

**TRAFFIC CHANGES:  
EVERYTHING  
PUBLISHERS NEED TO  
KNOW ABOUT MOBILE**



# CO-AUTHORS



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Kyle Ivins - Kyle is one of the founders of Monumetric and currently serves as the Chief Marketing Officer. Kyle is incredibly passionate about helping bloggers think like entrepreneurs and make the most of their website. He loves going on adventures with his energetic three-year-old, playing in an "old-man" flag football league, and is regularly the Fitbit step champion of the office.

# INTRODUCTION TO MOBILE

61%

SEARCH ON THEIR  
SMARTPHONES  
EVERY DAY

For the first time since the creation of the internet, another platform for website traffic has surpassed internet traffic from desktop machines. Mobile traffic is growing at a rate much quicker than desktop and now [mobile traffic has surpassed desktop](#) for the first time, ever. This is a huge deal!

As more people use their smartphones to access your website, more of your traffic will come from mobile visitors. If your site is not optimized for mobile users, you stand to lose out on what will soon be your number one traffic source!

This ebook will take you through the information that's vital for making the most out of your mobile traffic.

# GETTING YOUR SITE READY

Online publishers have specific needs when it comes to their websites. Publishers educate, inform and entertain their readers. They are experts in niche categories; their readers find them by the quality content they provide. If readers are unable to access this quality content due to mobile site limitations, it can be a huge detriment to that site's potential.

So what is important for your mobile site? There are 3 basic things you want your mobile site to be:



## FAST

Mobile users are impatient when it comes to speed, more than desktop users! Your site needs to load quickly.



## EASY TO NAVIGATE

Smaller screens and not-so-precise fingertips mean your site needs to have large buttons and easy to find options.



## EASY TO READ

Your font sizes should eliminate squinting and any pinching to zoom.

There are also 3 different kinds of users that your mobile site should be optimized in order for you to make the most of your mobile traffic. They are:



## READERS



## SEARCH ENGINES



## ADVERTISERS

When you can keep these 3 types of users happy, your mobile can be the greatest part of your blog! So let's get started!



**BOUNCE RATE SPIKES TO 100% WHEN  
LOADING TIME REACHES 4 SECONDS<sup>1</sup>**

# WHAT ABOUT MY SITE?

How do you know if your site needs help?

The first step in getting mobile-ready is to check to see if your site is indeed mobile-friendly for search engines. Google will tell you how friendly your site is with their free Mobile-Friendly tool! [Put in your site URL](#) and test it out.

The results of this tool reflect how Google's search algorithm sees your site. Google cares a lot about how mobile ready your site is. Back in April of 2015, Google rolled out a mobile-friendly update. They announced that they would favor mobile-friendly sites in mobile search results. Mobile searches are usually different than desktop results. In 2015, mobile search results were 69% different from desktop search results<sup>2</sup>.

This movement towards mobile is continuing today. Google announced that in May 2016, it would roll out another update to mobile search results<sup>3</sup>. As mobile traffic increases, it's safe to say that Google will favor mobile-friendly sites more and more in mobile searches.

Google is in the business of finding people the best possible content when they search. If hard-to-use-websites appear in mobile searches, it takes away from Google's service. Google wants to help users find the best content possible. That means if your users are searching on mobile, it's important that you have a strong mobile presence.



# RESPONSIVE OR DEDICATED?

Mobile Responsive or Dedicated Mobile Template?

Your first step to getting mobile ready for users and advertisers is to decide between:

A mobile responsive site

A dedicated mobile site or template

Let's talk about both options...

## MOBILE RESPONSIVE SITE

A mobile responsive site is essentially your regular site, just able to resize and adjust to other screen sizes.

### Advantages of Mobile Responsive Sites:

- Simple to do, usually just add code or a plugin
- Inexpensive on a basic level, there are many free builders on the web
- Sites resize based on the device itself
- Only requires maintenance of one website
- Google favors responsive sites over non-responsive sites

### Disadvantages of Mobile Responsive Sites:

- May load slowly if site has lots of large content, images or widgets
- Ads can get cropped out of screen or get pushed to the bottom



**45% OF ADULTS AGED 18-29 WHO ACCESS THE INTERNET ON PHONES DO MOST OF THEIR SURFING ON MOBILE<sup>4</sup>**

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# RESPONSIVE OR DEDICATED?

