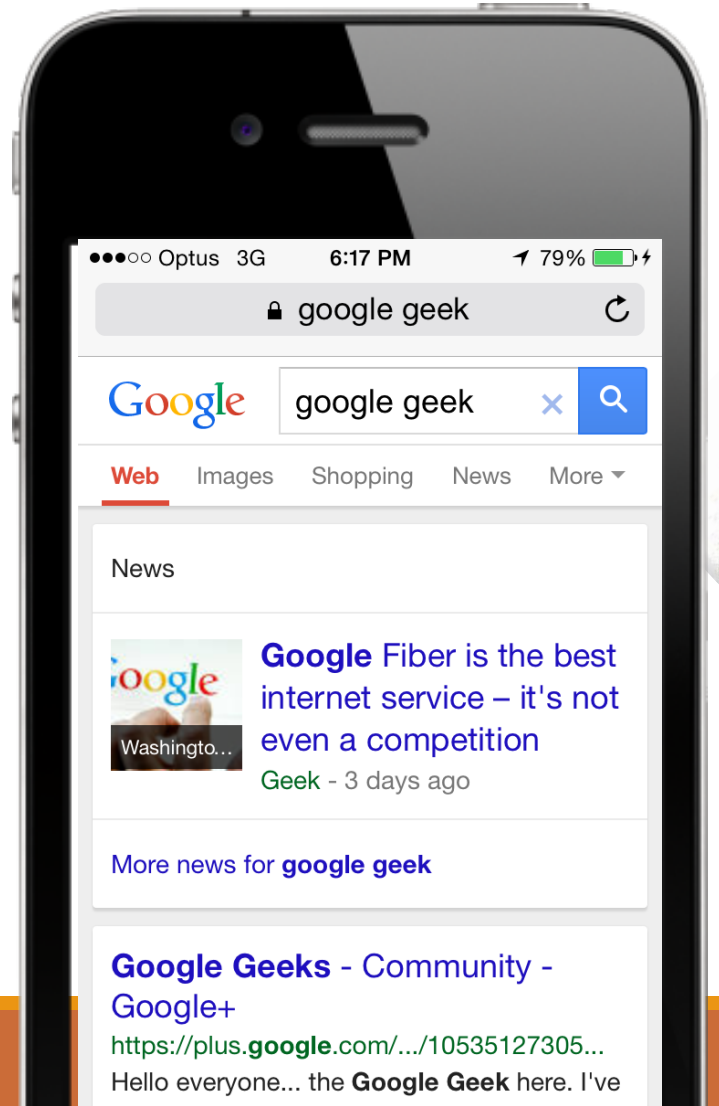




How Are Mobile Rankings Different?

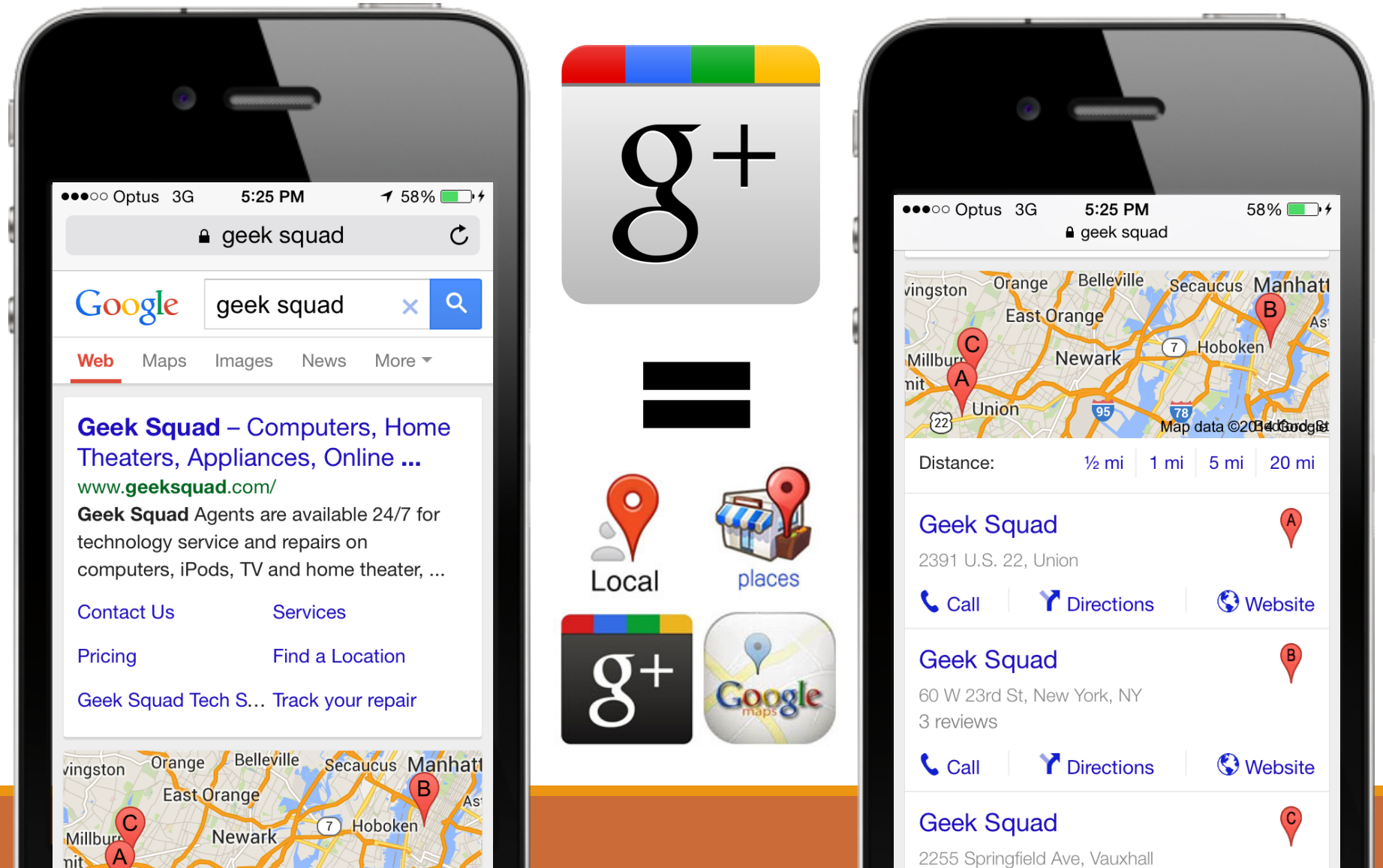
More Universals (Esp. Images)





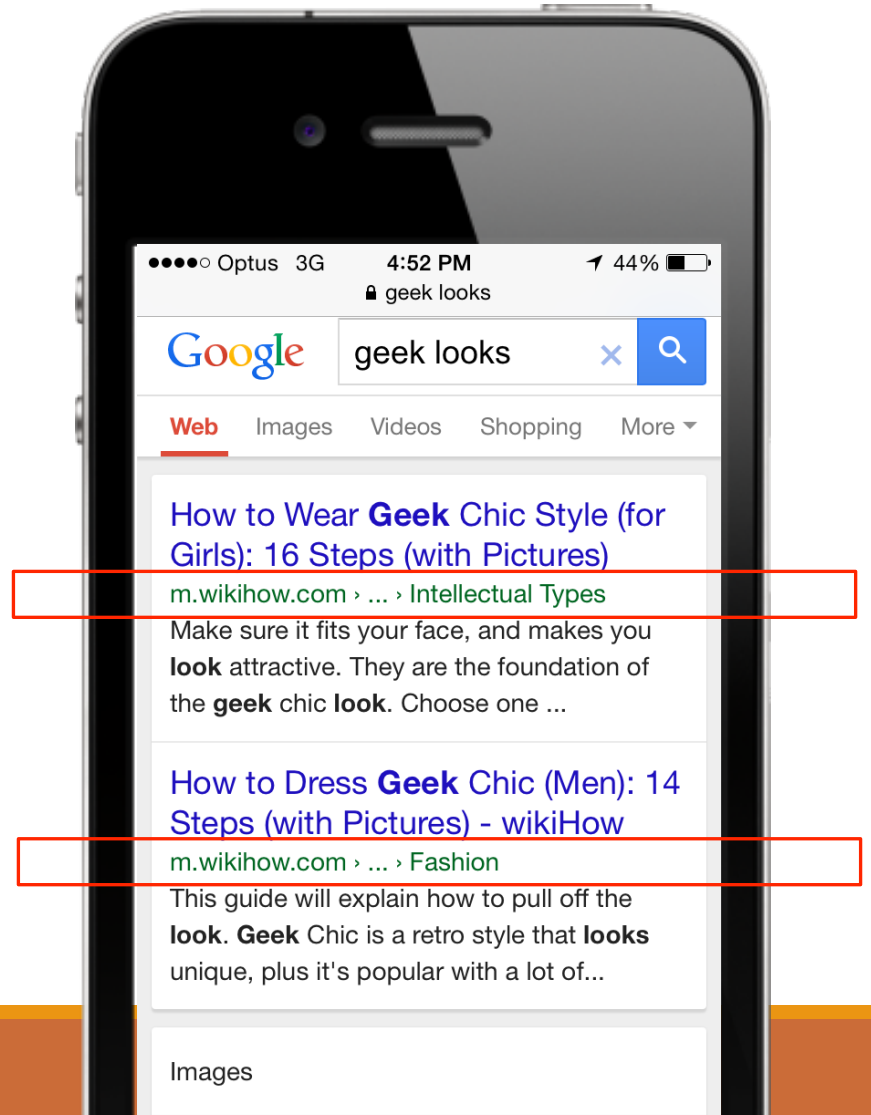
How Are Mobile Rankings Different?

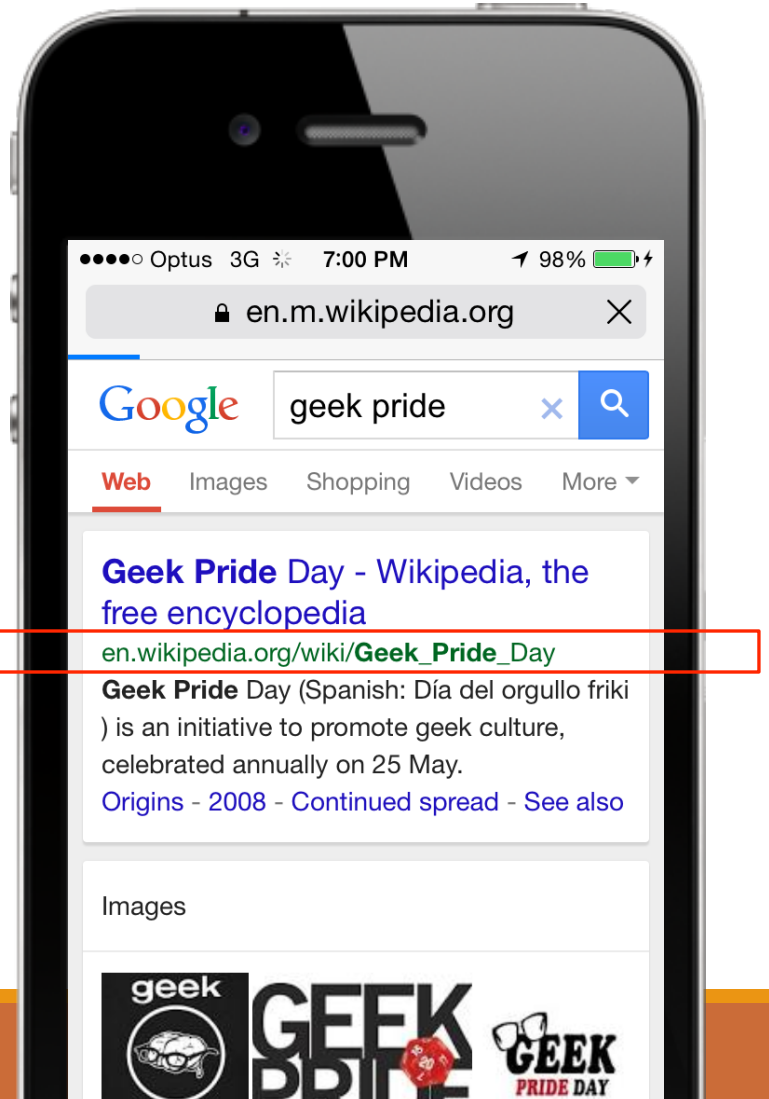
More Local Influence



How Are Mobile Rankings Different?

