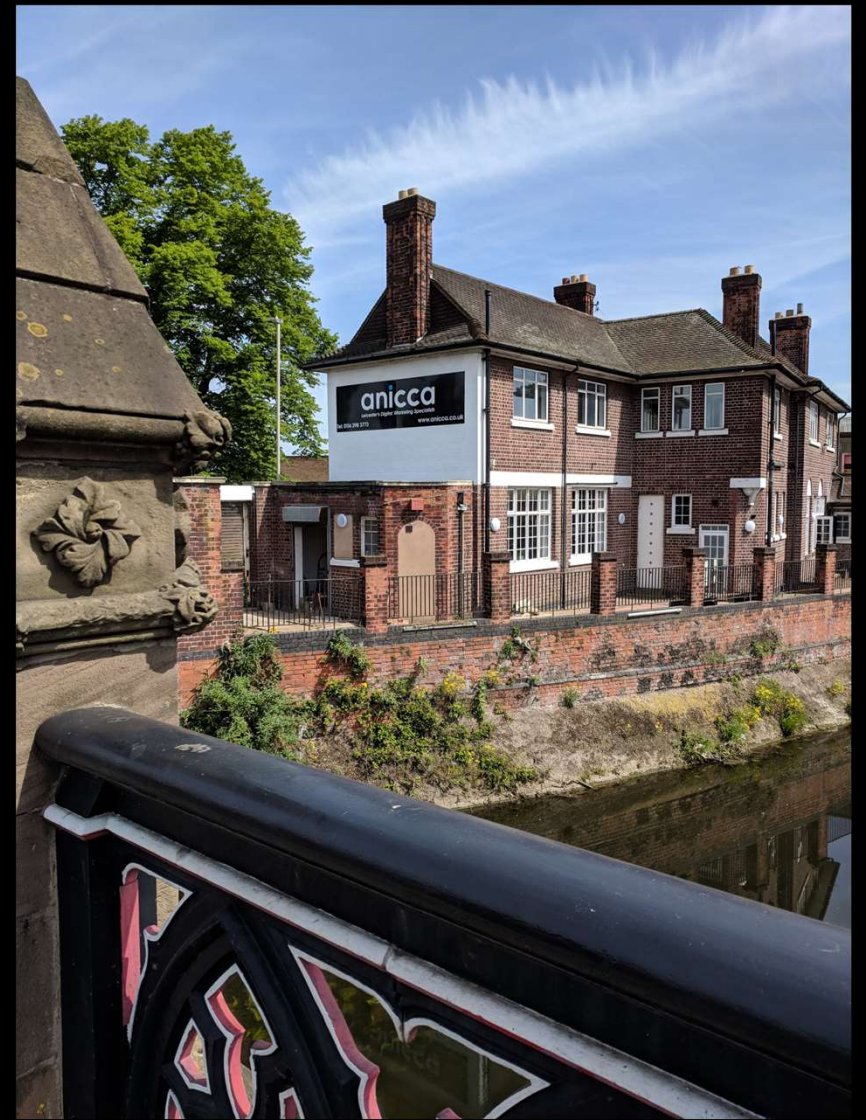


anicca
data driven digital marketing

Mobile-first indexing

What does this mean for your site's organic visibility?



What is mobile-first indexing?

How Search Engines Work



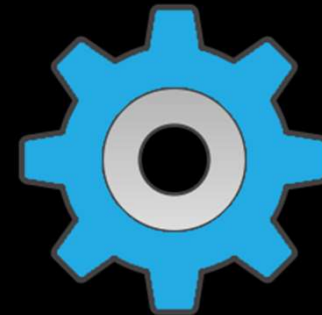
Crawl

An automated browser, it searches the web for new websites and changes to websites then views the web pages and strips out the text content