## Dedicated Mobile Template?

A mobile site is a separate, simplified version of your site, built specifically for mobile only.

### Advantages of Dedicated Mobile Site or Template:

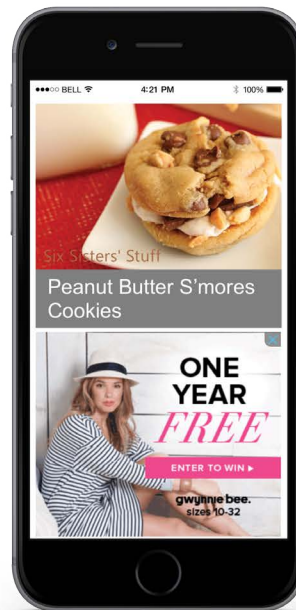
- Optimized for touch (larger, more prominent buttons)
- Simplified navigation and search
- Ads fit into the template and integrate with site content
- Some templates are hosted separately for better speed and less server load

### Disadvantages of Dedicated Mobile Site or Template:

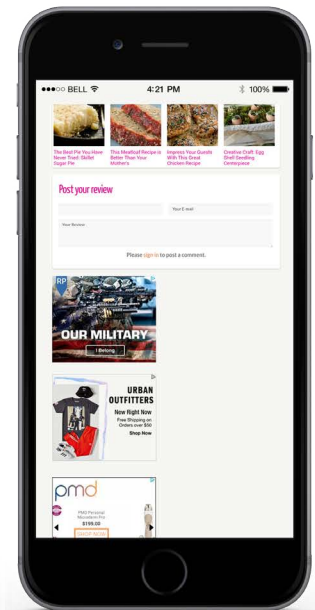
- Requires maintenance of two separate versions of your website
- Typically more expensive to build and maintain

*You can build your own mobile template, hire someone else to create it, or use a mobile builder tool. All of these options take an investment of time and usually money as well.*

DEDICATED



RESPONSIVE



AS OF JUNE 2014, 83 OF THE 100 TOP-TRAFFICKED WEBSITES IN THE WORLD HAD DEDICATED MOBILE SITES, 11 USED RESPONSIVE DESIGN, AND 4 HAD NON-RESPONSIVE DESIGNS.<sup>5</sup>



Ever heard of Monumetric Flight? One of the benefits of joining Monumetric is that we provide a mobile solution for all our publishers. We manage and host your mobile site for you! This program leverages your existing mobile theme or mobile responsive layout. [FLIGHT](#) is a designed specifically for publishers to maximize mobile earnings and supply the best reader experience. With [FLIGHT](#), your site will not only look good, but it will perform well too!

# USER EXPERIENCE

## What Your Readers Want from Mobile Sites

Your readers want your site to load quickly and work well when they access it from their phone. To get the most from your mobile, your site needs to go beyond being formatted for mobile. A mobile-formatted site looks nice, but may not be very easy to navigate. You want your site to be truly mobile-friendly. A mobile-friendly site looks pretty but is also useful. It's fast, it's easy to use, and it has all the great content a user is looking for.

### Faster on Mobile

When a mobile user visits your site, you only have a few seconds to get their attention or they're gone. Speed is everything. If your content displays quickly, it's more likely that your visitors will spend more time engaging with your content and therefore viewing your ads. Smartphone users are known to exaggerate how long it takes for your page to load. They expect your site to load faster on a mobile device than on their desktop. Google says a site should load on a smartphone in 1 second<sup>6</sup>.

### Increased Time On Site

When people come to your site they are usually looking for something. They might be looking for information, to solve a problem, to get a recipe or to be entertained. If they come and the site design isn't appealing, your site loads slowly, or they don't find what they're looking for, they will not stick around. The opposite is true as well. With a mobile-friendly site, there's a better chance they will stick around and do things like subscribe, buy, read, or view ads. A fast, optimized mobile site will retain visitors and reduce bounce rate.

### Decreased Bounce Rate

A bounce occurs when a session is initiated on your website, and then the user who initiated that session leaves without navigating to any other pages on your website. Bounce rate percentages are calculated by taking the bounce rate of each individual page and creating an average bounce rate. The longer your site takes to load, the higher your bounce rate will be. Having a fast, user-friendly site will lower your bounce rate and increase the time spent on your site.