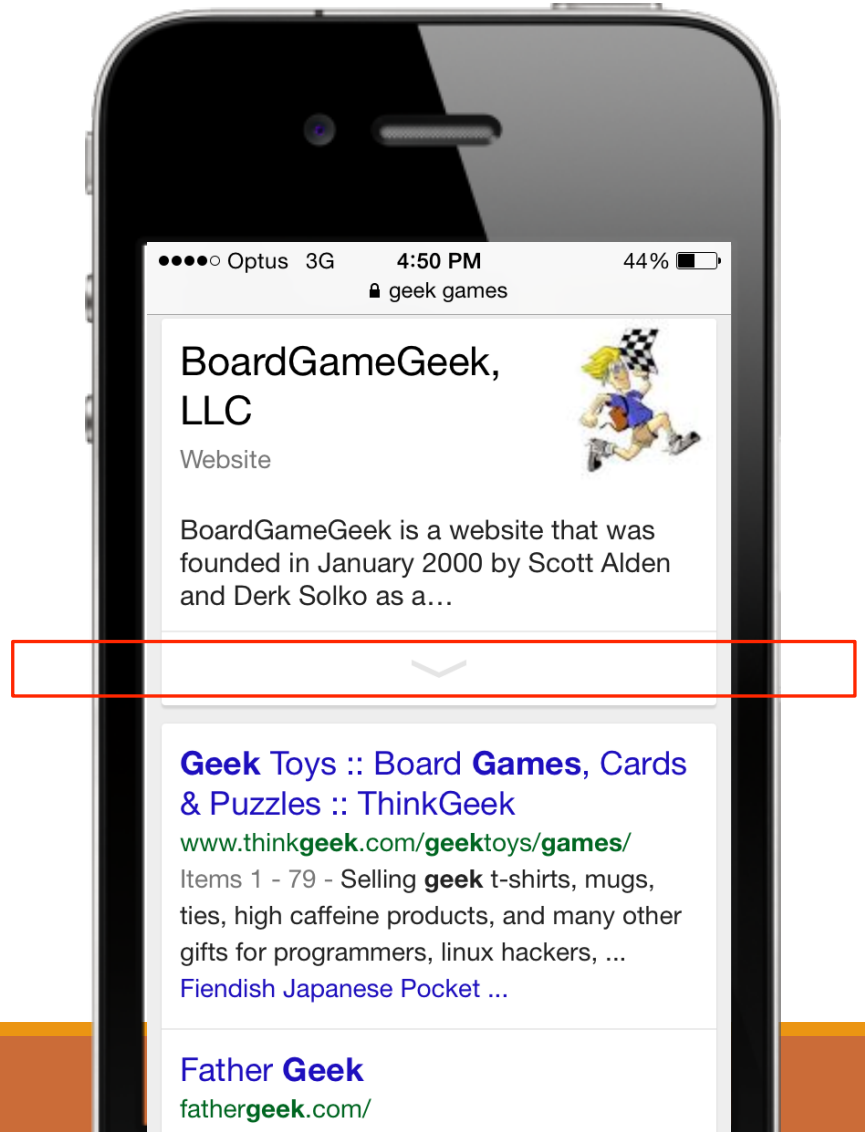
Some Mobile & Skip-Redirect Links

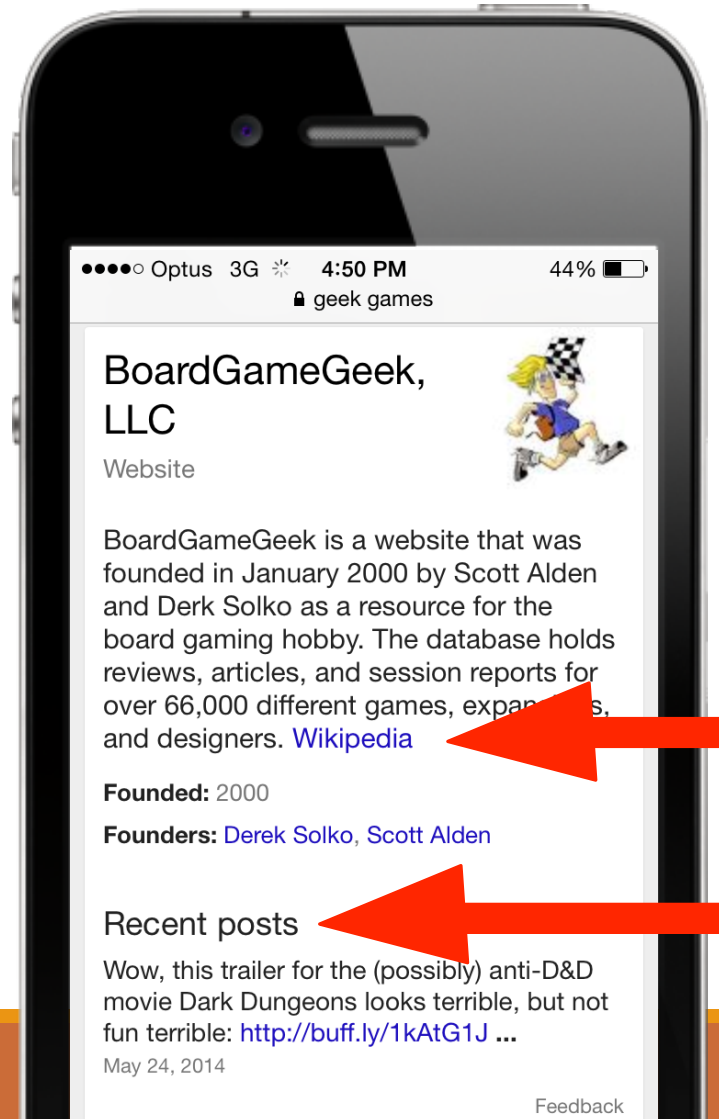




How Are Mobile Rankings Different?

More Knowledge Graph



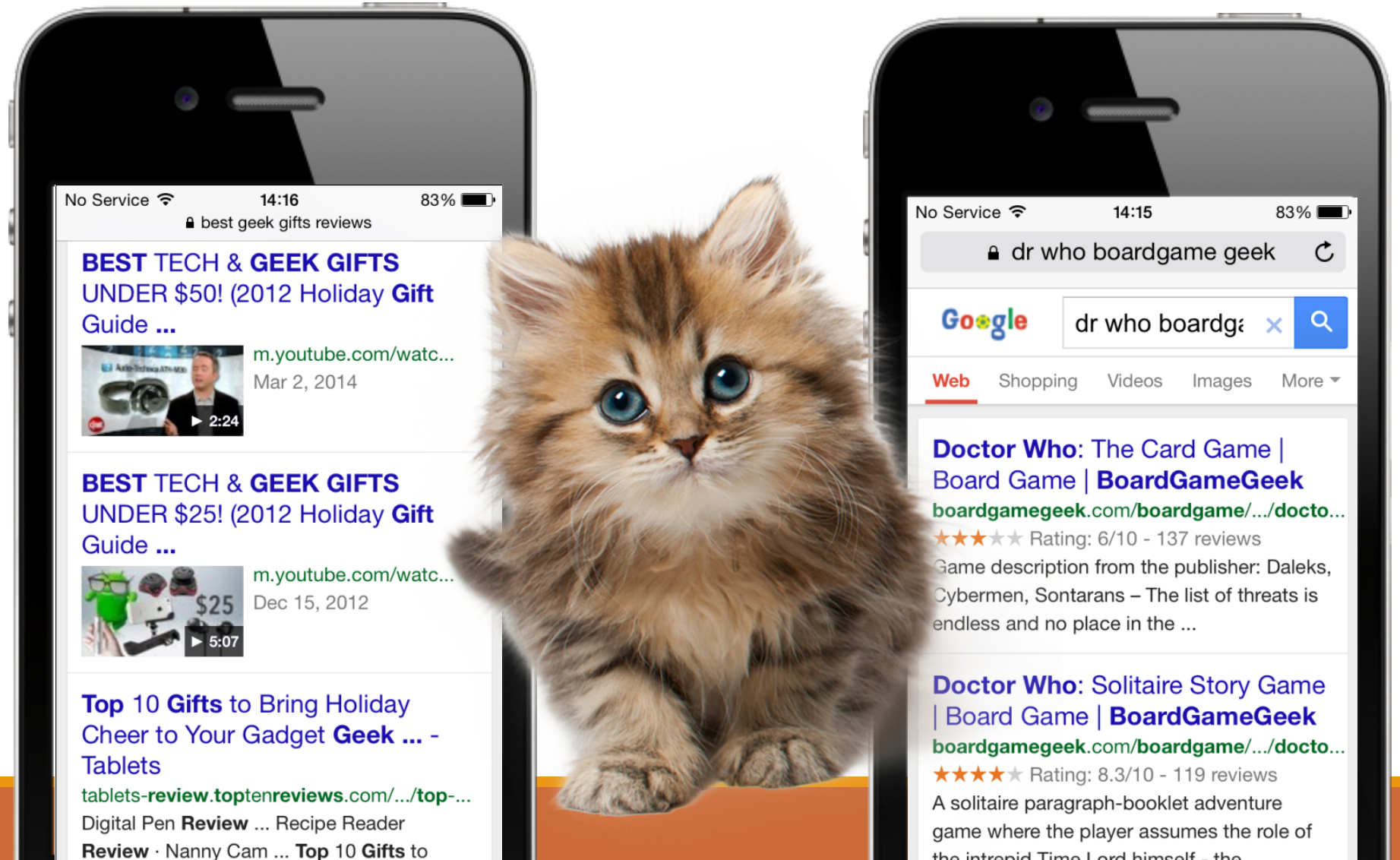


Trusted Sources

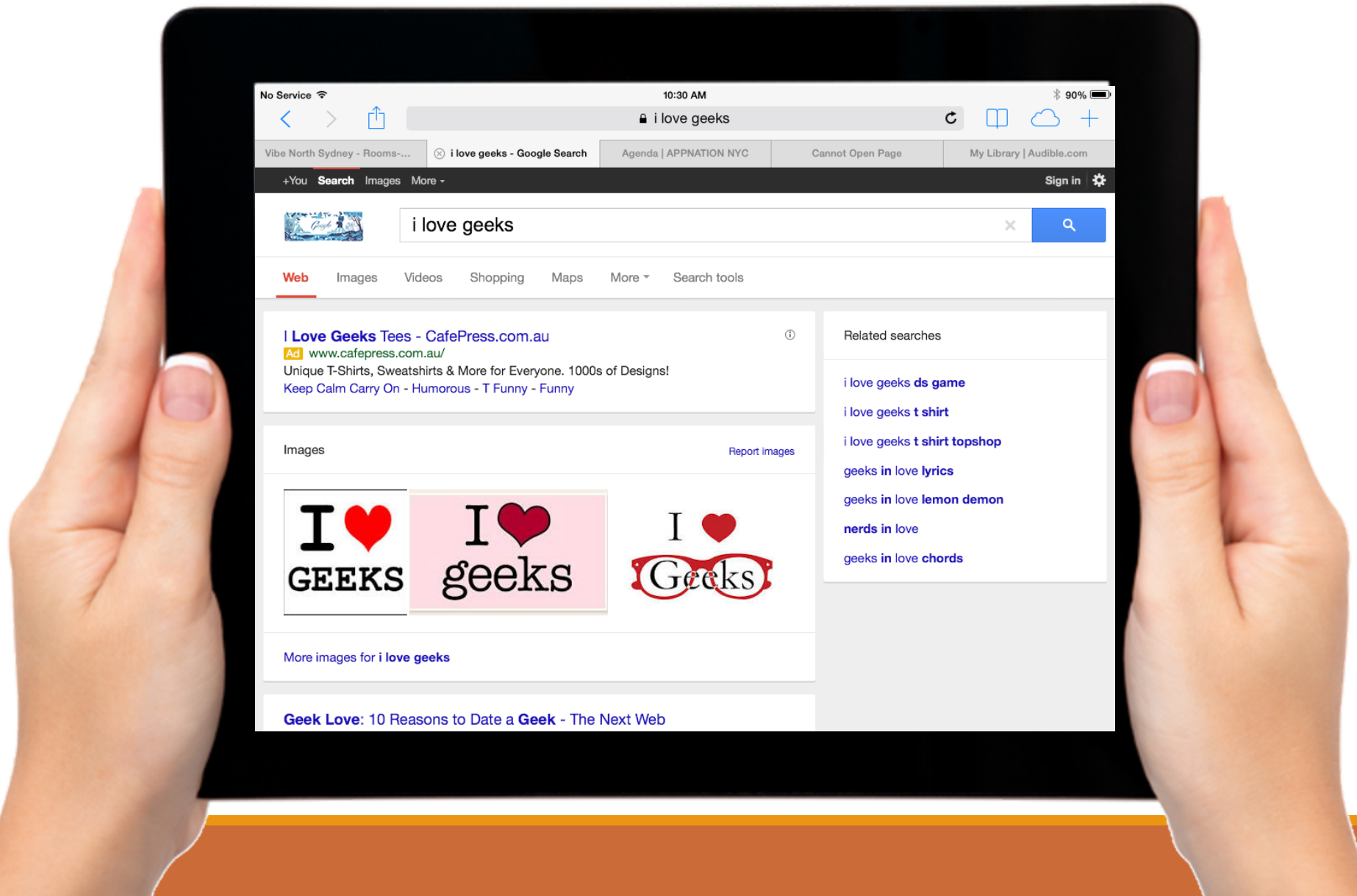
Activity

How Are Mobile Rankings Different?

