

Are you ready for the
MOBILEGEDDON?

A hand is holding a white tablet. The screen shows the Google Poland homepage with the Google logo and the word 'Polska' below it. A search bar is visible. An orange banner is overlaid on the bottom half of the screen.

**MOBILEGEDDON: WHAT IT
MEANS FOR YOUR WEBSITE**

A man in a dark suit, white shirt, and patterned tie is shown from the chest up. He has a shocked or distressed expression, with his mouth wide open in a scream or shout. He is holding a white smartphone in front of him with both hands. The entire image is overlaid with a semi-transparent blue filter. Centered over the man's face and chest is white text in a bold, sans-serif font.

GOOGLE MOBILEGEDDON IS
HERE. IS YOUR WEBSITE A
PREY TO IT?

IMPACT OF
GOOGLE
RECENT MOBILE
ALGORITHM
UPDATE





Does your website offer a good mobile experience?

Else you will lose all your mobile traffic in about a month.

WONDERING WHY?

THEN CHECK THIS OUT.



**AWARE OF GOOGLE'S
RECENT ANNOUNCEMENT?**

Rolling out the mobile-friendly update

Posted: Tuesday, April 21, 2015

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1.7k



Tweet

1,177



Like

1.3k

As [we noted earlier this year](#), today's the day we begin globally rolling out our mobile-friendly update. We're boosting the ranking of mobile-friendly pages on mobile search results. Now searchers can more easily find high-quality and relevant results where text is readable without tapping or zooming, tap targets are spaced appropriately, and the page avoids unplayable content or horizontal scrolling.

This update:

- Affects only search rankings on mobile devices
- Affects search results in all languages globally
- Applies to individual pages, not entire websites



Click to Read about the Update



Webmaster Central Blog



Let's
Check
what
Google
Prefers



Let us reveal the real impact of Google's latest update



If your entire site is not mobile responsive your mobile traffic will drop to "zero" from April 21st. Your page rank will bump down significantly.

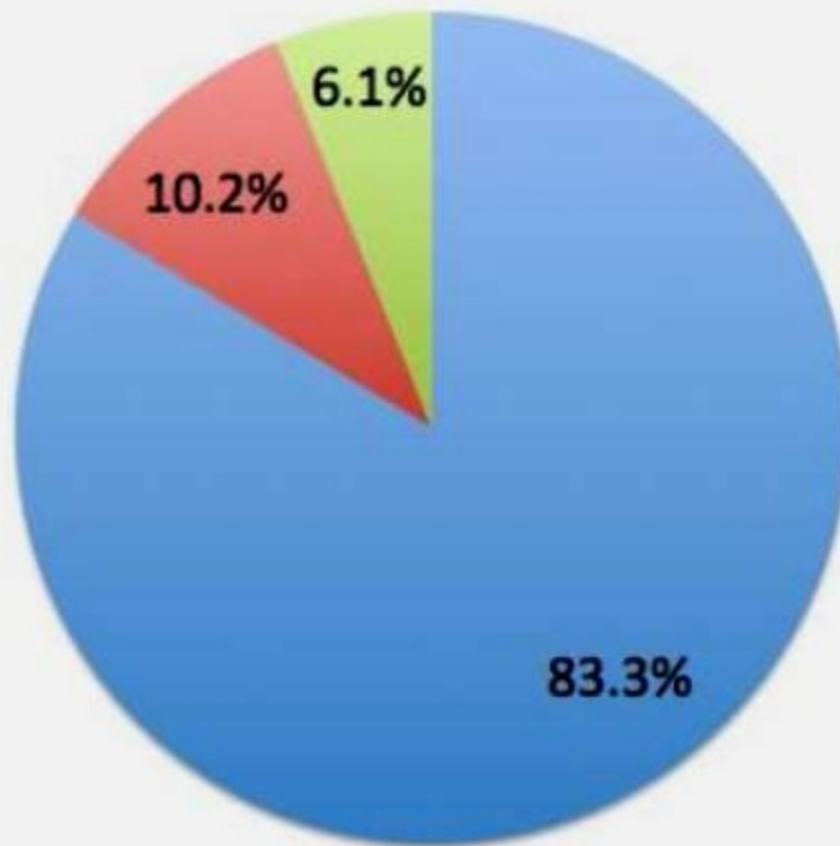
The following slides will help you realize why it is important for your site to rank in mobile search.