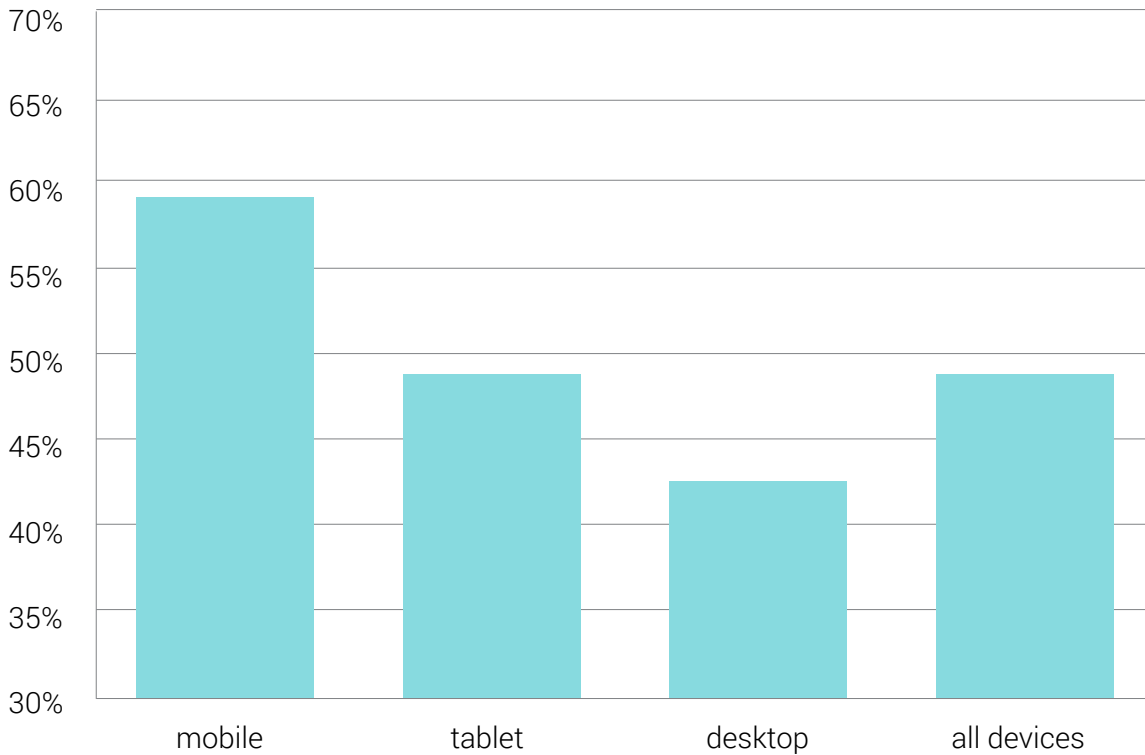


**64% OF SMARTPHONE USERS EXPECT PAGES TO LOAD IN LESS THAN 4 SECONDS<sup>7</sup>. GOOGLE SAYS A SITE SHOULD LOAD ON A SMARTPHONE IN 1 SECOND.<sup>7</sup>**

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# USER EXPERIENCE CONT.

average bounce rate by device type



As you can see, bounce rates are much higher for mobile than any other platform. Mobile bounce rates are dragged down from slow page loads and hard to navigate pages. Using a mobile template can help your mobile bounce rate by speeding up the load time, and giving readers an easier-to-use interface.

Why is decreasing your bounce rate important? Less bounces mean that more people interact with your content which increases the likelihood of returning, viewing more pages, and also more ads.

# HIGHER SHAREABILITY

As a publisher you know how much social media helps people find your posts. Are your social media sharing buttons visible and easy to use on your mobile site? Is it easy to see and share images from your posts? If you don't make it easy, chances are people won't pin, tweet or otherwise share your posts. Mobile-friendly social sharing tools encourage people to share your content.

## Easy to Use

Have you ever visited a site on your phone or tablet and found it extremely difficult to navigate? The buttons never seem to be big enough for your fingers, or you feel like you have enough time to make yourself a sandwich in the time it takes to load a new page?