Micro-Formats More Important



What About Tablets?



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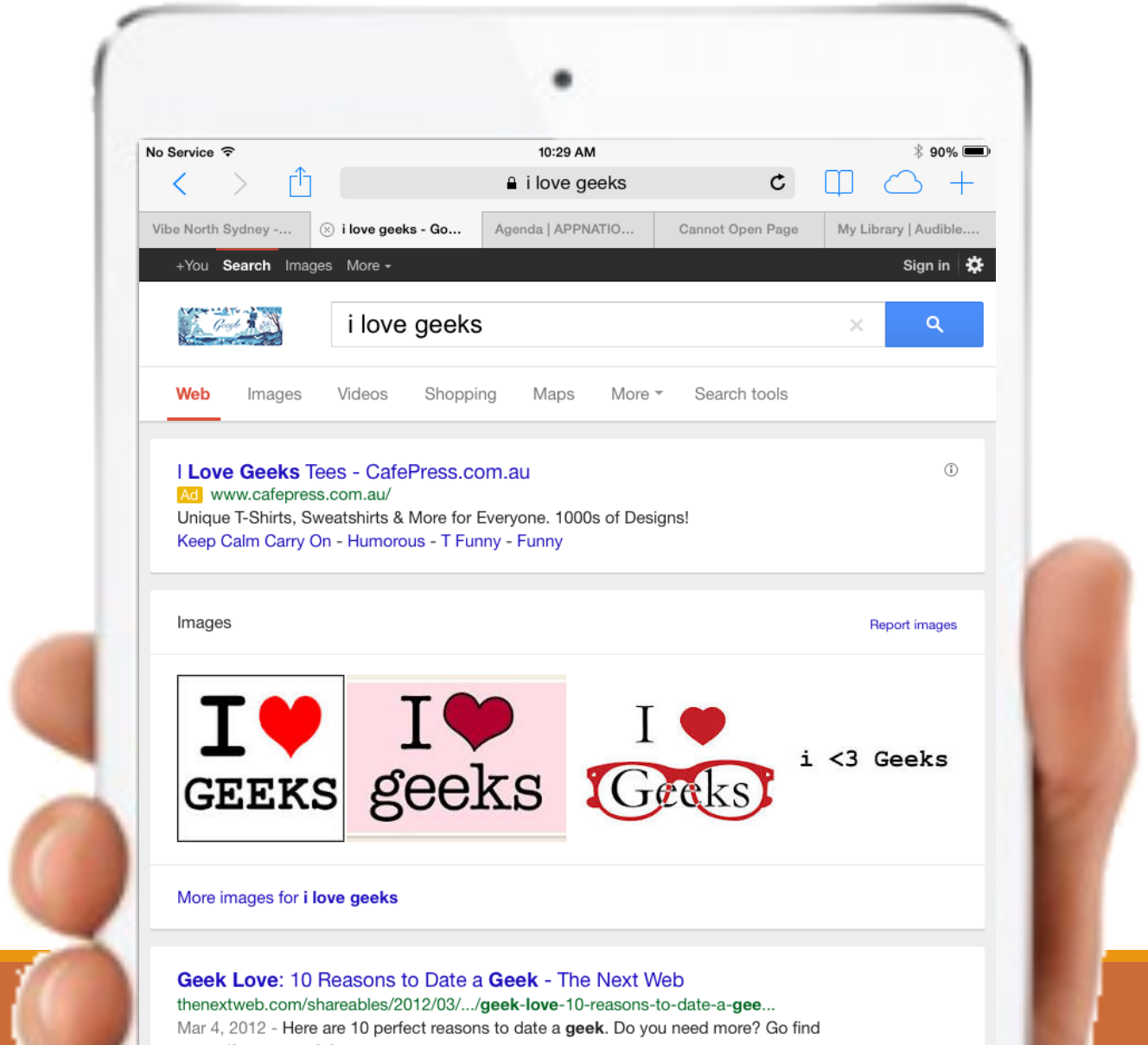
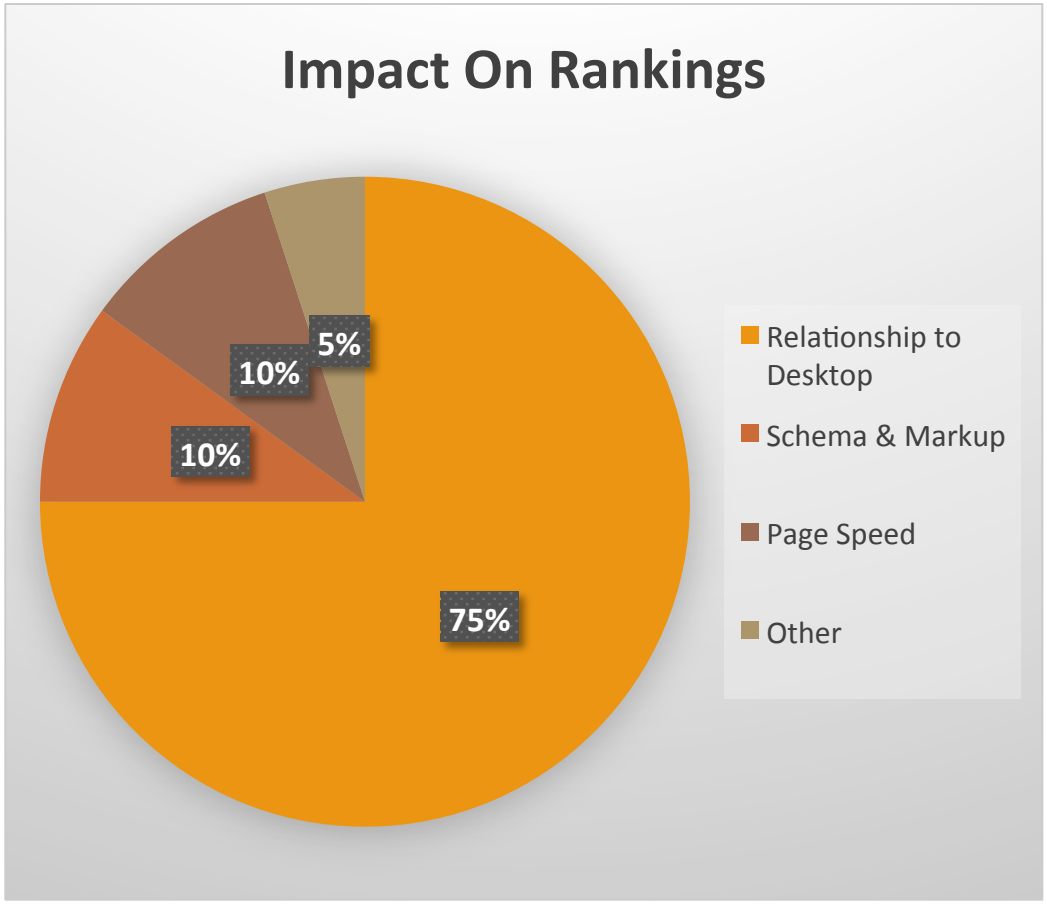


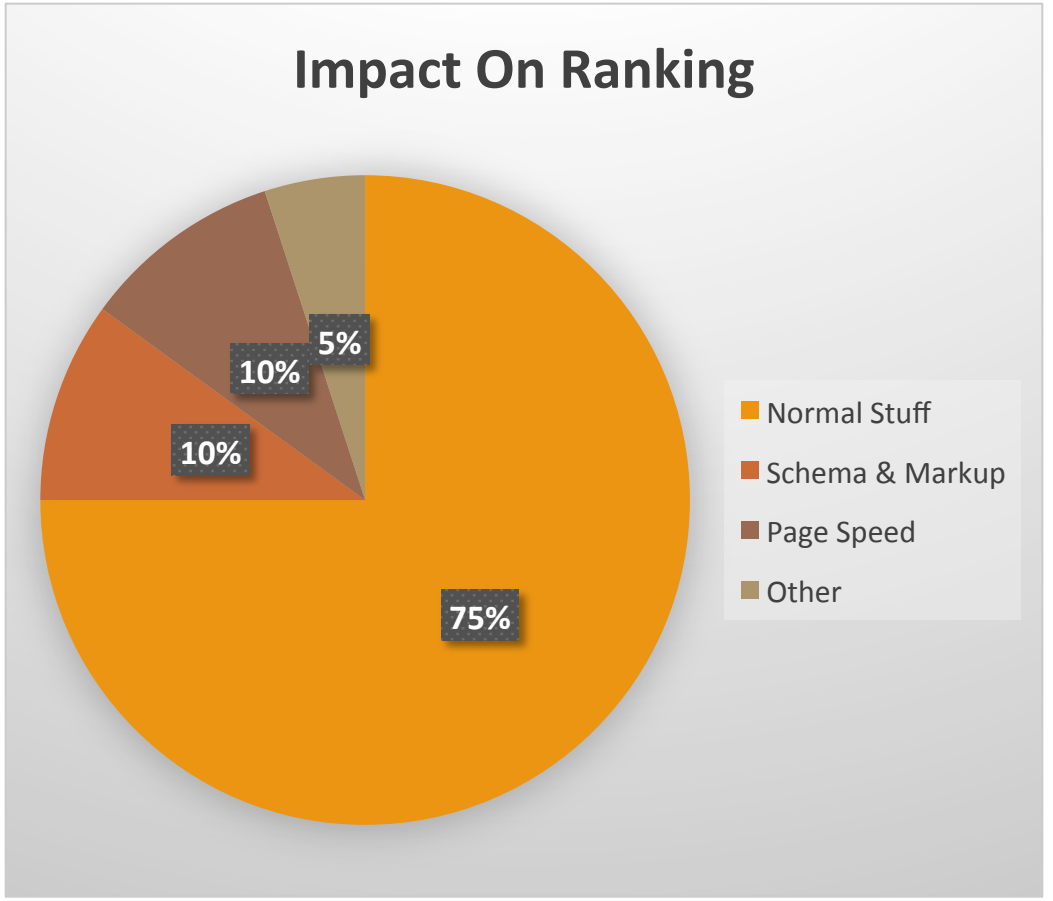
How is Mobile SEO Different?