Here is a glimpse of US mobile search market share

US Mobile Search Market Share

■ Google ■ Yahoo! ■ bing



THERE ARE SOME COUNTRIES WHERE MOBILE SUBSCRIPTIONS EXCEED THE POPULATION



MORE THAN HALF OF ALL LOCAL SEARCHES ARE PERFORMED ON MOBILES



COMPUTER



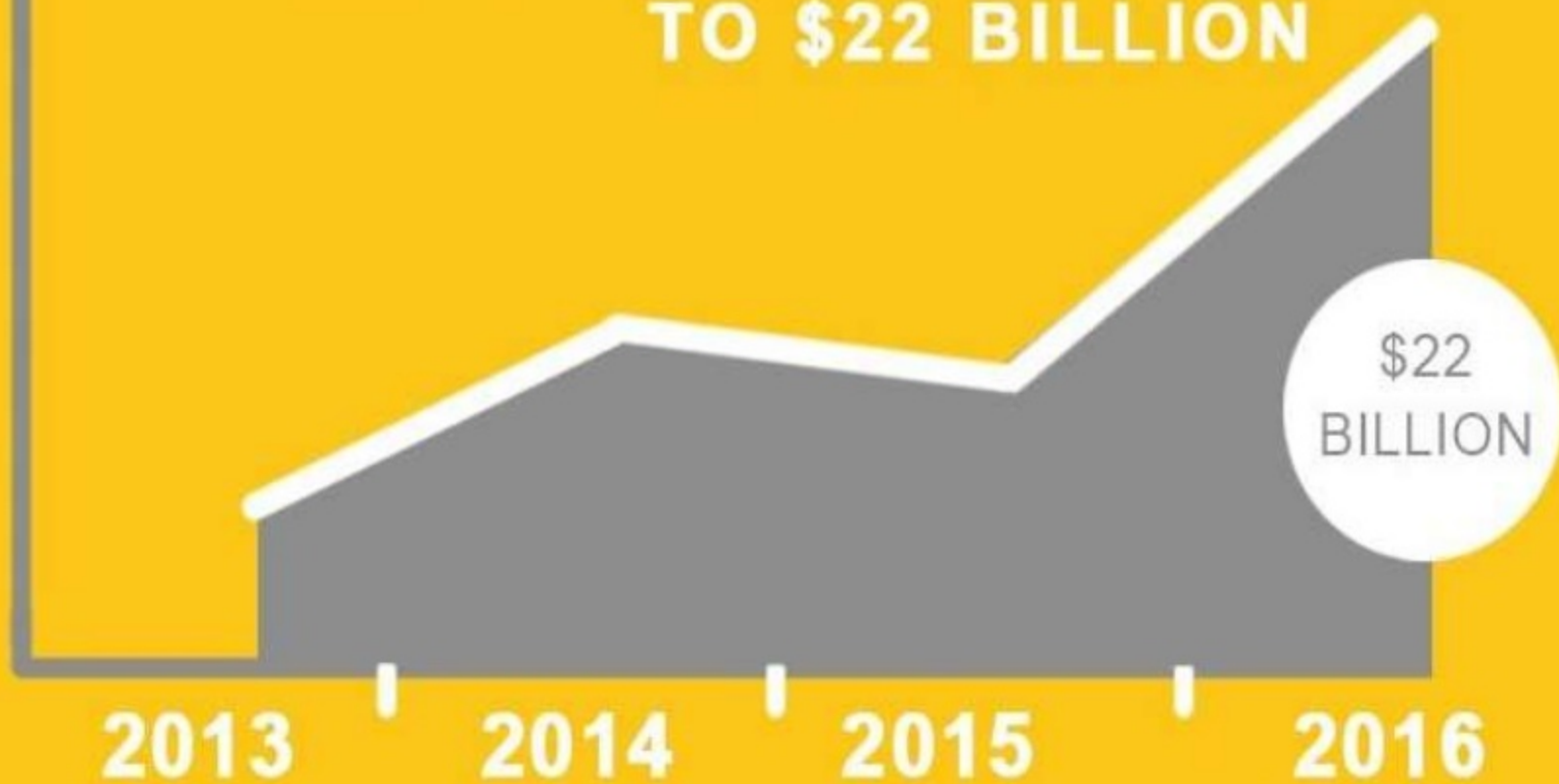
MOBILE



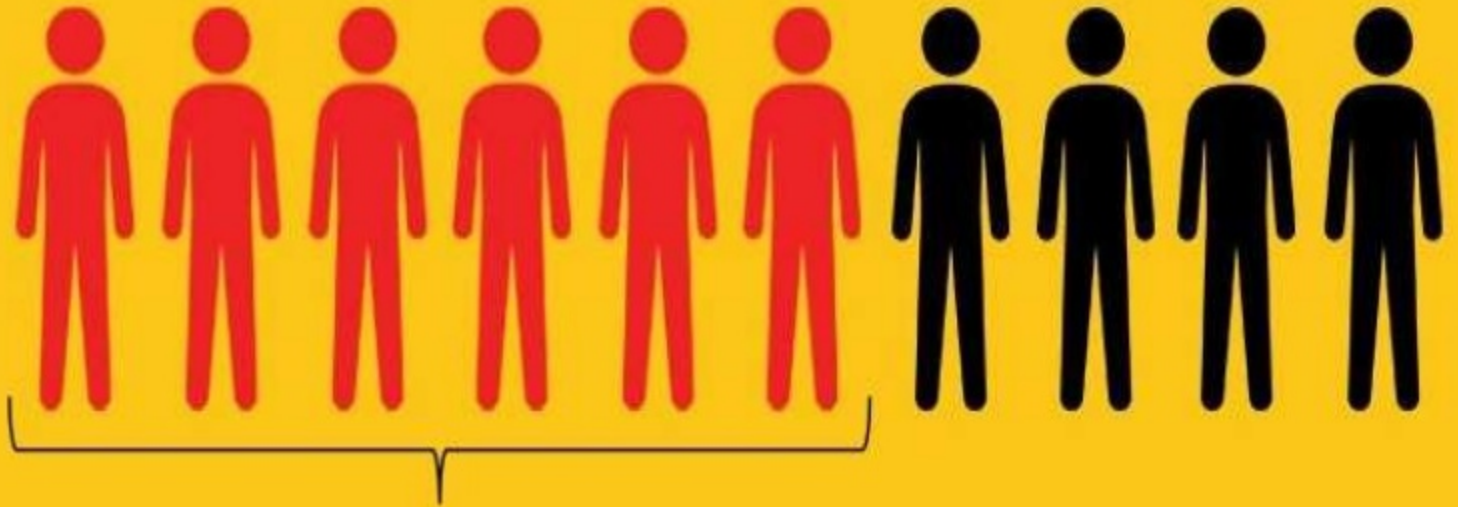