Index

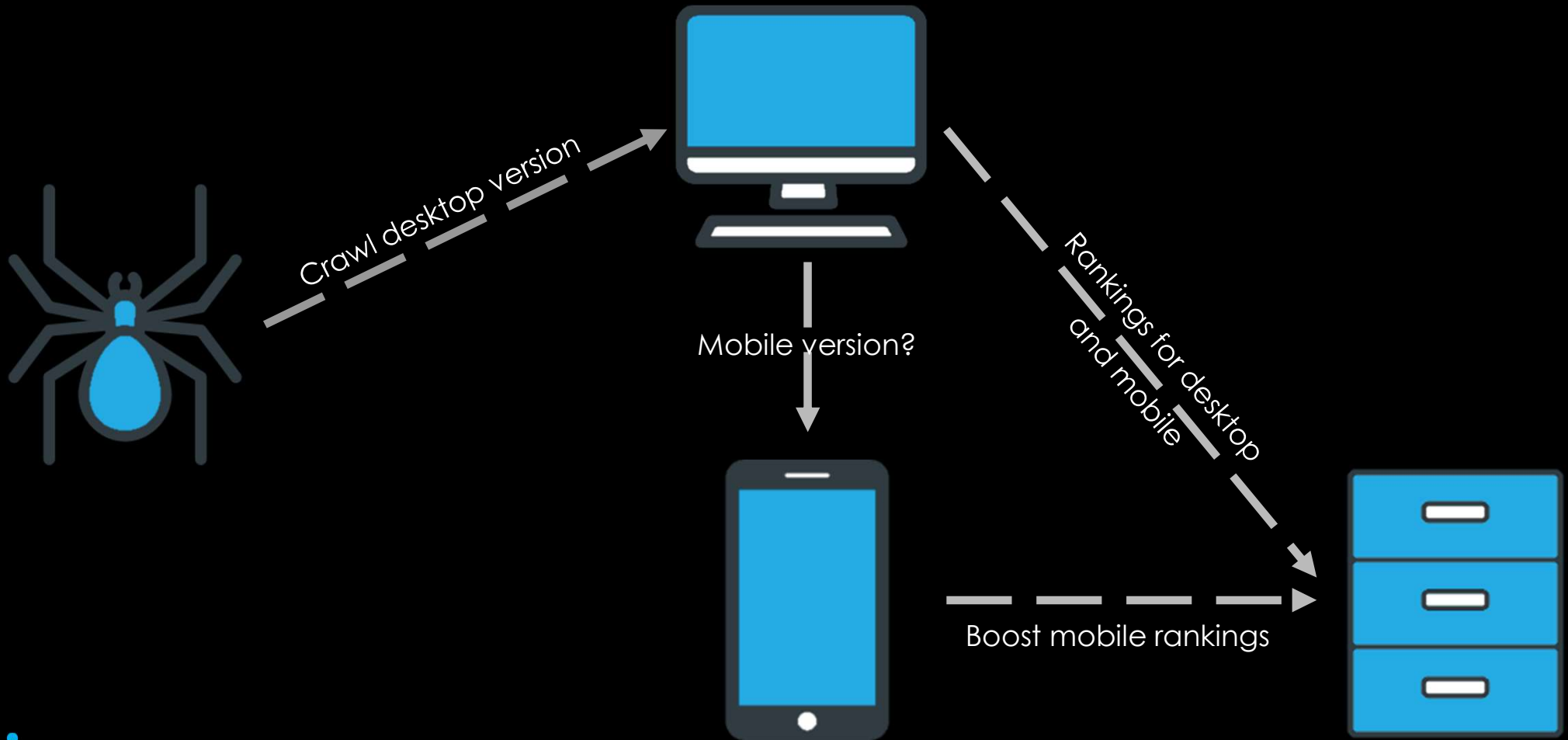
A record of all the pages viewed by the Spider



