web ceo

Move your site to the top!

MySite

www.mysite.com

Mobile-friendly - the content on this page is Google mobile-friendly

Mobile SEO Issues Checklist:

MAKE YOUR SITE MOBILE-FRIENDLY

Today, it is not enough to have a well-built and optimized desktop-oriented website. It is a well known fact that the average amount of mobile traffic in 2015 is from 30% to 50% (depending on the business niche). The fact that your website rankings can benefit from mobile optimization is heartwarming and challenging. You definitely don't want your website visitors to take flight at the first sign that your mobile website lacks user-friendliness. This can prevent you from benefitting from a large portion of highly-converting mobile traffic.

61%
of users are unlikely to return to a mobile site they had trouble with

55%
of users said that they would visit a competitor's mobile site instead

40%
of users would give up caffeine to keep their phone

Make Your Site Mobile-Friendly: Sign Up Free

What makes the mobile version of a site different from the desktop?

For your mobile site version it is critical to properly optimize font size, make links thumb clickable and buttons thumb-friendly, adjust your content so it easily adapts to different screen sizes and perfectly flows into a small viewport. When it comes to the mobile optimization of your site, there are two things that are crucial: user-friendly mobile design and mobile content optimization. The question is, in what case and why would the website be flagged as non user-friendly when considering its content and design parts.

Here is the list of the most common mobile usability issues you should fix on each of your important landing pages in order to meet mobile-friendly search standards and don't let Google play with your pages in an Eenie-Meenie-Miney-Moe counting game.

Common issues with NON-User-Friendly **Mobile Design**

You chose a wrong mobile website configuration option.

On the way to the perfect display of your site on mobile devices you should optimize your content so it stays looking great on any type of device screen.

How to fix

Though Google doesn't take into account responsive design, it highly recommends that you use a responsive design option as this is the most cost-effective and simple technique to adjust your website content to the screen size of different devices and keep both desktop and mobile content on the same URL for a better user experience. Responsive design with adaptive logic is a great way to dynamically specify the form of content in order to maximize the usability (reading content without reordering and resizing) for mobile users. This is one of the dynamic serving design options. Read about all the pros and cons of all mobile site configuration options, such as responsiveness, dynamic serving, mobile site version, mobile app or Wordpress responsive themes and decide what option would be the best solution for you.

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Your mobile site has a lack of intuitive navigation.

An intuitive navigation is critical for a good user experience. It should serve as the starting and the end point for users. No matter how deep they dive into your site, limit your navigation funnel to 2-3 clicks in order to deliver them to the needed page. Your mobile site navigation should meet the main mobile user experience principal:
less thinking, linking, scrolling – more traffic, conversions and sales.

How To Fix

Your top navigation menu should contain a 3-bar icon with a limited number of drop-down pages to link. The search option magnifying glass icon, back button and a quick home page link in the form of a logo in the upper left corner of the page are default requirements. Here are some of the best practices that will help you improve the navigation on your mobile site.

Your mobile site uses an illegible font type.

Don't wreck your users' nerves and don't strain their eyes by unreadable and tiny text size. The small font size may increase the bounce rate of your mobile site.

How To Fix

Google recommends that you use a 16 CSS pixel font size. Use proper media query settings to make your fonts easy-to-read and adjustable for any device screen. Find more details on legible font sizes provided by Google.

Some of the CSS, JS elements and images are blocked from crawling because of the robots.txt. file configuration.

Blocking CSS, JS, images and wireframes from your robots.txt.file is now considered a bad SEO practice. If the areas are inaccessible for Googlebot they will not be indexed properly. As a result you will lose additional rankings for these lost content pieces.

How To Fix

Google updates its crawler in order to render CSS and JS files included to your content. Be sure not to block bots from them. In order to diagnose and resolve the pages which embed the blocked resources, Google has recently added the Blocked Resources Report to its Google Webmaster Tools usability issues block.

Some of your pages are too slow.

A large number of unoptimized images, bulky codes, flash usage and external media embedding are the most common reasons for a slow page response.

How To Fix

Test your page speed score and eliminate all the issues that may decrease the quality of your users' experience on your mobile site.

Common Issues with NON-User-Focused **Mobile Content Optimization**

Mobile content is not properly adjusted to the size of a viewport.

By forcing users to scroll your mobile content horizontally or zoom it out, you provide a poor user experience. It is most probably because of a failed meta viewport tag configuration.