MOBILE DEVICE SEARCH



**BY 2016 THE MOBILE AD MARKET WILL
WITNESS A SIGNIFICANT GROWTH
TO \$22 BILLION**



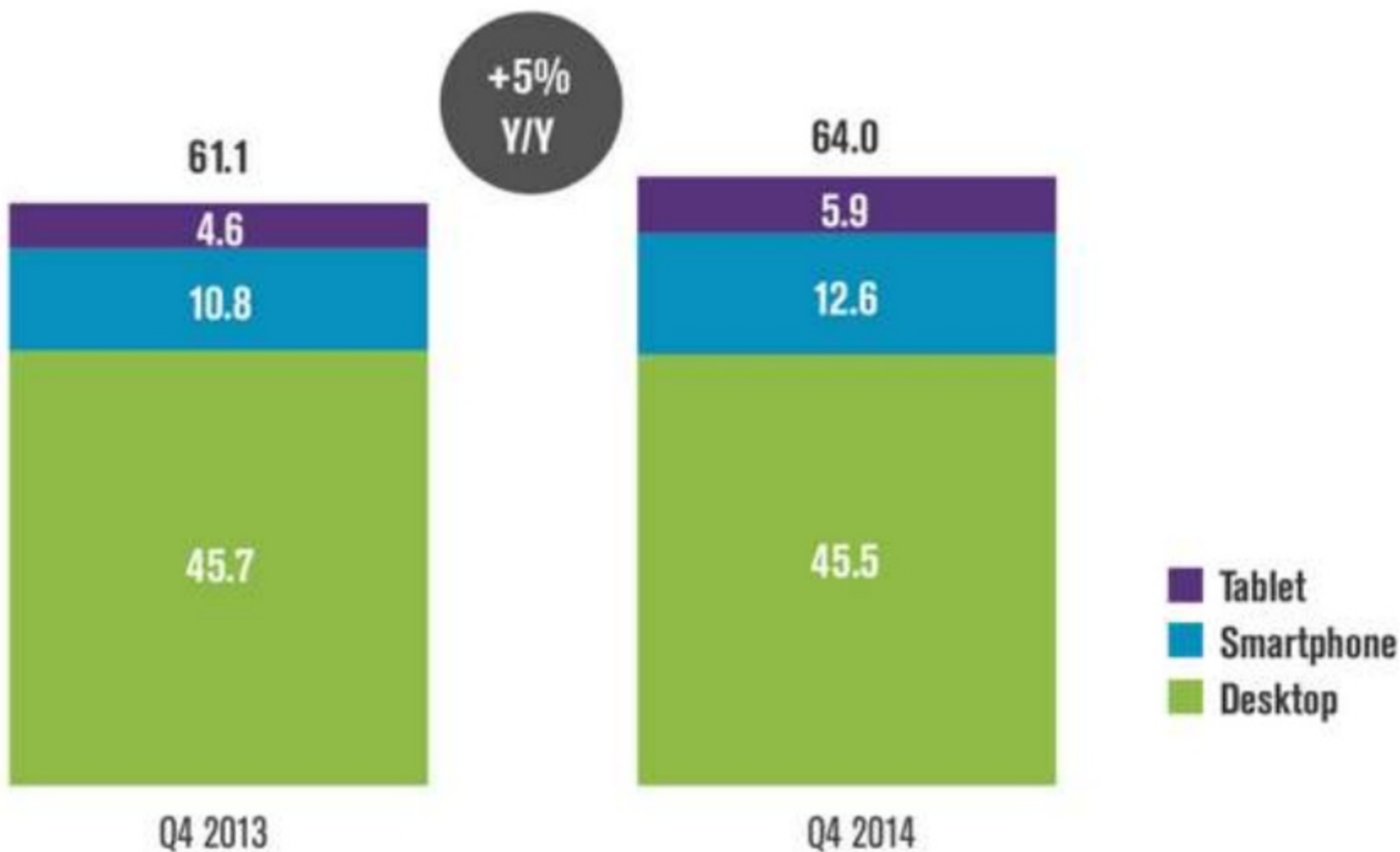
61% OF MOBILE VISITORS WHEN VISIT A WEBSITE