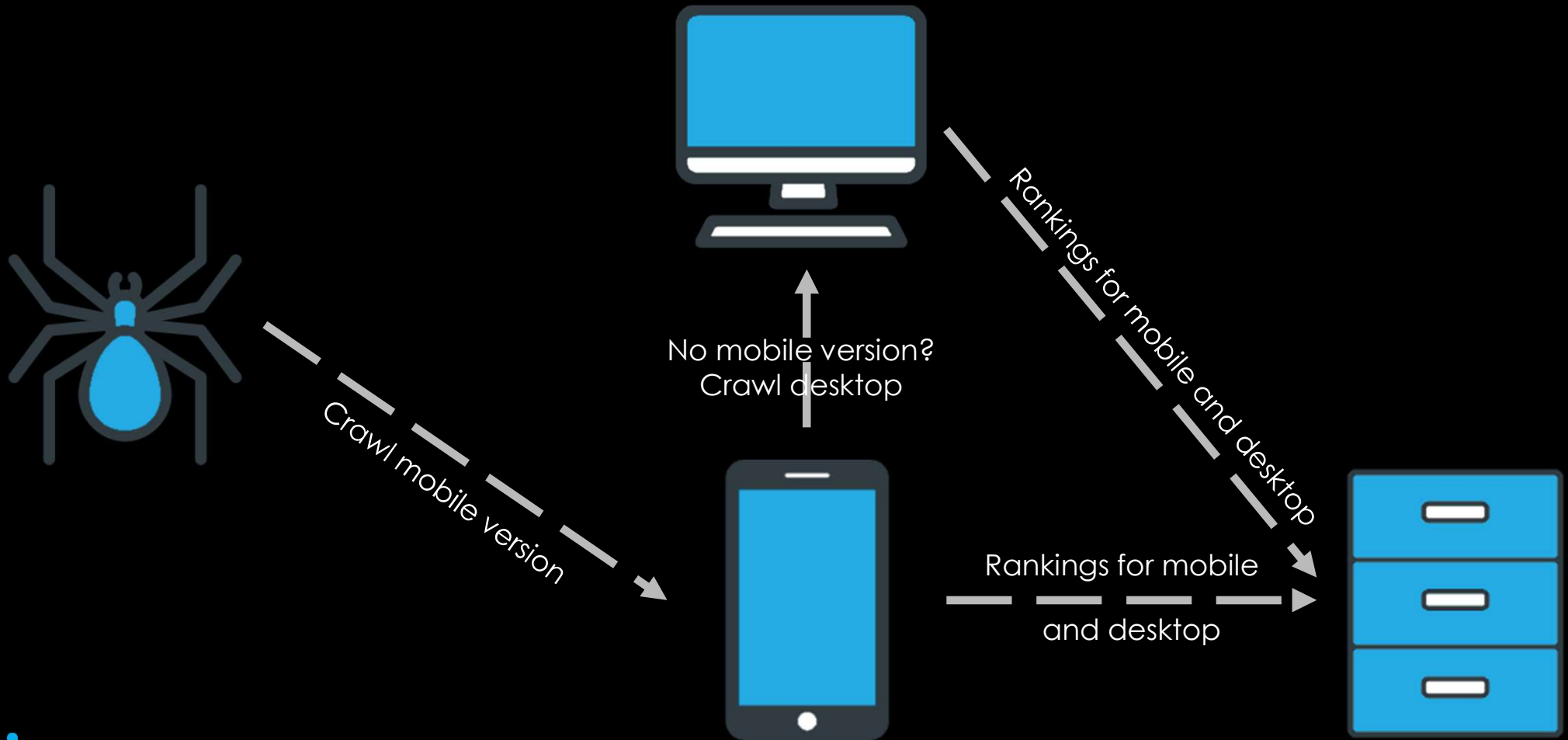
Algorithm

The rules that tell the search engine how to determine what would be relevant to your search

Desktop-first indexing



Mobile-first indexing



What is mobile-first indexing?