Mobile SEO Ranking Factors

MULTIPLE URL MOBILE

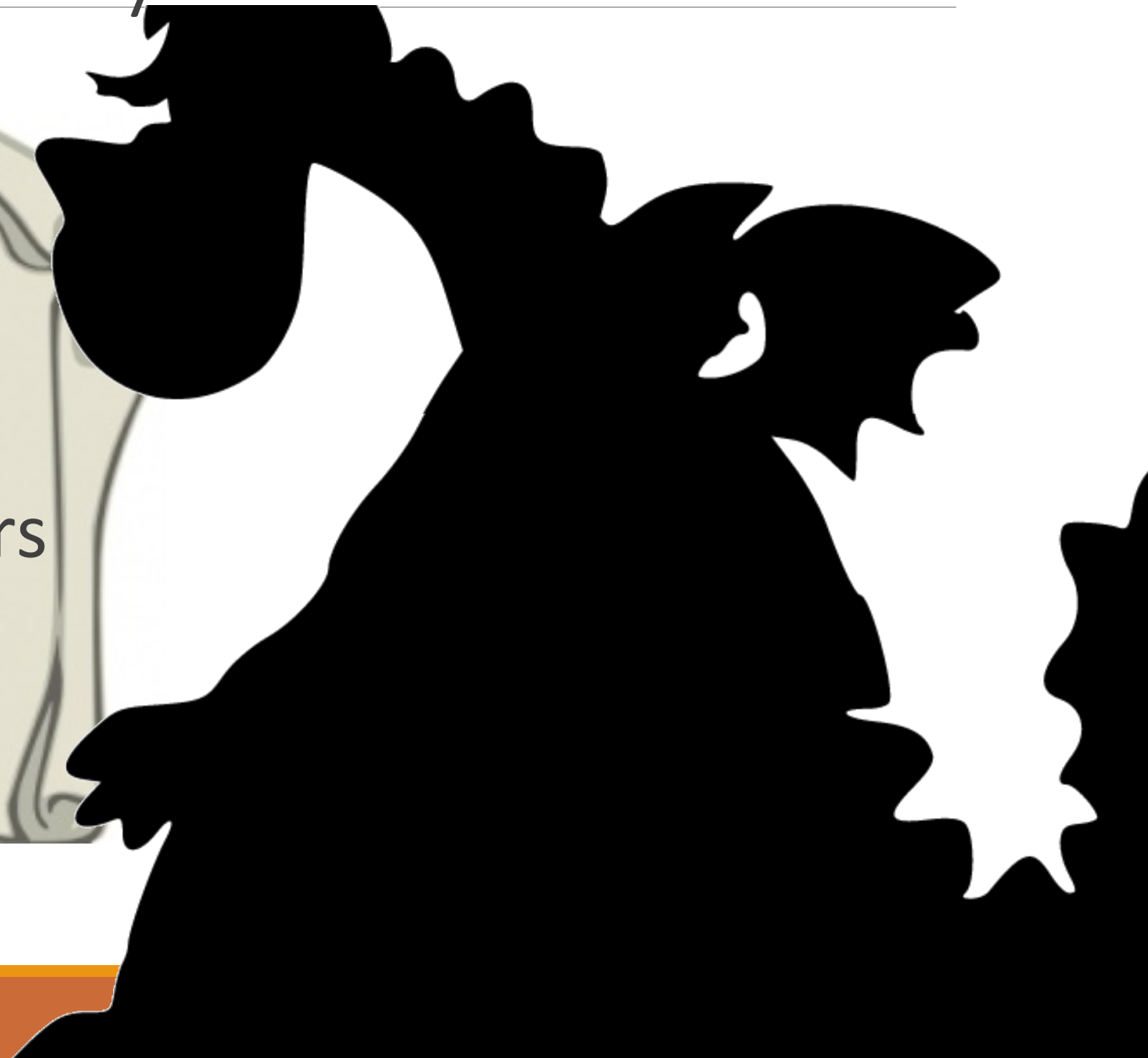


SINGLE URL MOBILE



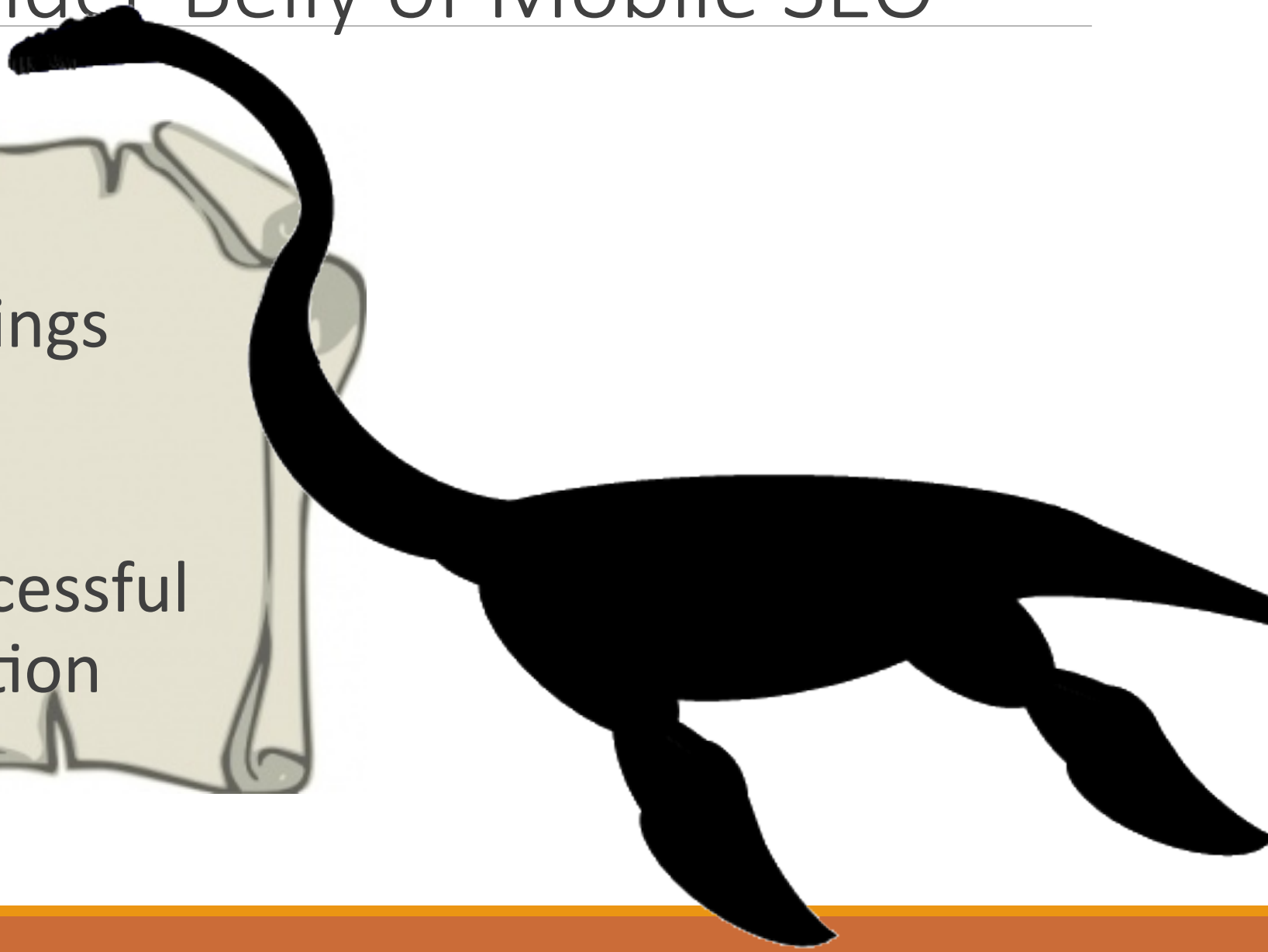
The Secret Under-Belly of Mobile SEO

- Crawler Confusion
- Inefficient Crawls
- Additional Domain Errors
- Problematic Indexing



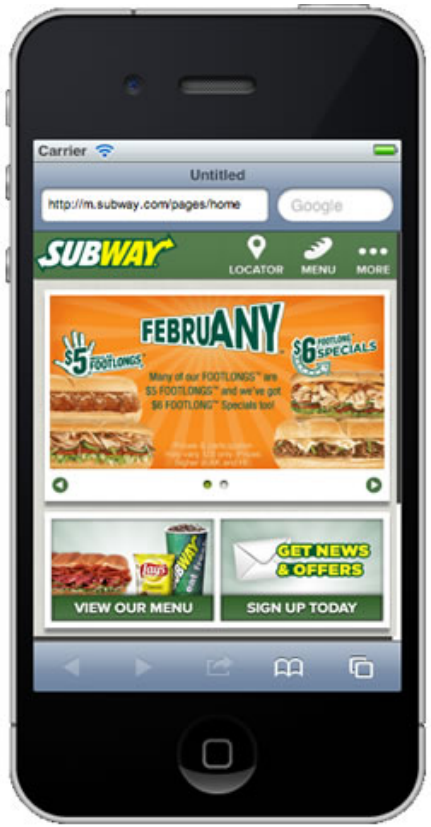
The Secret Under-Belly of Mobile SEO

- Less About Rankings (per se)
- More About Successful Traffic & Interaction



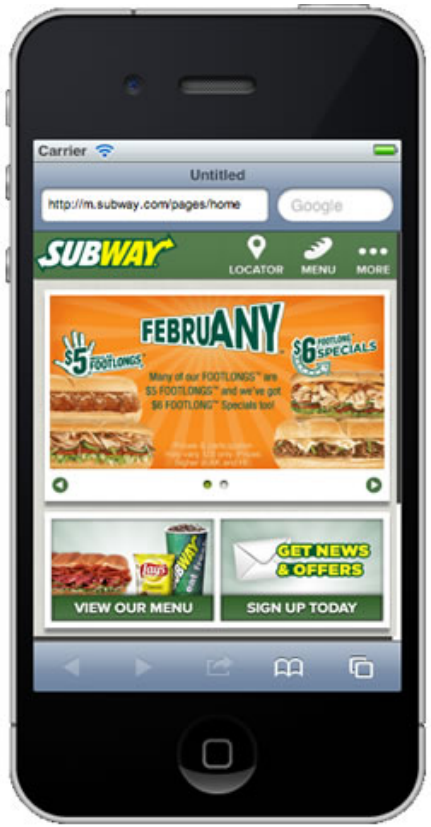
KEEPING IT REAL

mDot Site SEO



‘m.’ and ‘www.’ Urls with User-Agent Detection & Redirection and Bi-Directional Annotation