THAT IS NOT MOBILE FRIENDLY JUST



SWITCH TO A **COMPETITOR'S** WEBSITE

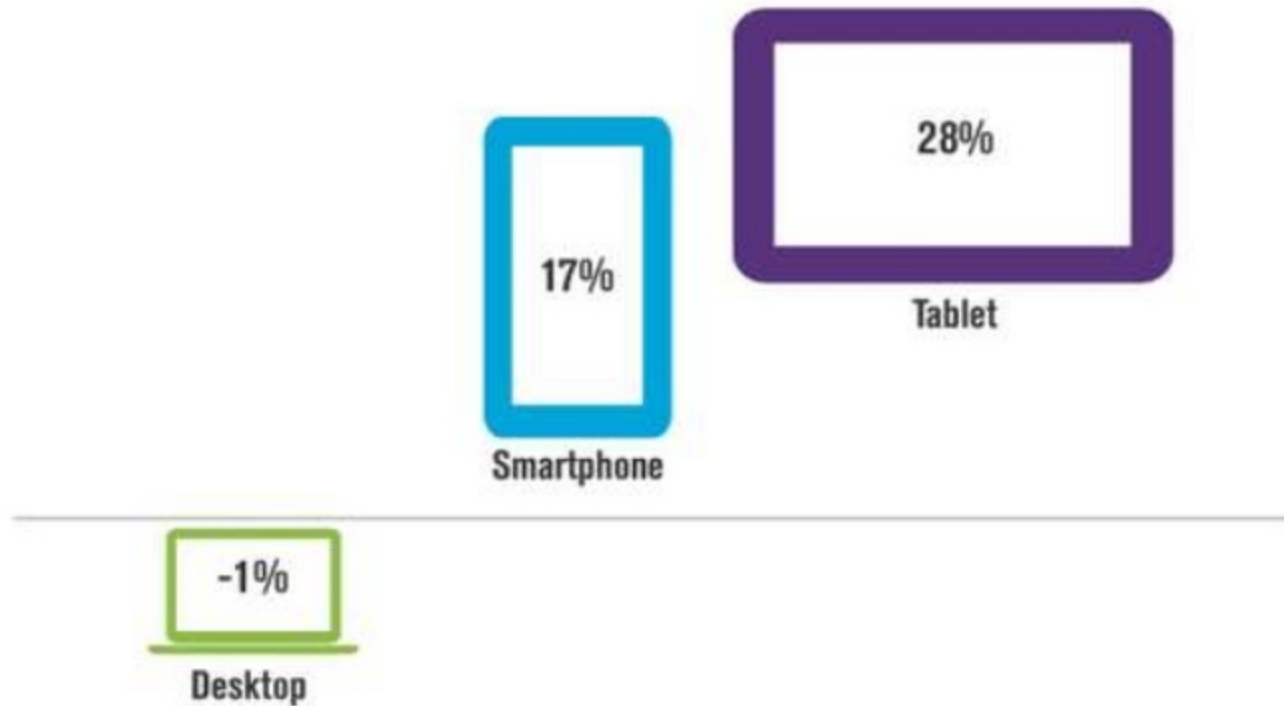
Total Multi-Platform Web Searches* (Billions) by Platform