- It is not a separate mobile index, it is the index
- The mobile version of your website becomes the starting point for what Google includes in their index
- The mobile version will be the basis on which mobile and desktop rankings are determined
- No mobile site? Your desktop version will be crawled but will likely have a detrimental affect on rankings

Responsive, Non Responsive and Mobile Specific Sites

Responsive sites

- Least likely to be affected
- Need to ensure all content available on desktop is available on mobile even if it's tabbed or hidden
- Need to optimise mobile page speed and load time



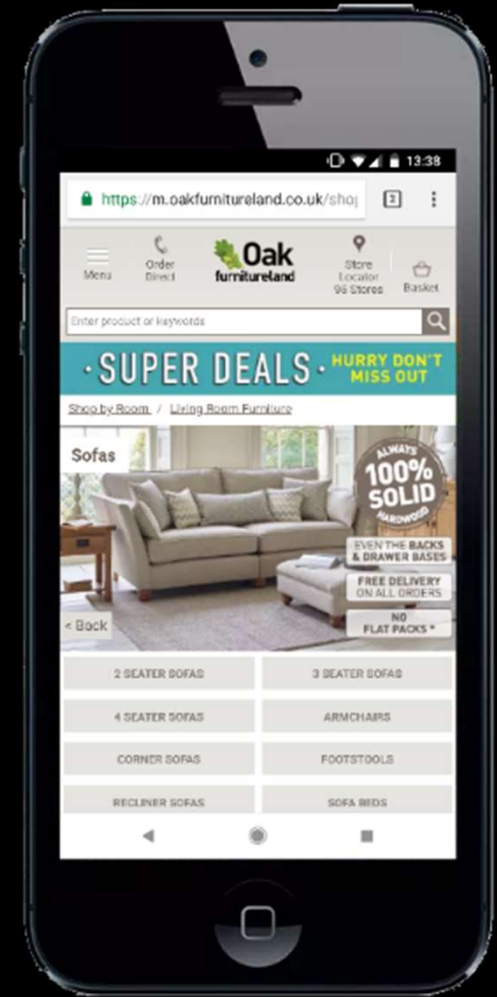
Non-responsive sites

- It's time to get a mobile responsive site
- Lack of a mobile friendly site will likely have a negative impact on rankings
- That negative impact will be seen across desktop and mobile
- Responsive site is the best long term, future-proof solution