User experience is one of the highest priorities of the everyday user. Even if you have the best content in the world, if it is not presented in a pleasant way, most of the information you are trying to convey will be lost in translation. The last thing you want to do is irritate or confuse your readers.

Your mobile site should be a simplified version of your website. Mobile users don't need all of the same features as desktop users. Reduce the number of interactions it takes for a user to complete a task. Don't make them click more times than necessary for them to subscribe to your email list or share the post to the social media accounts. Streamline your site so only the most important information is present.



# WHAT ADVERTISERS WANT

*"Touch is the New Click"*

When mobile traffic exceeds desktop traffic, that means the bulk of your display advertising revenue will be made on your mobile site.

## What Advertisers Want: Viewability

Imagine for a moment that you are an advertiser. After months spent developing a product, determining a target market, and finding the right vendor, you are ready to advertise! Blogs and other internet publishers are the place to start your advertising efforts. After you have decided who to advertise with, you must make sure your ads will be seen.

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 **89% OF SMARTPHONE USERS NOTICE MOBILE ADS<sup>8</sup>**

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Tracking ad viewability is a tricky, but necessary part of online advertising. How will you know when a viewer is looking at a page? Do they have different tabs open on top of your ad? Where on the page is the viewer looking? Is your ad on or near the viewing area? All of these things and much more must be considered when you start to decide which ads you are going to purchase.

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 **THE IAB SAYS THAT ADS HAVE TO BE SEEN FOR AT LEAST 1 SECOND TO BE COUNTED AS AN AD IMPRESSION.<sup>9</sup>**

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Some things that can negatively impact your mobile ad viewability are:

- Ads are pushed to the bottom of the page (User doesn't scroll down far enough to see it even though it's loaded)
- A person clicks away (bounces) before the ad loads
- The person accessing your blog has an ad blocker
- The ad content is not supported by the mobile device



With Monumetric FLIGHT, ads are dynamically placed into content based on a set number of pixels or words. This means your site will be optimized for ads with an aesthetically pleasing layout. You'll have the perfect number of ads for your length of content. Longer posts will be monetized more, while shorter posts won't be crammed full with ads. This increases the price that advertisers are willing to pay without harming the overall user experience. Learn more about [FLIGHT](#).

# WHAT GOOGLE WANTS

Google wants to provide people with a good experience on mobile and will reward sites for providing one. If there's a choice, Google prefers to send people to sites that load fast, where all the videos play, the links work, and all the content is easily accessible. Since the mobile update in 2015, Google gives some preference to mobile responsive sites.

Make sure:

- Your mobile site is easy to access and for Google's bots to crawl.
- Your site doesn't take longer than 1 second to load (or get as close to that as possible).
- If you use separate URLs for mobile and desktop, the redirect should be recognized and indexed.
- Your videos or content should be playable on mobile devices, so use HTML 5, not Flash. "Flash or other players that are not broadly supported on mobile devices won't play. Unplayable content, when featured on a page of any website can be very frustrating for users." [Source: Google]

If you have a functional and optimized mobile template that aligns with what Google wants, you'll be rewarded with higher rankings. However, your search results will drop if your mobile site experience is poor and visitors don't stay to browse, and they don't share or link to your content.

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.A search input field with a vertical cursor on the left and a microphone icon on the right.

Google Search

I'm Feeling Lucky

# WHAT PUBLISHERS WANT

## Time on Site

Engaging content is the number one way to keep people on your site. A close second is making sure that this engaging content can be easily viewed and accessed.

## Credibility

When someone finds your site through social media, search, or a share from their friends, how your site displays makes an instant impression. If your site is professional and looks great on a mobile device, you increase your credibility with your readers and potential partners.