How to fix

Make sure you use a meta viewport tag in the head of each page's code. The meta viewport value **(width=device-width)** placed within the tag will automatically instruct the page to fit any device screen's width so the content is rendered with appropriate dimensions and scaling.

Your mobile content "tap targets" are poorly optimized.

There are some above-the-fold content areas (buttons, ads, forms, links) on your mobile site that call for interaction with users. Users may be hugely irritated by being taken to a wrong URL destination because of tap targets are displayed too close to each other.

How to fix

The tap targets should be large enough (48 CSS pixels or 7 mm) to meet mobile-friendly standards and should have enough room (32 CSS pixels or 5 mm) around to avoid frustrating the user experience. Read more about optimal tap target recommendations for a better user experience.

Your website is weighted by unfriendly Flash content.

The problem with Flash content is that it is impossible to index it organically. Mobile devices can't render it at all. Moreover, Flash can cause multiple violations of modern search engine standards, including mobile usability and search indexing.

How to fix

It is recommended that you avoid building or embedding any Flash-based objects into your mobile site content.

Your content is filled with poorly optimized images.

Image usage in mobile search is crucial. Since images are among the most popular forms of content on the web, they cover a lot of space on websites. The fact that you may have non-optimized images that are not compressed and properly sized may damage your image search rankings and organic search rankings.

How to fix

Make sure you follow the image optimization best practices from Google in order to reduce their size and keep them in high quality on any device type.

Your mobile site has too many non-optimized and time-consuming redirects.

How to fix

The mobile usability and page speed score of your site can be negatively affected by excessive usage of redirects. The worst scenario of using multiple redirect chains is the high bounce rate of your website. There are 3 types of redirects:

- **Canonical redirects** –

  mysite.com **>>** www.mysite.com

- **Secure page redirects** –

  http://www.mysite.com **>>** https://www.mysite.com

- **Mobile version redirects** –

  http://www.mysite.com **>>** http://m.example.com

  site

Time-consuming redirect lag times between user-agent and web server may add extra seconds to load a page. For the best mobile user experience, we recommend that you get rid of all the redirects. You will be very lucky if a user that landed on your site has good patience and a good temper. Learn more about mobile redirect optimization here.

Design and SEO recommendations for being mobile-friendly after the apocalypse.

1. Use a "Desktop (PC) site" (instead of "Full site") link in the code of mobile pages of your site to provide users with optional access to a desktop version, because it may contain more information and provide a better user experience for those who choose this option.

2. Keep calls-to-actions centered and at the front. Test them on various types of mobile devices. Ideally, the screen should not be zoomed in so the mobile user could have a full view of a lengthy call-to-action button.

3. Make click-to-call buttons (for Skype or phone numbers) visible and easy-to-tap on your mobile site. This may increase your conversion rate.

4. Compression of images can minimize the size of uploaded files, which makes the page easier and its speed optimal.

5. Conduct detailed mobile-focused keyword research using the Mobile Trends Data from the Google Keyword Planner in combination with the Top Mobile Search Queries report of your Google Webmaster Tools account.

6. Segment your targeted terms into 2 categories (desktop and mobile) and start tracking your mobile vs desktop rankings in order to take note of any fluctuations. Do side-by-side monitoring of your competitive mobile rankings. As soon as you notice any positive or negative changes, update your mobile optimization strategy to overperform your competition in mobile search.

7. Since Google no longer shows the actual page URL on mobile search results but provides searchers with breadcrumb-like URLs it would be a good SEO practice to structure your displayed page URLs with the help of schema.org to make them clean and descriptive.

Make Your Site Mobile-Friendly: Sign Up Free

Get an SEO Report showing all mobile usability issues with the help of the WebCEO Mobile Optimization Tool

test your site now >>

Mobile Optimization for mysite.com

best-email-client.html

↕ Expand all   ✕ Collapse all   Scanned today ▾   → Export ▾

✖ Oops! This page has failed the Google mobile friendliness test. Details	✖ No responsive design, mobile CSS or page mobile version was found	✓ No Flash content

SHOULD FIX

(!) Use legible font sizes   ▾

(!) Configure the viewport   ▾

CONSIDER FIXING

(!) Enable compression   ▾

(!) Optimize images   ▾

PASSED RULES

(✓) Minify HTML

(✓) Reduce server response time

➜ MAKE YOUR SITE MOBILE-FRIENDLY

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LIVE CHAT