

Marketeering™

Tools and tactics for the business-to-business expedition

Mobile-friendly sites have all of the advantages

What is mobile-friendly?

It's a website that doesn't require horizontal scrolling to see content or zooming to read text, and links are spaced so they're easy to tap when viewed on a mobile device.

Why go mobile-friendly?

- 89% of professionals use the internet when searching for business products and services
- And 40% of these business professionals use a mobile device to search the net
- Google favors mobile-friendly sites in search results
- 88% of all web searches are with Google
- Responsive sites get more visits via organic search
- Web access in the field is easier with a mobile device than with a laptop

Integrating relevant keywords along with other search engine optimization (SEO) techniques will help a website rank highly, encourage click-through, and bring qualified visitors to the site. With this knowledge, SEO has been a priority for marketers, but now there's another requirement. Google is pressing us to consider the devices searchers are using.

B2B searchers keen on internet

It's been safe to assume that the vast majority of business people are using the internet to conduct searches to help them make purchasing decisions. This has been reinforced in a recent study by Google and a research firm. When professionals were asked about their searching and purchasing habits, 89% said they use the internet in their research process. They report doing an average of 12 searches prior to making an inquiry.

Call it 'responsive web design'

In 2010 author Ethan Marcotte called attention to the exponential increase in mobile device users. He said the way to respond to this evolution was with flexible, fluid design and coined the term 'responsive web design' (RWD).

Content takes shape with RWD

With RWD, web content is like a liquid, whether you pour it into a shot glass, pint glass, or pitcher, it takes the shape of the container i.e., the device.

RWD allows a web browser to detect the type of device being used—desktop, laptop, tablet, or smartphone—and render the site accordingly. RWD improves the user experience by scaling and reflowing content and adjusting font sizes to fit each device's screen.

Mobile outweighs desktop

Google has made several algorithm changes and updates over the past few years. In 2015 the change favored mobile-friendly websites. More recently they switched to mobile-first indexing which means Google predominantly uses the mobile version for indexing and ranking. Google is crawling the web as a smartphone browser would render your website, as opposed to how a desktop browser would.

Be responsive or lose rank

A report from Adobe found that traffic to non-mobile-friendly websites from Google mobile searches fell 12%, relative to mobile-friendly sites, two months after the search algorithm changes took effect. Adobe tracked traffic to more than 5,000 sites, and divided sites into mobile-friendly and non-mobile-friendly. RWD means higher rankings in Google search (88% of searches use Google).



It is just as easy to read and navigate a responsive website on a smartphone or tablet as it is on a computer.

And mobile takes the lead

If you're monitoring website visitors, you are likely seeing a continual increase in visitors using mobile devices. It is estimated that more than 50% of professionals are now using a mobile device to search online. Nearly half who use their mobile device for research reported they are doing so while in the office.



a Revel company

Easier web access in the field

Meetings with customers and prospects will be easier with a responsive website. Your sales team will no longer need access to a computer to look up information on your site. Instead, your reps can use a smartphone or tablet which will clearly display photos, illustrations, and information because the content responds to the mobile device they will be using.

Easy traffic monitoring

Website analytics tools, such as Google Analytics, can handle multiple devices and responsive reporting. All of your tracking data will be condensed into a one report, making it easier to monitor and analyze your results.

Greater brand control

RWD enables website owners to have greater control of how their brand is implemented throughout the site. A website can now be coordinated with the rest of the marketing communications such as literature.

Responsive means business

If your current site is not responsive your company is at a competitive disadvantage. You need to adapt to how your customers and prospects are researching and making purchasing decisions, ASAP.

We're responsive

After Borns upgraded a client's site using RWD it was determined that 51% of the visits were on a mobile device versus 26%, just three months prior. And mobile visits doubled from organic search.

Borns can make your site responsive. Contact Randy Borns at 616.502.2213 or randy@borns.com