

Mobile Changes Everything
Keep up and Stay on Target!

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Limited Access Always On Always Access



Always Necessary


MICRO-MOMENTS

Experiences and sharing are real-time



I want to DO
I want to BUY
I want to GO
I want to KNOW

Amy: 419 Digital Moments

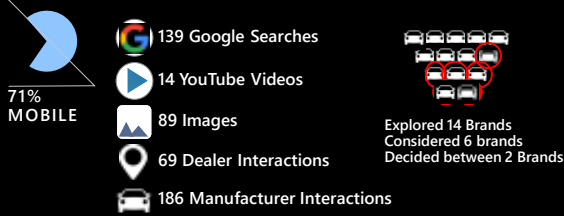


87% Mobile

Source: Luth Research ZQ Intelligence—Cross-Platform Digital Behavior Meas

Car buying journey:

Over 900 digital touchpoints over 3 months.



60% will abandon a website if it doesn't load within 3 seconds

58% Marketers not designing for mobile

31% do not know their mobile open rate

Hummingbird Update

- Introduced August 2013
- Focuses on synonyms and context
- Evaluates the entire search phrase, not just the individual word
- Emphasis on "Conversational Queries"

Redefine: Word Count



Optimizes for voice search queries

Apple Siri
Amazon Alexa
Microsoft



Mobilegeddon

Mobile accounts for 70%
of all Google searches



What's happened?

- Google has created two indexes (databases)
- Mobile Index - Primary (more frequently updated)
- Desktop index - Secondary

Mobile: SPEED

1



Mobile: Compatibility

2



Mobile: Interstitials

3



Mobile: Media

4



Mobile: HTML5 Microformats

5

Address
Calendar-Dates
Phone Numbers
hCard
hReview

hCalendar

- Elements:
- Event start date and time
- Venue, expressed as location
- A title, expressed as summary
- Contact information; address, telephone number, and the URL

March 6 12:20-1:30am - Fundamentals
What is the H1 in This Code For?
 Of course you're using H1, H2, and H3 tags, right? Do you know why? Are you doing it right? Learn today's best practices for using mark-up, schemes and formats for maximum benefit. Plus, get the inside scoop on microformats in HTML5, and discover how they'll enable a wider variety of mark-up across multiple devices and purposes for better ratings and higher levels of interaction.
 Categories: Document Structure, HTML 5, Microformats, SEO

```

<div id="hCalendar-Fundamentals-Workshop-What-The-H1-is-This-Code-For?" class="vevent">
<h1 class="h1">
<h2 class="h2">
<h3 class="h3">
<div class="description">
</div>
</div>

```

MicroFormats

hReview

Market Motive Seminar: What the H1?

I finally get mark-up *****

Reviewed on March 7
 Marketing Education Webinar on March 6th

Matt Bailey did a great job of breaking down the foundation of HTML mark-up and why we use H1, H2 and H3 headings. I finally get why we use them and more importantly, how to use them correctly!

B. Young

```

<ul class="hreview">
<li>
<div class="item">
</div>
</li>
</ul>
<div class="summary">I finally get mark-up!
</div>
<div class="status" status="5" class="rating">
</div>
</div>
</li>
</ul>
</div>
</div>
</div>
</div>
</div>
</div>
</div>
</div>

```

MicroFormats

hEntry

What the H1 is This Code For?

Of course you're using H1, H2, and H3 tags, right? Do you know why? Are you doing it right? Learn today's best practices for using mark-up, schemes and formats for maximum benefit. Plus, get the inside scoop on microformats in HTML5, and discover how they'll enable a wider variety of mark-up across multiple devices and purposes for better ratings and higher levels of interaction.

Organization of Content
 By planning and developing a clear order and hierarchical structure to your content, you can organize your content more efficiently and logically.

Increase Reader Attention
 Most visitors scan content, especially large content blocks that present an easy slide to the bottom of the page. By implementing a clear heading and title structure specific topics will make your reader appreciate the logical flow of content and ease of scanning.

Increase your SEO
 Utilizing h1 elements allow additional keywords to be brought forward from the rest of the content and provides clear instructions for the search engines to take notice of these heading outlines. This enables a clear hierarchy of content and additional emphasis on keywords.

