A RESEARCH PAPER ON SEO AID IN MOBILE WEBSITE OPTIMIZATION

Ms. Poonam Bhagwandas Godhwani*

Abstract

Today, mobile internet users are significantly increasing at a very rapid rate. This has revolutionized the mobile marketing strategies and SEO optimization techniques. No industry is now a days, untouched by its positive impact; indeed companies have started gaining substantial benefits from the mobile SEO optimization strategies. This is the reason for optimizing websites for mobile browsers are taking the centre stage. Due to productive use of mobiles amongst users, companies are attaining apparent and incredible profits. As usual we optimize websites in order to be cached and indexed by the search engine bots. Search engine accessibility, keywords, content and links all matter with mobile. Smart phones can view most websites as a desktop browser would, only smaller and may not need such customization. Another consideration is that some features, such as Flash content, will not display on an iPhone. Websites that serve only mobile content can provide Google with an XML sitemap. Non mobile URLs should not be included, but URLs that return both mobile and non-mobile content can be included. In this paper, we will discuss the best path for webmasters who are interested in pursuing mobile optimization is to create a responsive website design that serves up the same information using separate CSS files that are triggered by mobile browsers. Several limitations like scrolling the web page, feature timely information prominently, rendering images on a percentage basis - not an absolute pixel basis, allowing mobile users to access your desktop site, placing mobile calls-to-action carefully.

Keywords: SEO, Keyword Research, Search Engine Simulation, Google Analytics, Crawlers, Responsive design, Click Through Rate, SEM services

* Teaching Assistant, Department of Computer Science & Technology, UTU-Bardoli (Gujarat)

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1. Introduction

Some smart phones and tablets do well to capture your website even without a mobile version but many of them do so quite poorly. Regular websites are made and optimized for computer monitors with averages 1000 pixels in width. Mobile devices, however, average only around 300 pixels. We can just imagine the discrepancy in viewing a regular website from a mobile device with its limitations. The users have to scroll quite a lot and zoom in and out to go through the content. If your readers have not much patience to endure through your regular website from their mobile phones, they will bounce – and you will lose them. There are many resources for mobile website development. If you want to test how your mobile friendly website will appear, then Mobile Moxie offers an array of handy tools for testing websites on mobile devices. Tools include: Keyword Research, Mobile HTML Code Grader, Mobile Search Engine Indexing & mSEO, Mobile Website Emulator and Phone Comparison, Mobile Search Engine Simulation and Results Comparison [7]. In addition to testing the mobile user experience, it's also important to test the effectiveness of your mobile content. Delivering mobile search traffic to pages is just the beginning with effective mobile marketing. Make sure the content users are interacting with resonates and inspires desired outcomes. Achieving mobile content effectiveness draws on content marketing best practices by knowing customers, their pain points and interests, keywords and social topics. Then apply that insight to your mobile content strategy. There are numerous mobile marketing case studies to draw ideas from to see what's worked.

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1.1 Objective

We know that the core objective of mobile website optimization is to attract maximum number of mobile users and target dedicated mobile search engines. We calibrate our measures; simplify our presentations for quick accessibility regardless of the mobile or browser for the convenience of mobile users. We design our methodologies to deliver a high-quality and exciting user experience. Indeed, we follow influential techniques and functionalities that results in more productivity and website rankings.

2. Process of Mobile website Optimization

In order to compensate for small screen sizes, we design our layout presentations in such a manner that it falls under exact category and design layout for better experience. Our web analysts and SEO experts understand the significance of mobile-specific search phrases as well as categories that your targeted mobile audience is using and optimize your content around these terms in an effective manner.

We ensure that the code is clean and clear and have search-critical information in appropriate places along with tags and links. Our SEO experts use compliant markup language in order to ensure that the widest range of mobile devices can access and read your content conveniently. The following are the steps followed while optimizing a mobile website [6].

Step 1: Understand Google's mobile optimization preferences

As a website owner, you have several choices when launching a mobile version of your site. You can use a responsive site design that automatically detects when users are accessing your pages using mobile devices, you can control your site's display using separate HTML and CSS files or you can create an entirely separate mobile website on an "m.yourwebsite.com" domain.

Here's how Google feels about each of these options:

"Google supports smart phone-optimized sites in three configurations:

1. Sites that use responsive web design, i.e. sites that serve all devices on the same set of URLs, with each URL serving the same HTML to all devices and using just CSS to change how the page is rendered on the device. **This is Google's recommended configuration**.

2. Sites that dynamically serve all devices on the same set of URLs, but each URL serves different HTML (and CSS) depending on whether the user agent is a desktop or a mobile device.