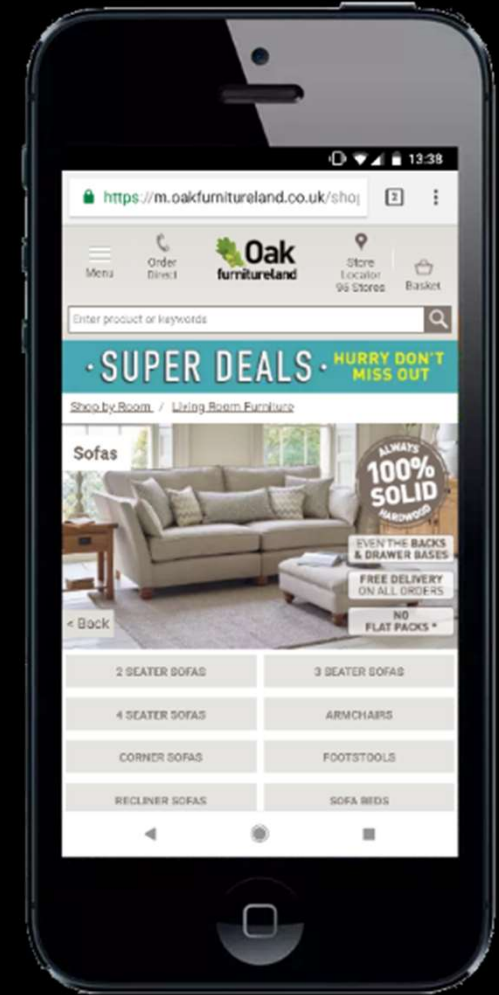
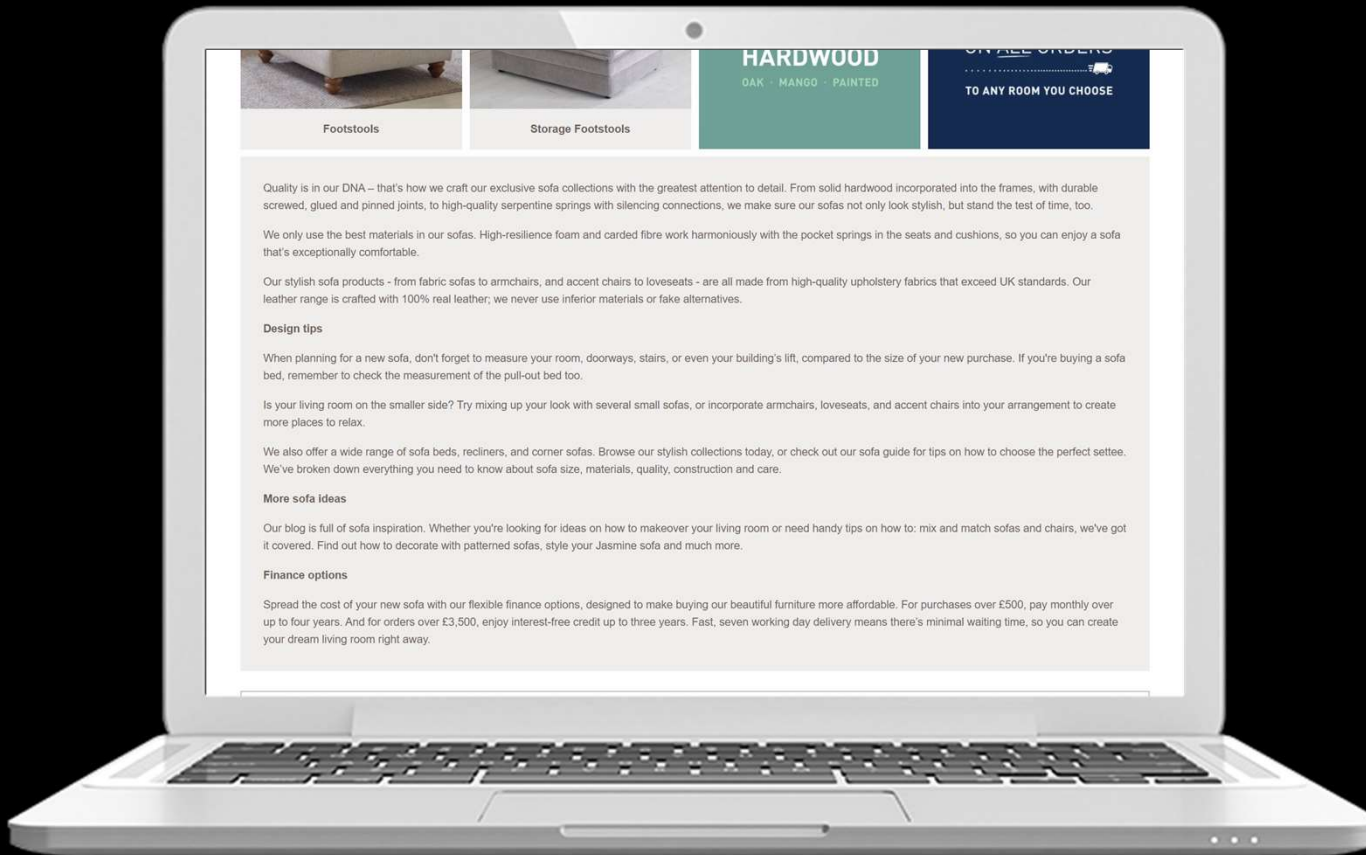