mDot Site SEO



Desktop Pages:
Rel=Alternate to the Mobile Pages

Mobile Pages:
Rel=Canonical to the Mobile Pages

Selective Serving Site SEO

One Url With 2 or More HTML Page Variations, Sent by the Server

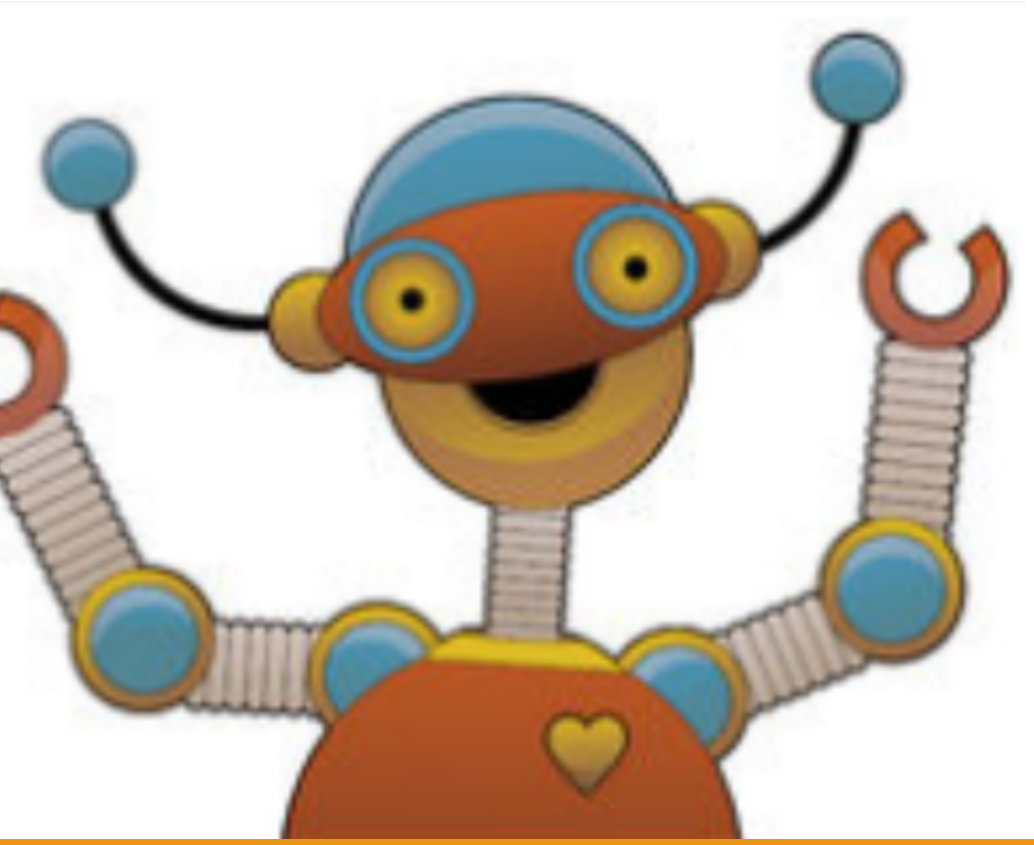
Responsive Design Site SEO

One Url with Multiple Styling Options Based on Screen Width

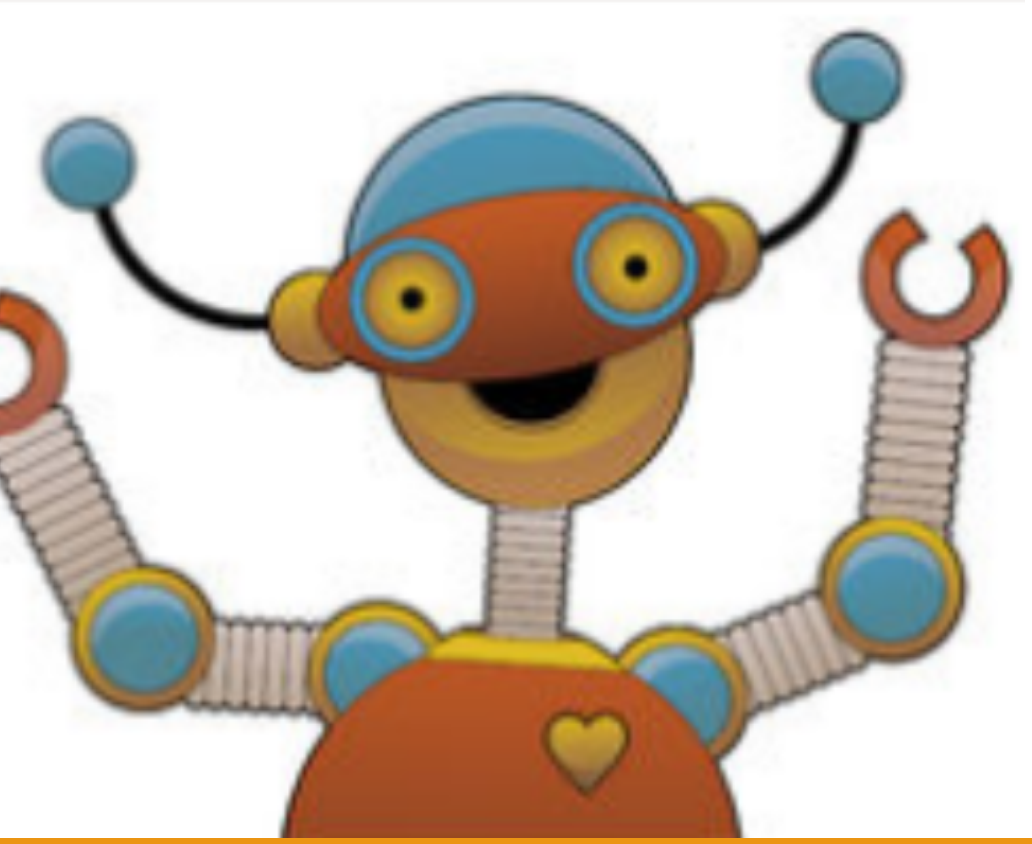
The Low-Down on Mobilization Platforms

The Low-Down on Mobilization Platforms

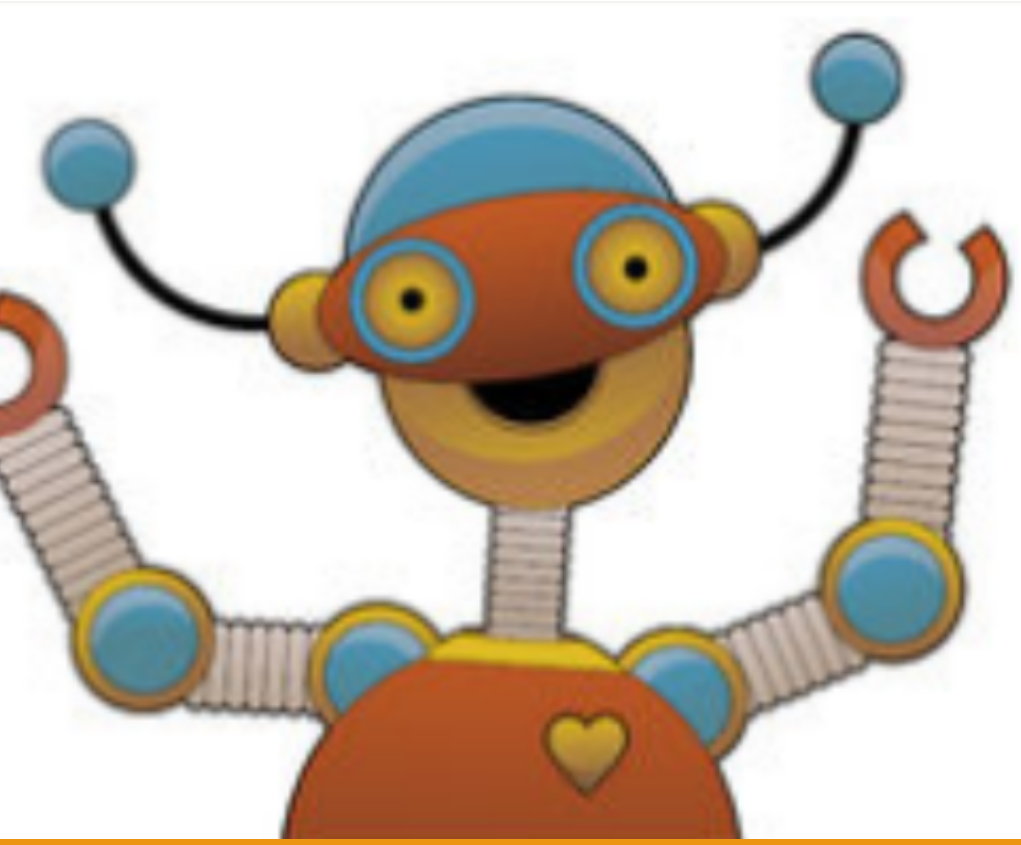
Google Likes Responsive



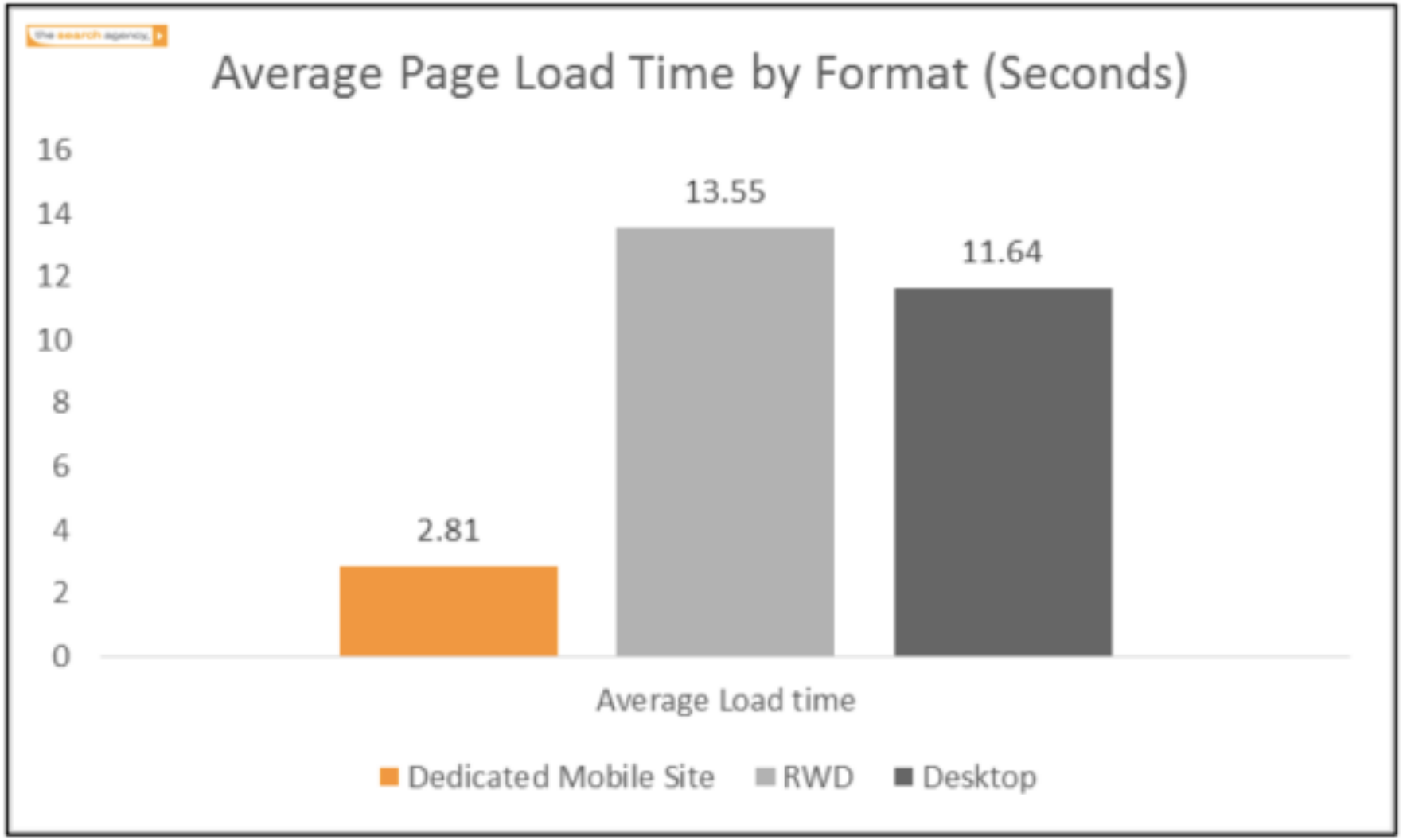
Google Likes Responsive



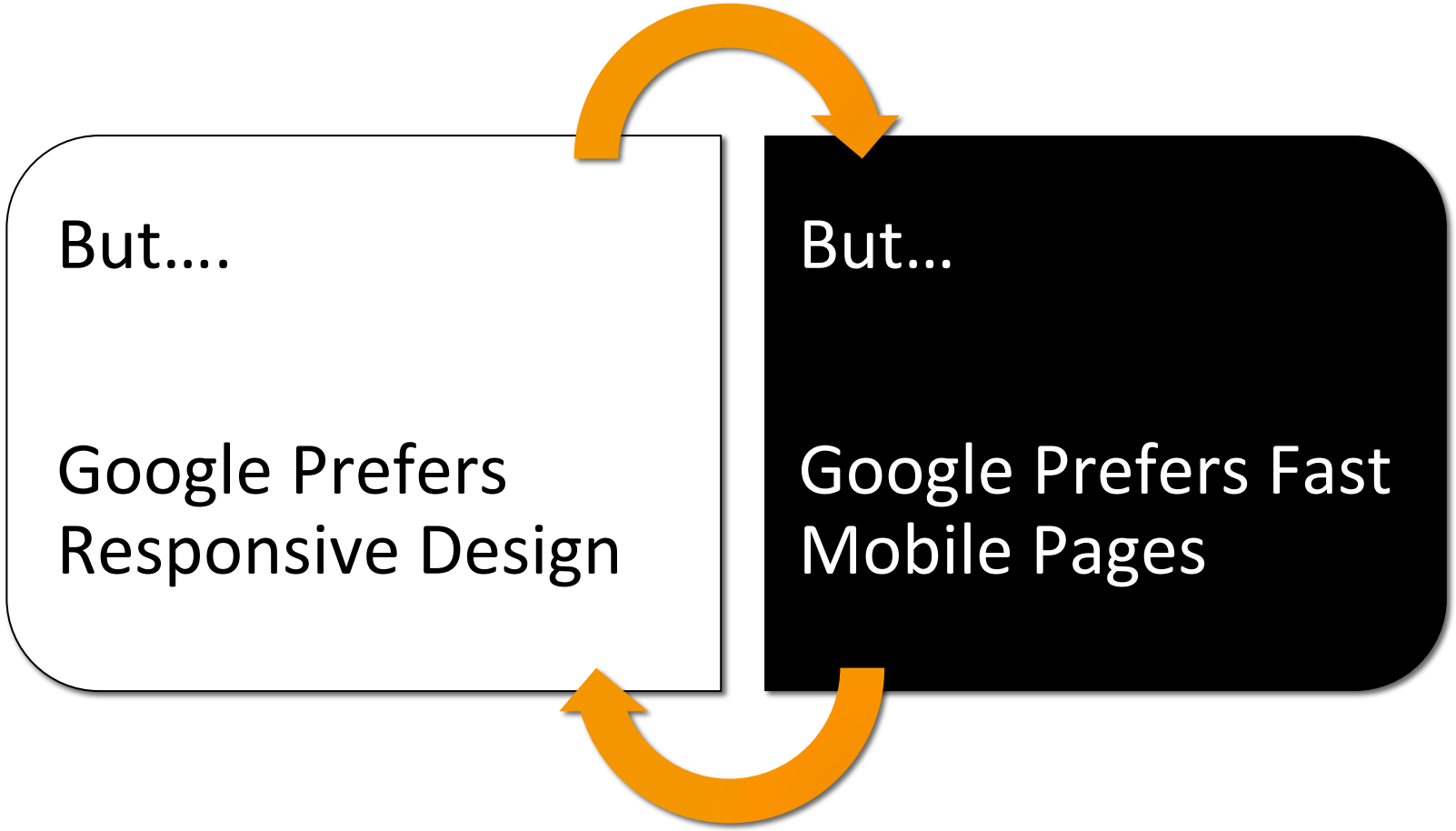
Google Likes Responsive



Here is the Problem



Responsive Design Tends to be Slow



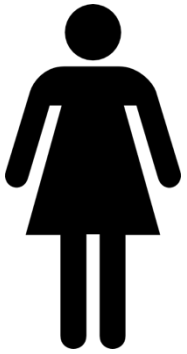
Slow is Always Bad in Mobile