3. Sites that have separate mobile and desktop URLs."

As a rule, the search engine supports all of these different options, though given how competitive the mobile world is becoming, most companies will benefit from working with Google's recommended configuration.

Step 2: Create a responsive design

Given Google's recommendations, it's clear that the best path for webmasters who are interested in pursuing mobile optimization is to create a responsive website design that serves up the same information using separate CSS files that are triggered by mobile browsers [8].

In nearly all circumstances, there are two primary ways to do this:

- Purchase a website design theme with responsive options built in, or

- Coordinate with a web developer to have a custom responsive version of your existing website built.

The approach that's right for you will depend on the size and complexity of your existing website, as well as your mobile marketing budget. Working with web developers or design agencies to have your current design coded into a responsive format will obviously be much more expensive to complete than purchasing a standard template, though this expense may be worthwhile if you've invested heavily in your corporate branding.

Step 3: Understand mobile design limitations

Whichever route you take, there are a few specific mobile design cautions that you'll want to keep in mind throughout the design process:

Mobile users hate scrolling.

Scrolling can be challenging on mobile devices, which is why most users want to be able to log on and find the information they need without having to adjust their screens. If the content of your pages is too long to display correctly, consider breaking up chunks of text onto separate pages [4].

Feature timely information prominently.

If you're a pizza parlour, it's much more likely that mobile users are searching for your hours and address, not your company's history. Carefully consider which pieces of information should be featured on your mobile homepage to avoid forcing your users to go hunting for the details they need.

Render images on a percentage basis, not an absolute pixel basis.

Rendering images according to a fixed number of pixels can disrupt mobile displays. To prevent images from breaking your responsive website design or otherwise mucking up your display, size them using percentages instead.

Allow mobile users to access your desktop site.

Although most mobile users are looking for quick pieces of information about your company, other readers may be looking to kill a significant amount of time on your site. To give these viewers access to your full site's content, give them the option of switching from your mobile display to your desktop website.

Place mobile calls-to-action carefully.

Finally, if you're going to include calls-to-action on any part of your mobile website, be sure that they're obvious to device-based viewers. Instead of the standard bottom-right placement, consider putting these buttons and statements in the upper left-hand corner of your mobile website version [5].

Step 4: Cater to mobile SEO needs

For the most part, mobile SEO doesn't differ significantly from standard desktop SEO. You'll still want to ensure that all of the pages on your website have the proper title, meta description, and headline tags in order to rank well in the mobile search results, and you'll still want to court backlinks to your site's pages, as the URLs of your mobile site will be the same as those on your desktop website (just rendered differently according to responsive design principles).

However, there are a few key differences you'll need to be aware of in order to make the most of your mobile optimization strategy:

Mobile keywords may be slightly different.

Users tend to enter different queries into mobile browsers versus desktop search engine pages. As such, it's important to track the keywords used to access your mobile website using a tool like Google Analytics so that you can optimize your web pages for these queries appropriately [2].

High rankings matter more on mobile devices.

Few mobile users are willing to scroll through page after page of search results while accessing information via digital device. For this reason, your website needs to display in one of the Top 3 mobile search result listings, otherwise you risk a serious drop in your overall click-through rate.

Compact HTML or XHTML mobile files must be present on your site.

When the Googlebot indexes your site, it searches your Doc Type for these file formats in order to test your mobile-readiness. Though most responsive design templates should add these files automatically, it's important to ensure that they're available and unblocked in order to ensure proper mobile website optimization [1].

Following all of these recommendations might seem time consuming, but the reality is that they're a must for all businesses that hope to capture a portion of the anticipated rise in mobile traffic. If you aren't able to handle implementing these guidelines on your own, seek out people who can—mobile website optimization is just that important.

3. Ethical Mobile website Optimization Strategies

We at Easy Media Network, utilize proven, ethical and renowned mobile SEO strategies and tactics to push your campaign to the next level of excellence and quality. We make your website fully navigable, readable and understandable to search engine crawlers [3].

Easy Media Network is one of the most dynamic industry leaders in SEO and SEM services. We use high-end, cutting edge technologies to have added advantage in the emerging internet marketing industry. We ensure absolute and impeccable websites compatibility with mobile/smart phone browsers. We have a proven track record of mobile web site designing, development and optimizing in the industry.

4. Conclusion

At last it is concluded that the demand for using mobile version of the website is and will be increased day by day. So a careful attention should be paid in order to provide appropriate mobile content to our website users. We need to include the important keywords in meta tag as a result it helps the search engine while indexing activity, also to create a responsive website design that serves up the same information using separate CSS files that are triggered by mobile browsers. We should break the text in chunks to be displayed at separate web page to avoid scrolling of web page and proper pixels arrangement should be implemented to provide visibility to website visitors.

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