Matt Bailey

```

<div class="hentry">
<div class="h1">
<div class="h2">
<div class="h3">
</div>
</div>
</div>
</div>
</div>
</div>
</div>
</div>
</div>
</div>

```

Mobile Design Options

Responsive Design

Many CMS systems will automatically adapt the display of the website based on the device and the "viewport" area available.

1. You can see this happen if your website automatically re-adjusts by you changing the shape and size of the browser.
2. Again – take the time to test on your device and other types of devices
3. Watch your analytics!

Mobile Design Options

ViewPort:

You can specify how to adjust your mobile page dimensions and scaling by defining a viewport with the viewport metatag

1. Viewports are different based on device
2. A fixed-width viewport will inhibit the ability for the page to scale across different devices
3. Ensure that you do not disable user scaling (Pinching/pulling movements to adjust the content size)



```
<meta name="viewport" content="width=device-width, initial-scale=1">
```

Mobile Design Options

Dynamic Page Serving

A dynamic service will present a different page (under the same URL) specifically for the type of device requesting the page.

1. Utilizes user-agent detection
2. Workable, but not recommended

Mobile Design Options

Mobile Website

Create a separate version of your website specifically for Mobile Devices

Upside:

1. Completely mobile-specific
2. Allows more flexibility for mobile applications – especially to a mobile-only audience

Downsides:

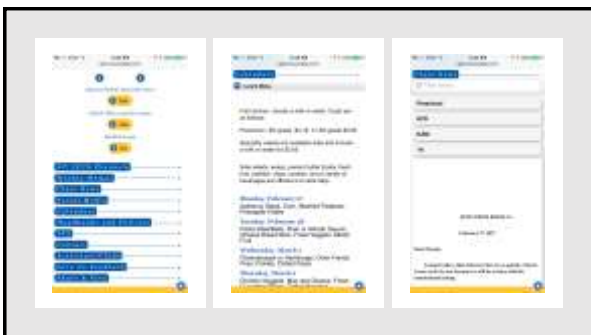
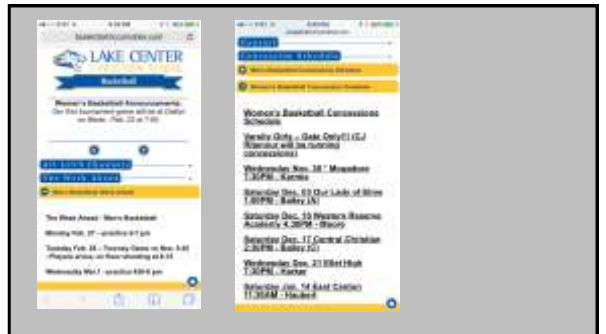
1. Maintain and optimize two separate versions of your website
2. Which link do you use in emails/promotions?

Mobile Design Options

Mobile-Specific / Mobile First

Website-based mobile-first hybrid

1. Not an app – removes development investment /no updates
2. Website/browser – cross-device compatibility
3. Allows more flexibility for mobile applications – especially to a mobile-only audience



Mobile: Watch Your Analytics!

Compare:

- mobile v desktop
- mobile OS
- mobile devices

The image shows a screenshot of a Google Analytics dashboard. It features a line chart showing traffic over time, with a table below it displaying various metrics such as sessions, users, and conversions.



AMP: Accelerated Mobile Pages

Framework for creating fast-loading mobile web pages
 Requires 2 versions of any article page: original & mobile
 Cached copies of your pages served by Google.
 Now accounts for 7% of traffic to US Publishers

UPSIDE:
 Speed
 No ad-blockers



AMP: Accelerated Mobile Pages

AMP Provides:

1. Carousel-type delivery of content
2. Fast-loading page/content

- **Washington Post** — 23% increase in mobile search users who return within seven days.
- **Slate** — 44% increase in monthly unique visitors and a 73% increase in visits per monthly unique visitor.
- **Gizmodo** — 80% of Gizmodo's traffic from AMP pages is new traffic, 50% increase in impressions.

AMP: Accelerated Mobile Pages

DOWNSIDES:

1. Monetization
2. Implementation
3. Limited Functions
4. No Opt-Out
5. No 1st Party Cookie
6. "Locked-in" Relationship with Google

Mobile: What to do

1. Test for friendliness
2. Decide on Design Strategy
3. Plan for Micro-moments
 1. Query-based content/Voice Assistant
 2. Anticipate and Plan for the Micro-queries
4. Decide on AMP
5. Get into your analytics!!

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Coming Soon:



Podcast:



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