Mobile specific sites

- Mobile specific version will be viewed as the primary version of the site
- Should have all the content that is available on the desktop version
- Metadata, structured data, hreflang tags, canonical tags, sitemaps and robots.txt all need configuring for both mobile and desktop versions



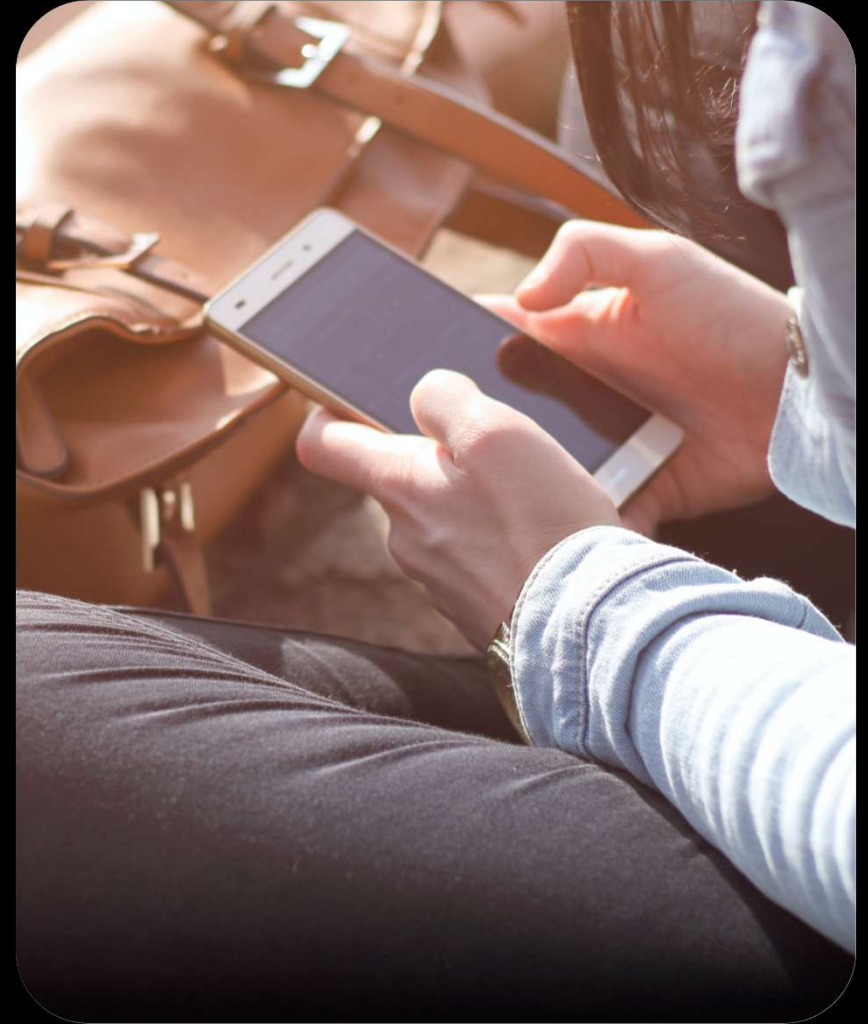
Mobile specific example



What can you do?