Slows the Crawler

Hurts Crawl Efficiency

Fewer Pages are Indexed

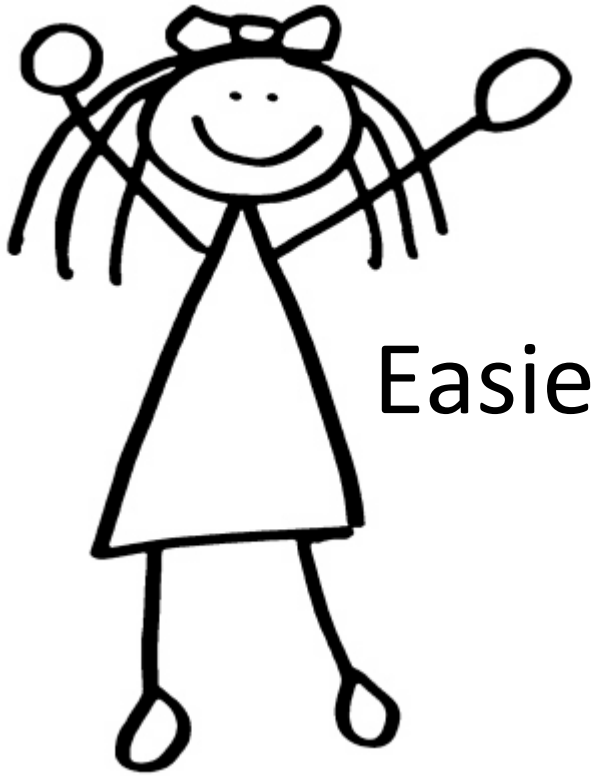
Hurts UX



High Mobile Bounces

High Site Abandonment

Knowing When to Choose Responsive



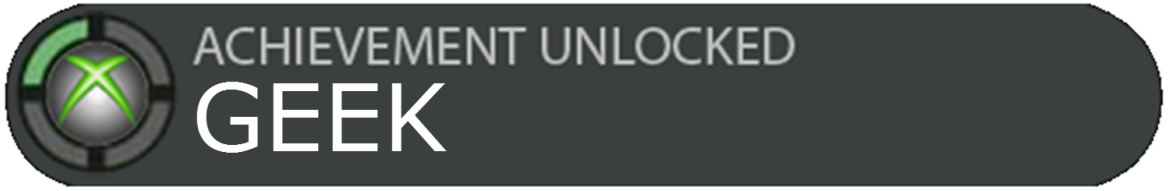
Easier

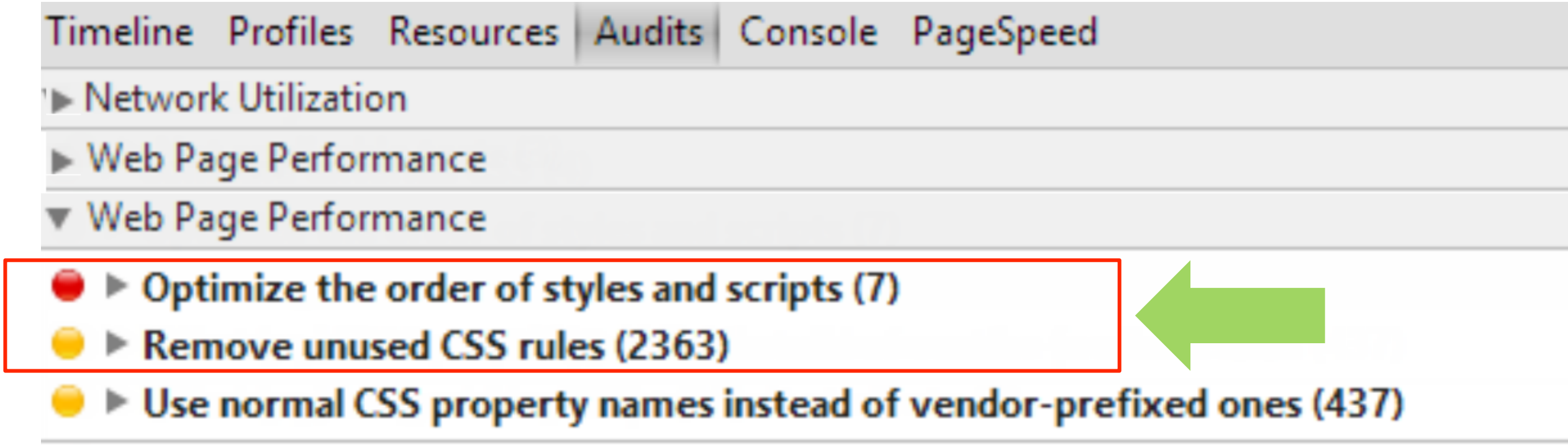
Harder

So How Do you Minimize Page Speed?

Design for Mobile First

Remove Unnecessary Code

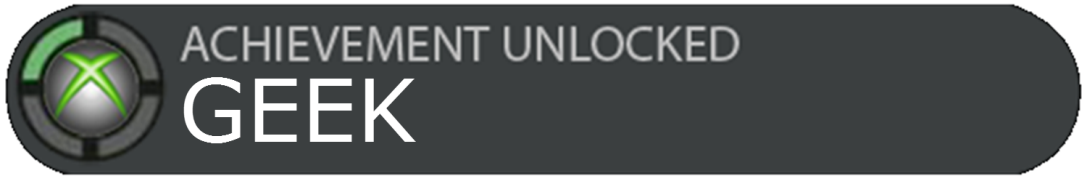




Tool: Google PageSpeed Chrome Plugin

Minimize File Size – CSS, HTML, JS

Minimize File Size – Images



100 dpi low JPEG compression

File size:
248K

100 dpi medium JPEG compression

File size:
49K

Winner!

100 dpi high JPEG compression

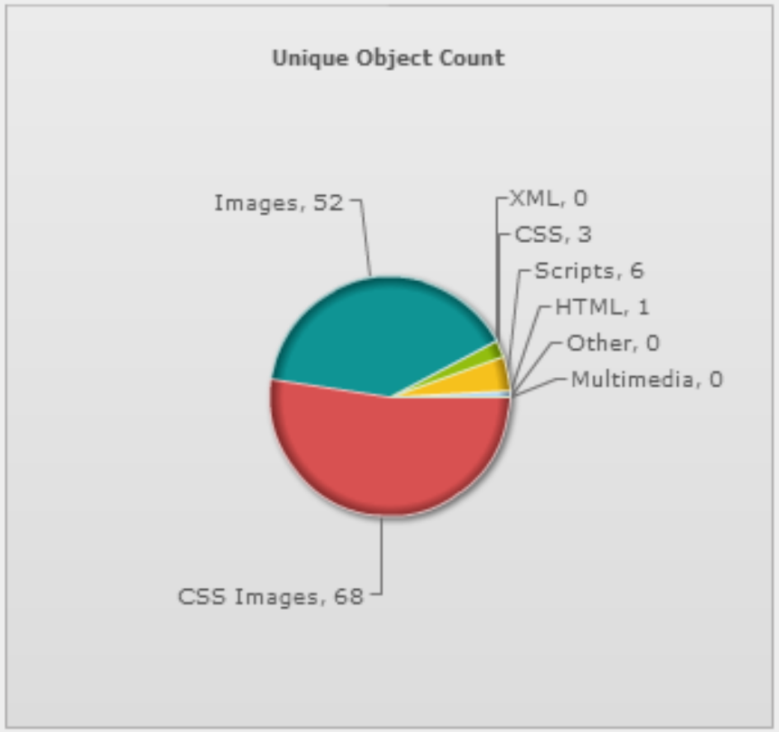
File size:
22K

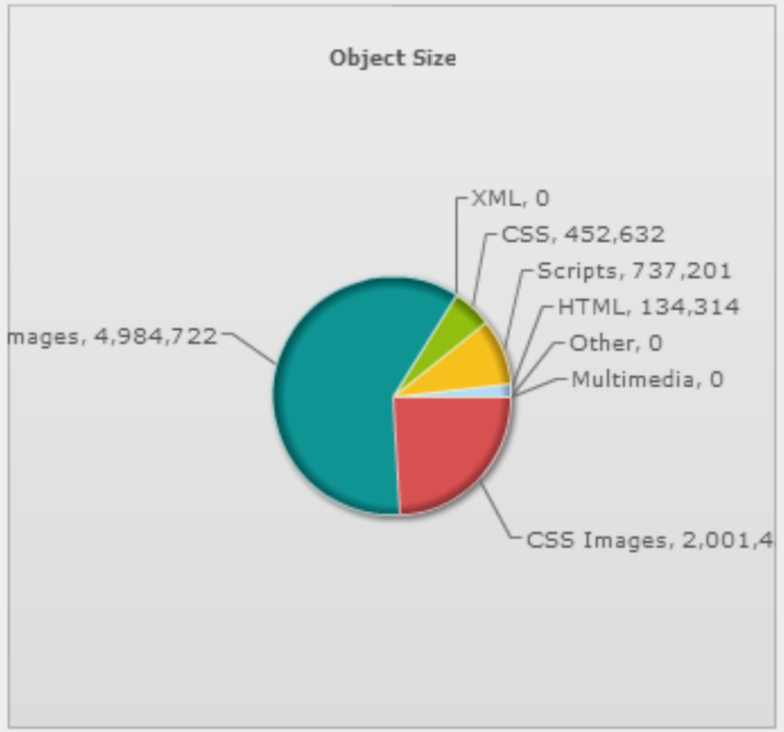
Winner!