Source: comScore qSearch Multi-Platform, U.S., Q4 2014 / Q4 2013



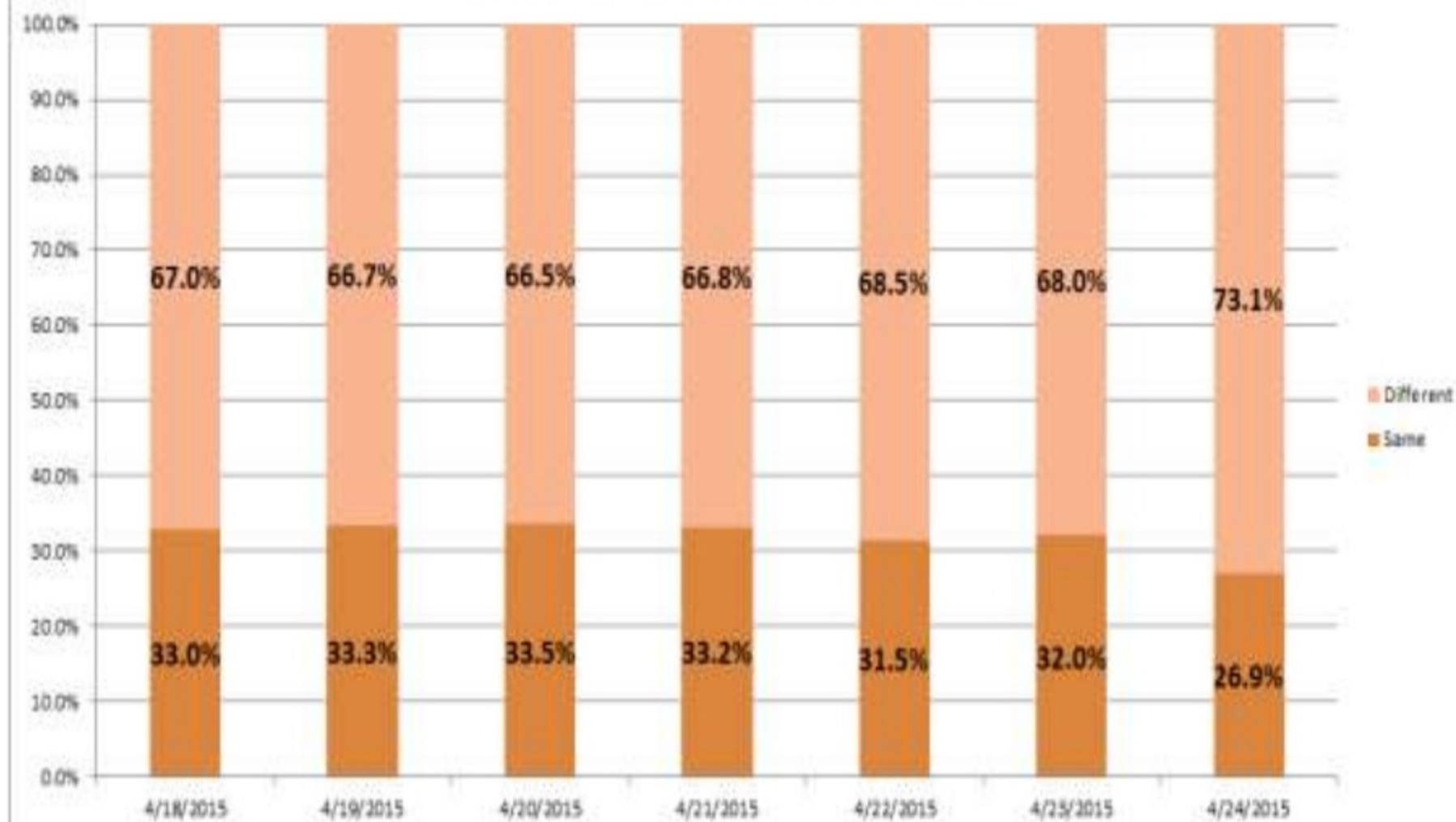
Y/Y Growth in Total Searches by Platform