RESEARCH EMARKETER EXPECTS MOBILE DISPLAY ADS TO ACCOUNT FOR 72% OF ALL U.S. DIGITAL AD SPENDING BY 2019, UP FROM JUST 38% IN 2014.<sup>10</sup>

## Higher Earnings

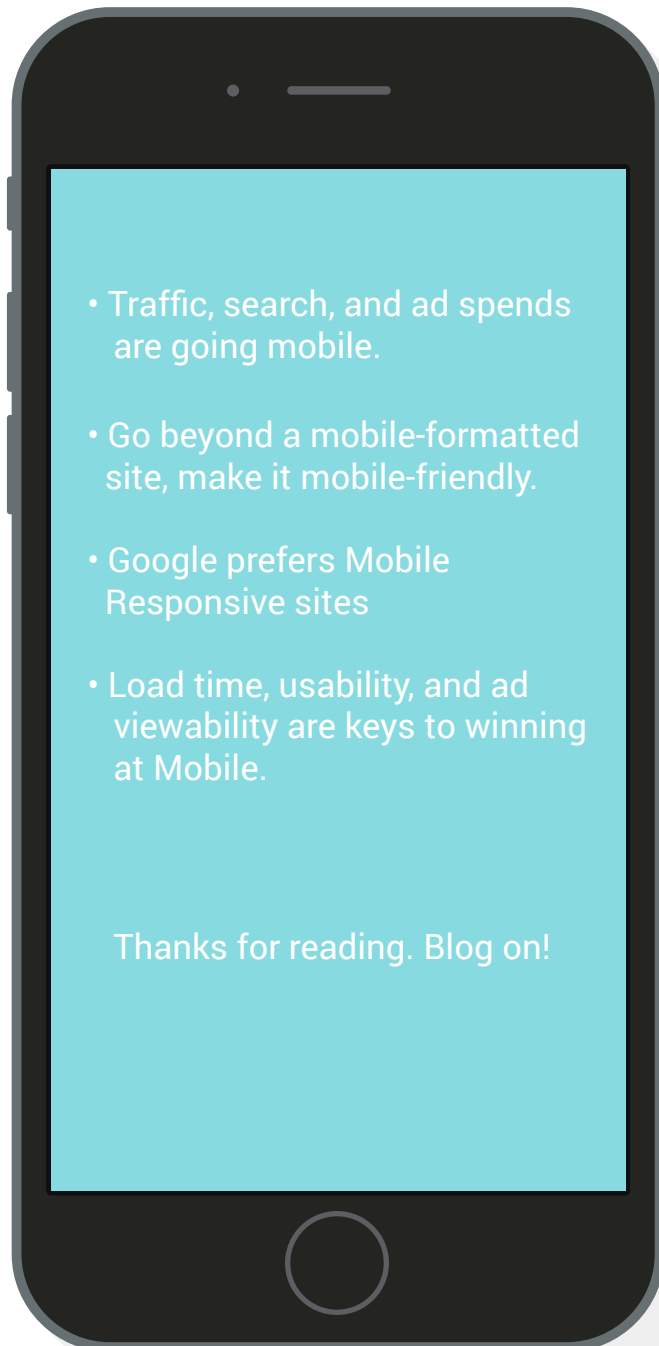
Nobody really starts a website strictly to earn money, we all know that. You probably started your site because you had something you wanted to share with the world. Your readers want quality content. Content you create! Content you publish! Content that can make you money!



With FLIGHT, ads are integrated onto the same mobile screen space as a blog's content. This increases the price that advertisers are willing to pay without harming the overall user experience. FLIGHT's responsive design leverages your existing mobile theme or mobile responsive layout so you only have to manage one website. See what [FLIGHT](#) can do for your mobile income.

# CONCLUSION

If you only take away a few things from this book, they should be the following:



- Traffic, search, and ad spends are going mobile.
- Go beyond a mobile-formatted site, make it mobile-friendly.
- Google prefers Mobile Responsive sites
- Load time, usability, and ad viewability are keys to winning at Mobile.

Thanks for reading. Blog on!

Let us take care of your mobile for you for free! To sign up for Monumetric, go to [www.monumetric.com](http://www.monumetric.com). Join and request FLIGHT. If you're already a Monumetric partner, ask your account manager how to get started!

# SOURCES

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3. <https://webmasters.googleblog.com/2016/03/continuing-to-make-web-more-mobile.html>
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6. <https://developers.google.com/webmasters/mobile-sites/mobile-seo/common-mistakes#slow-mobile-pages>
6. <https://developers.google.com/speed/docs/insights/mobile>
7. [Radware Blog](#)
8. [Google](#)
9. [Admonsters.com](#)
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