Consolidate Round Trip Requests

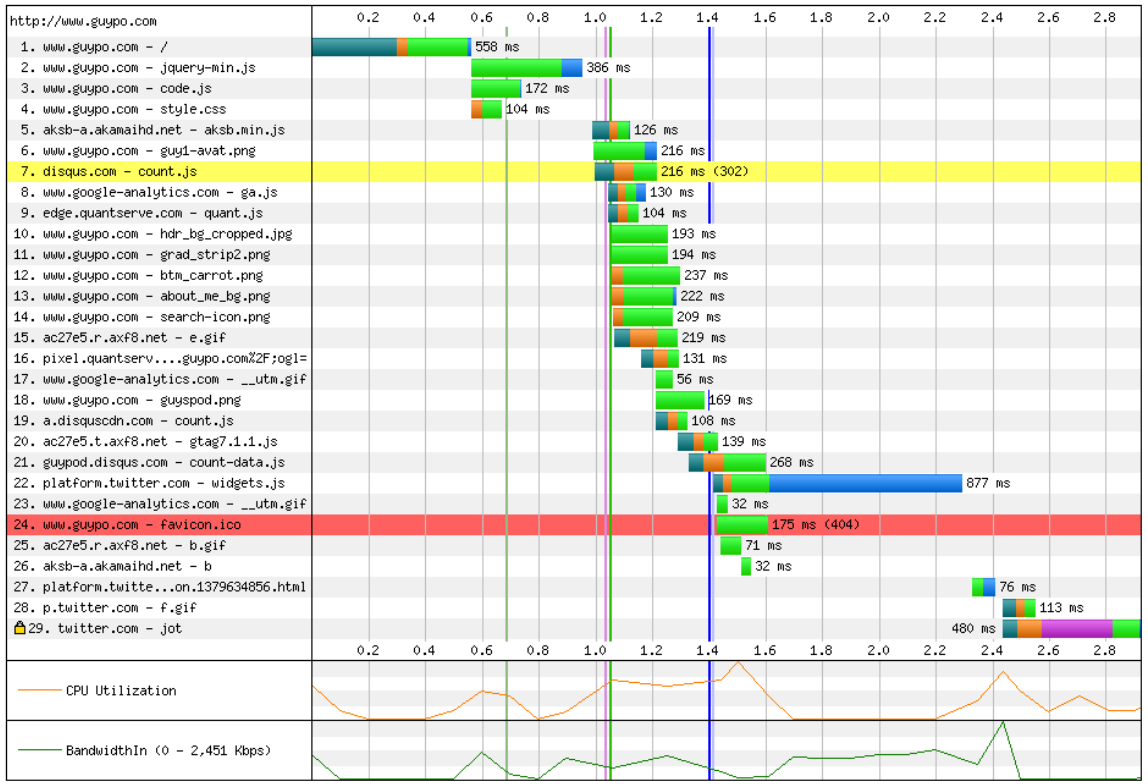
Objects	Qty	Size*	%
HTML	1	134,314	1.6%
CSS	3	452,632	5.4%
Scripts	6	737,201	8.9%
XML	0	0	0.0%
Images	52	4,984,722	60.0%
CSS Images	68	2,001,433	24.1%
Multimedia	0	0	0.0%
Other	0	0	0.0%
Total	130	8,310,302	100%

* Unique objects only





Optimize Load Order



1. **Inline JS and CSS for above the fold content**
2. **External CSS Calls**
3. **External JS Calls**
4. **Defer or asynchronously load JS content below the fold**

<head>

Set Up HTTP Headers Correctly

- **Proxy & Browser Caching**
- **Varies: User-Agent**

1. REQUESTING: h

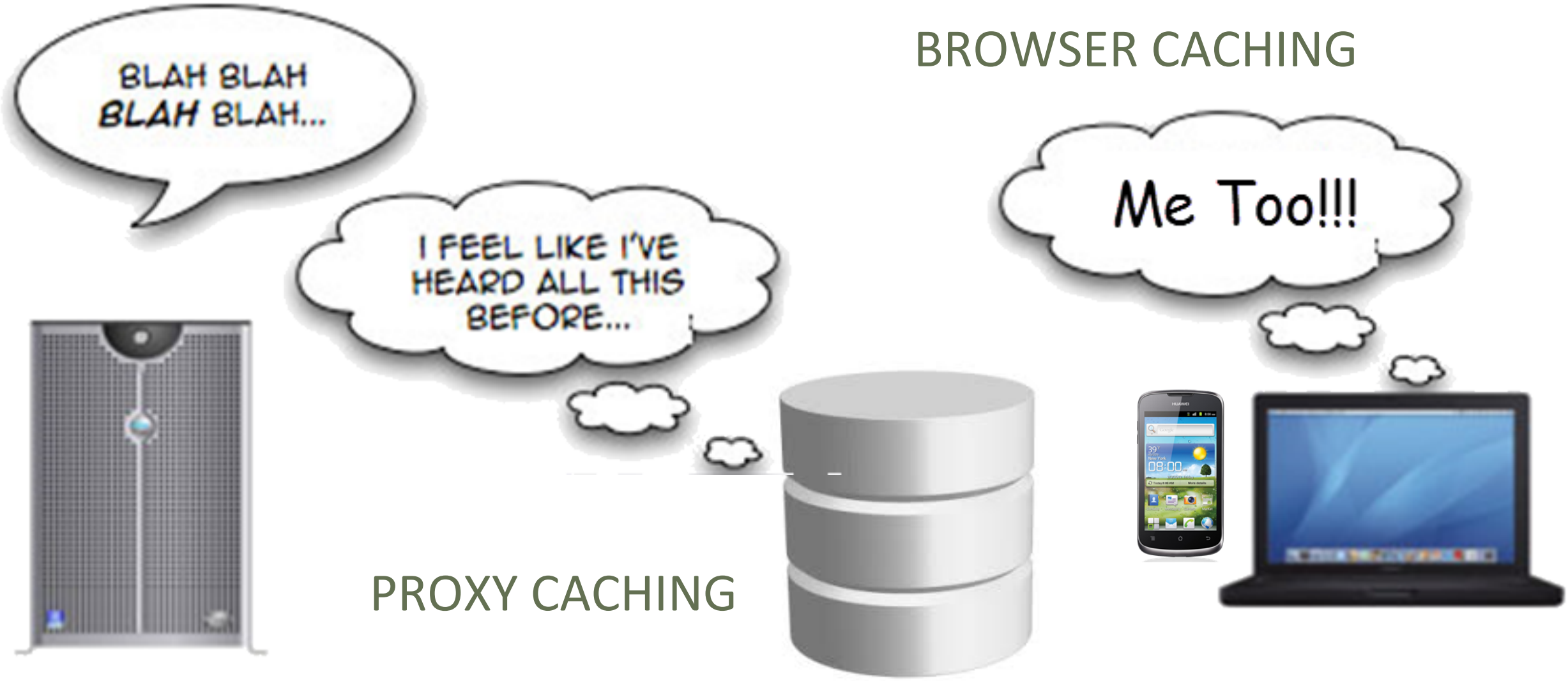
```
GET / HTTP/1.1
Accept: */*
Accept-Encoding: gzip
Accept-Charset: ISO-8859-1,utf-8;q=0.7,*;q=0.7
Accept-Language: en-us,en;q=0.5
User-Agent: Mozilla/5.0 (Windows NT 6.3; WOW64)
Host: [redacted].com
Connection: Keep-Alive
```

SERVER RESPONSE: 200 OK

```
Server: nginx/1.4.3
Content-Type: text/html; charset="utf-8"
ETag: "-2083700541"
Vary: Accept-Encoding
X-FRAME-OPTIONS: SAMEORIGIN
P3P: NOI DSP CUR ADMa OUR IND NAV STA PUR
Content-Encoding: gzip
Cache-Control: max-age=1200
Date: Tue, 01 Jul 2014 20:38:30 GMT
Content-Length: 13750
Connection: keep-alive
```

Browser & Proxie Caching

BROWSER CACHING



PROXY CACHING

Understanding Varies: User-Agent

Multiple Urls

Redirection to ‘m.’

Bi-Directional

Annotation

One Url

Responsive Design

Selective Serving

HTTP Header

‘varies: user-agent”

- Great for ALL Sites with Mobile Content
- Impacts CDN Caching

Optimizing UX

99 / 100 User Experience

Consider Fixing:

Size tap targets appropriately

▸ Show how to fix

4 Passed Rules

▾ Hide details

Avoid plugins

Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of avoiding plugins.

Configure the viewport

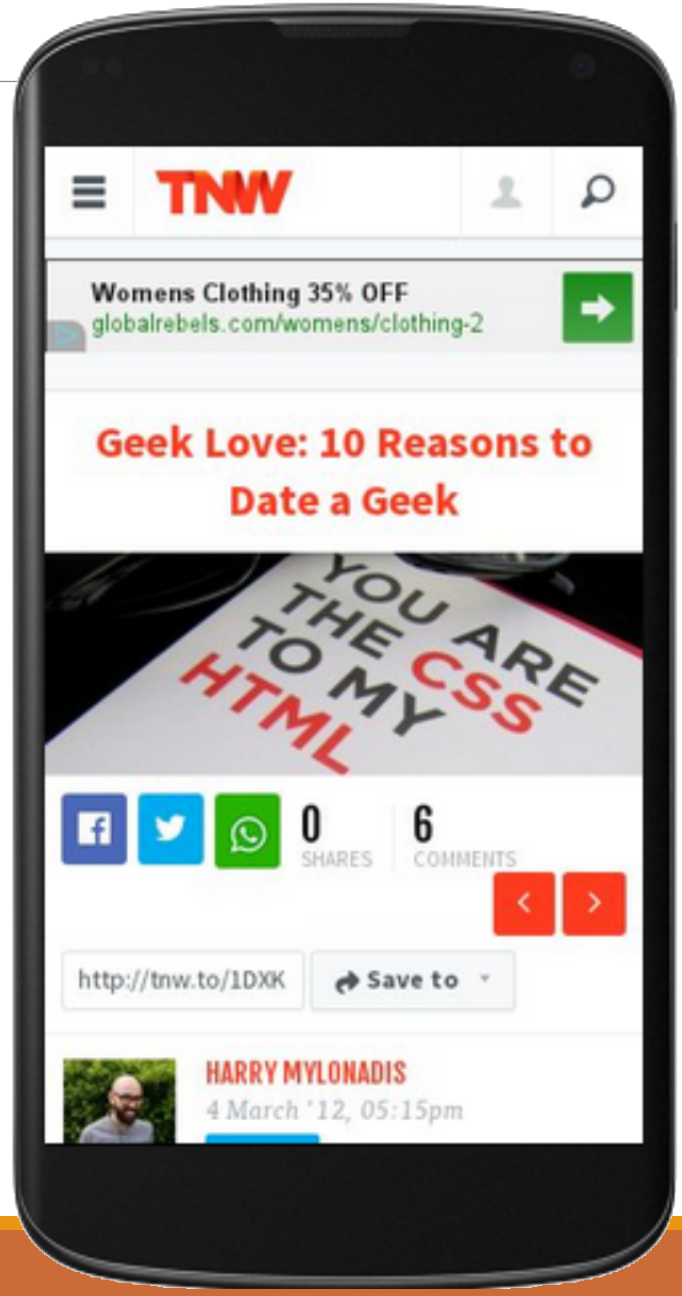
Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about configuring viewports.

Size content to viewport

The contents of your page fit within the viewport. Learn more about sizing content to the viewport.