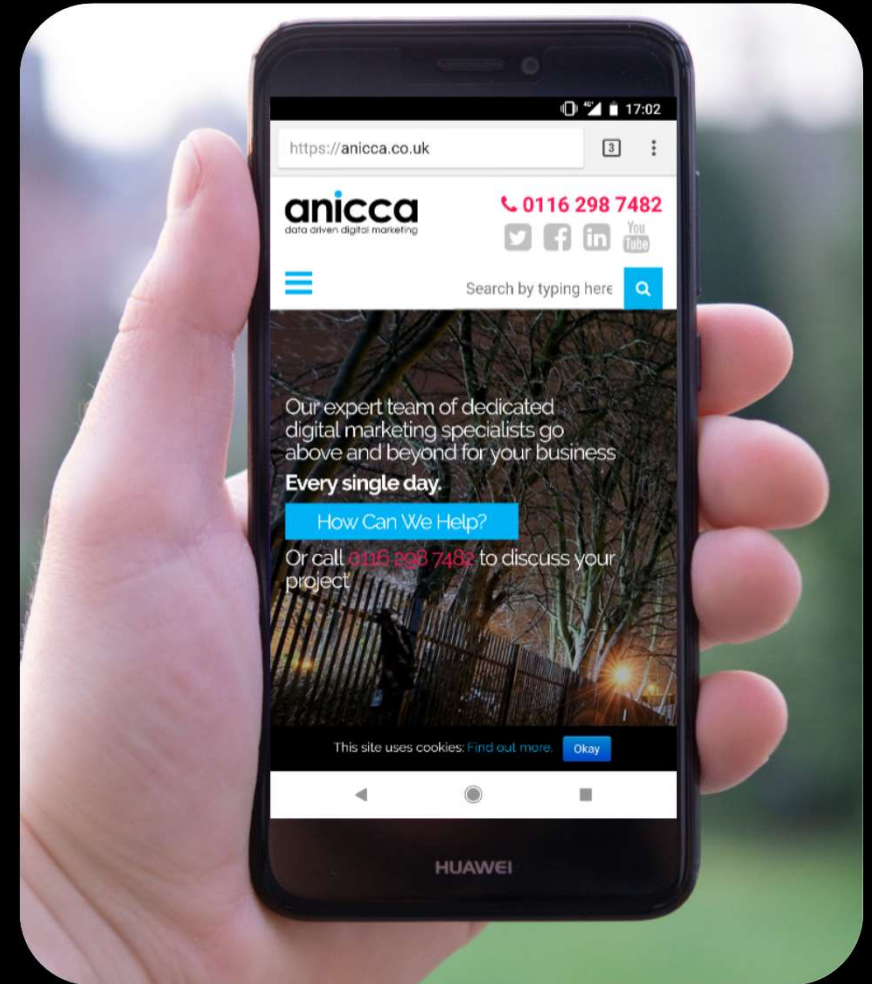
What can you do?

- Began rolling out 26th March 2018
- May take *“up to five years before we reach an index that is only mobile-first”* Gary Illyes, Google
- No need to panic but start thinking ‘mobile first’



What can you do?

- Evaluate current mobile site experience, structure, content and technical elements
- Focus on speeding up mobile page load speed
- Begin planning a switch to a mobile responsive site



What can you do?

- Use a rank tracking/visibility measuring tool that gives separate rankings for desktop and mobile devices
- Site design and functionality should be done from a mobile perspective and adapted to desktop



Google Search Console

- Watch for notifications in your Search Console account
- Clearest indicator that Google now assess your site from a mobile-first perspective



Google Search Console

Mobile-first indexing enabled for [http://\[REDACTED\].com/](http://[REDACTED].com/)

To owner of [http://\[REDACTED\].com/](http://[REDACTED].com/),

This means that you may see more traffic in your logs from Googlebot Smartphone. You may also see that snippets in Google Search results are now generated from the mobile version of your content.

Background: Mobile-first indexing means that Googlebot will now use the mobile version of your site for indexing and ranking, to better help our (primarily mobile) users find what they're looking for. Google's crawling, indexing, and ranking systems have historically used the desktop version of your site's content, which can cause issues for mobile searchers when the desktop version differs from the mobile version. Our analysis indicates that the mobile and desktop versions of your site are comparable.

For more information:

- Monitor your index coverage using the [Index Status report](#).
- Monitor your impressions, clicks, and site appearance using the [Performance report](#).
- If you have any additional questions, drop by our [Webmaster forum](#) for more help - mention message type [WNC-20058194] or our [public events](#).

Thank you