Source: comScore qSearch Multi-Platform, U.S., Q4 2014



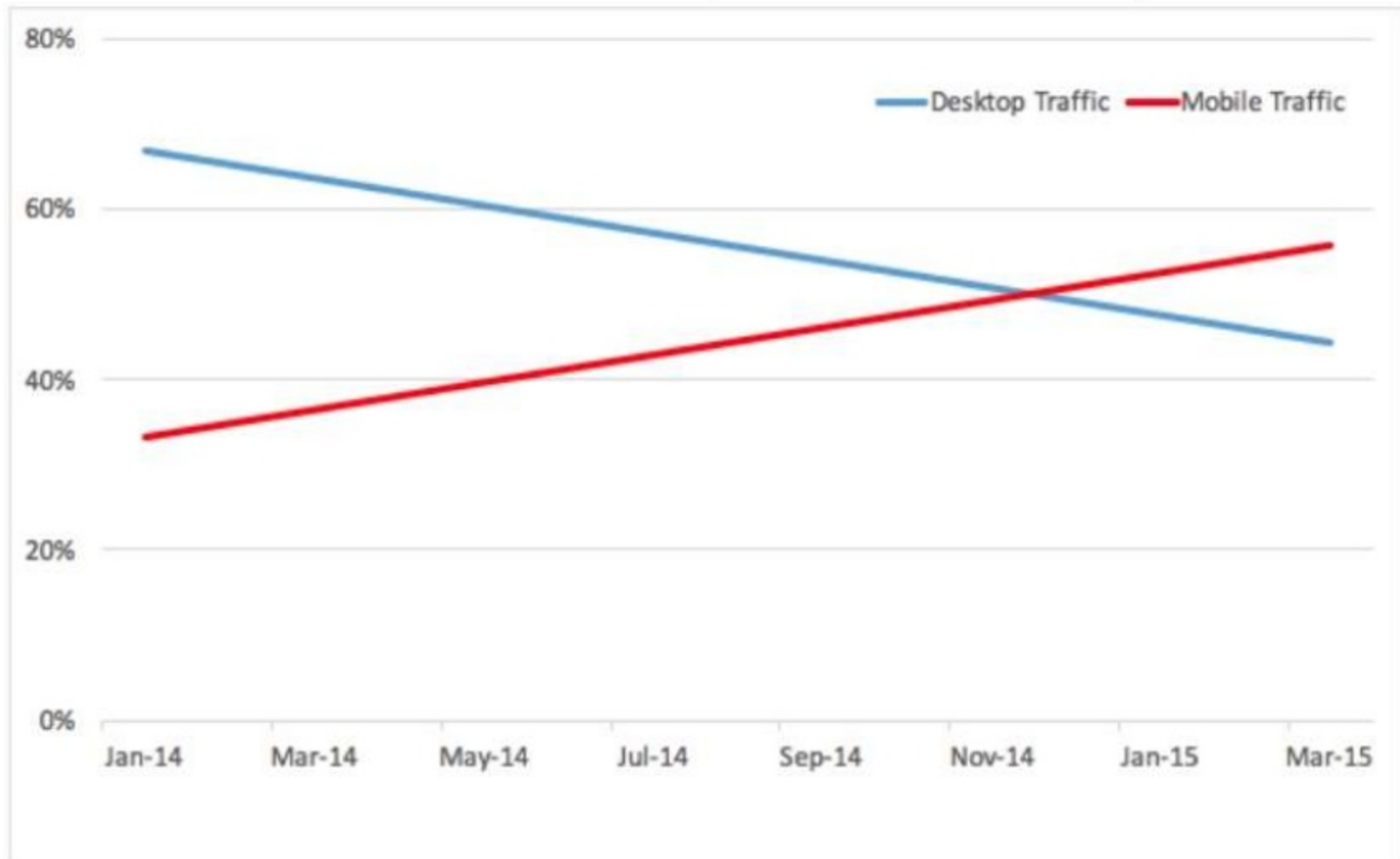
Mobile devices — smartphones in particular — dominate digital media time (60 percent vs. 40 percent for the PC).

Desktop vs Mobile Rank Comparison



Mobile Traffic Passed Desktop in 2014

Percent of Internet Traffic, Mobile vs Desktop



So get yourself ready for the
MOBILEGEDDON. Otherwise your site will be **banished**.



CHECK IF YOUR WEBSITE IS MOBILE FRIENDLY [HERE](#).

How LNSEL can help your site to comply with this mobile-friendly Algorithm?

What services fo we offer



Responsive Web
Development



Wordpress
Development



E Commerce
Development

Check out our website now

<http://lnsel.com/web-services/web-design/mobile-friendly-website-design/>