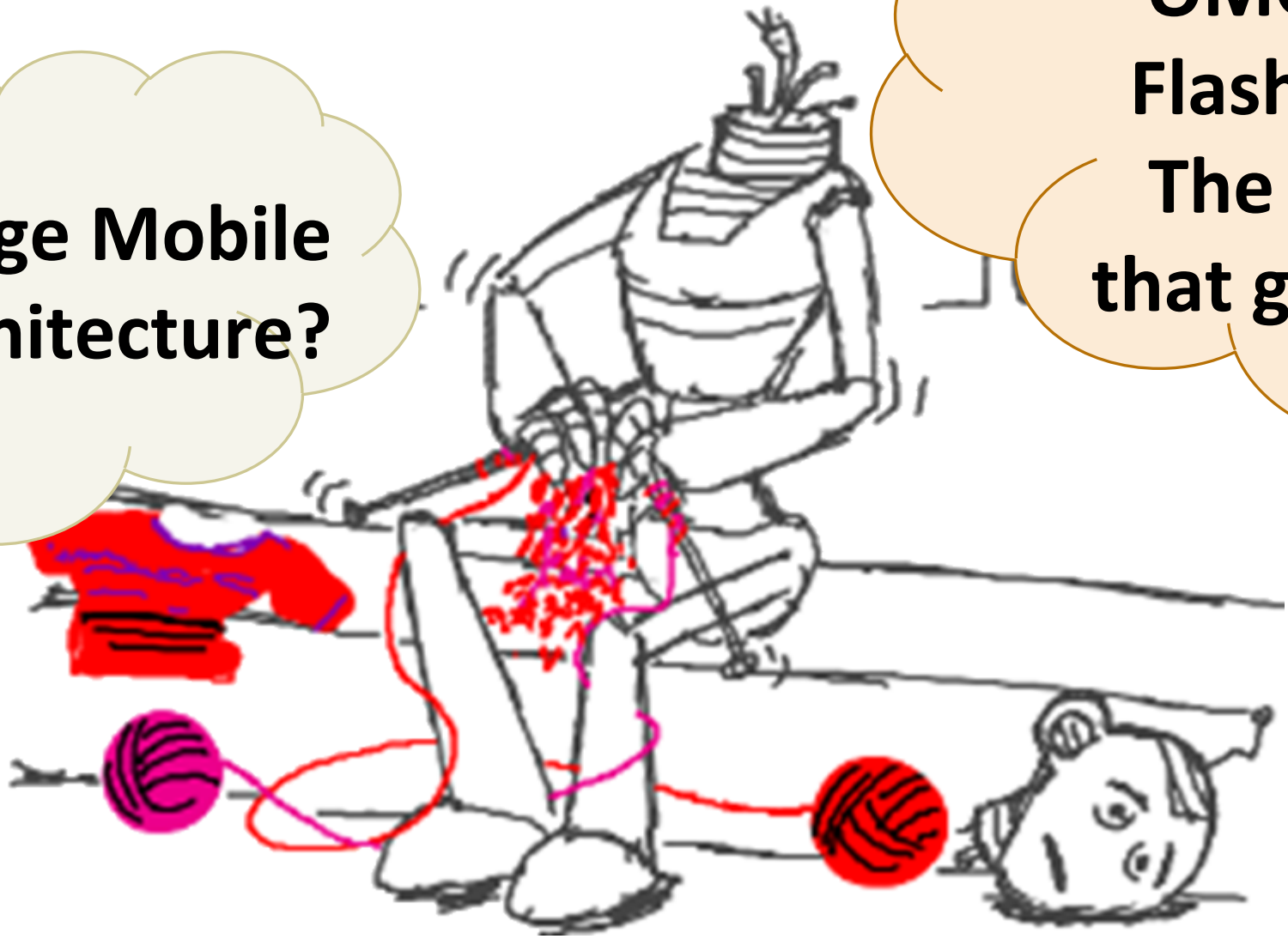
Use legible font sizes

The text on your page is legible. Learn more about using legible font sizes.



Optimizing UX

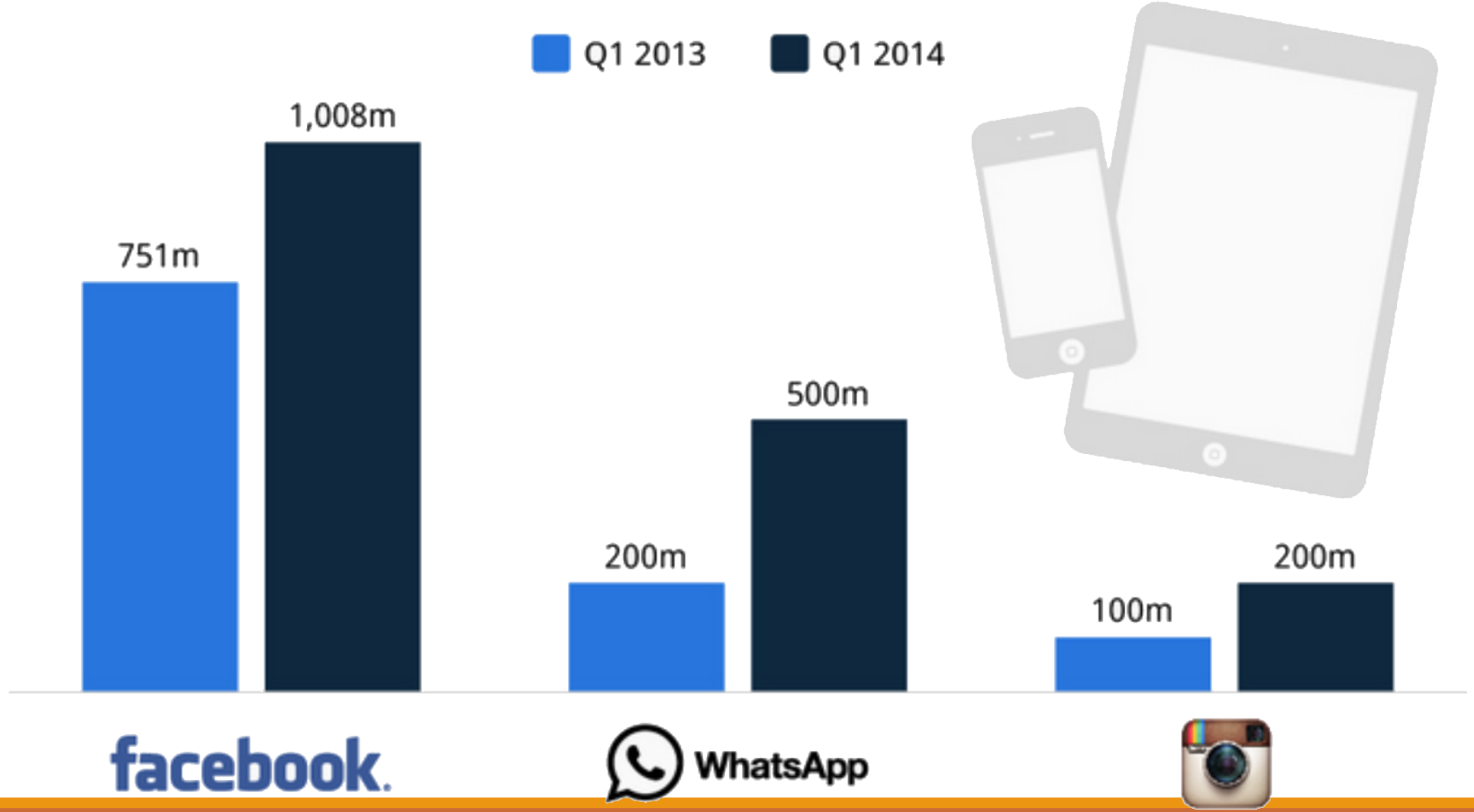
Single Page Mobile Site Architecture?



OMG – it's like a Flash site back in The Day! Maybe that guy can help!

Maximizing Social

Monthly active users of mobile services owned by Facebook (in millions)



Schema, Knowledge Graph & Entity Search

Freebase

special page

Search results

Whitney Houston | Search

Content pages | Multimedia | Help and Project pages | Everything | Advanced

Create the page "Whitney Houston" on this wiki!

User talk:Sheortencio
...d [http://www.freebase.com/view/m/0lp5k0 I Will Always Love You by **Whitney Houston**]. --[[User:Anne8|Anne8]] 10:01, 23 May 2010 (UTC)
19 KB (2,931 words) - 11:27, 31 May 2010

Commons/music/composition
...d [http://www.freebase.com/view/m/0lp5k0 I Will Always Love You by **Whitney Houston**]).
12 KB (1,879 words) - 05:28, 22 January 2013

View (previous 20 | next 20) (20 | 50 | 100 | 250 | 500)

Navigation
- Main page
- Recent changes
- Random page
- Help

Search
Whitney Houston
Go | Search

Toolbox
- Special pages

Maximizing Social

Using

facebook

Open Graph Protocol

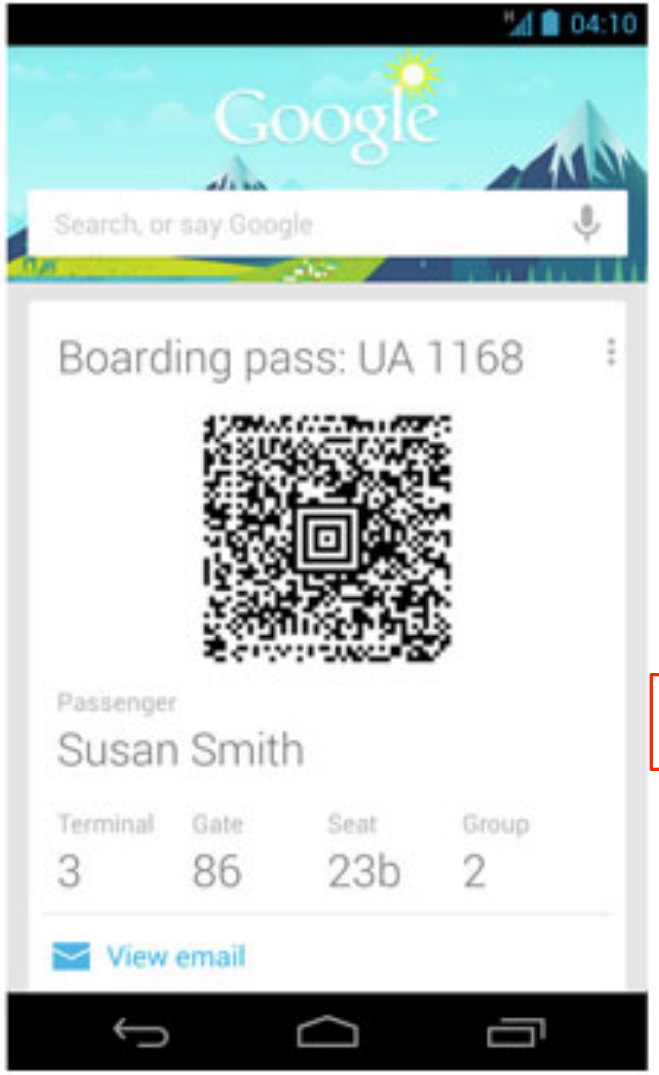
to Increase Traffic From Facebook Users

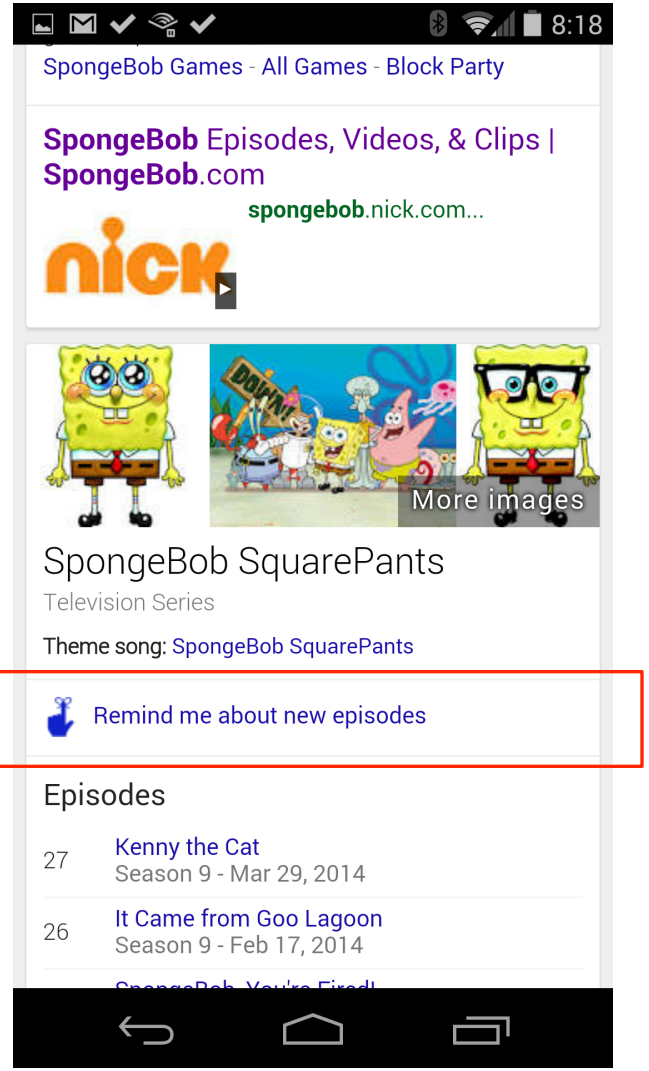
Hummingbird & Voice Search

- Google Has been Investing in Voice Search for Years
- Google believes people search for answers – not Websites.
- Voice Search Enables More Searches & More Devices

Importance of Google Now

- Location Relevant & Synced Cross Device
- Combs Searches, Social, Calendar & Email to Anticipate Needs





Wearables Are Mobile Too

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THANK YOU!

SESSION Q&A

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