



ADVENTURE

EDU

PREVIEW

GETTING MOBILE- FRIENDLY WITH GOOGLE

JULIE THORNER

LIQUID SPARK



The only UNWTO-backed adventure tourism training for governments, associations and individual companies seeking to deliver the best adventure travel experiences in a safe and sustainable practice. Learn...

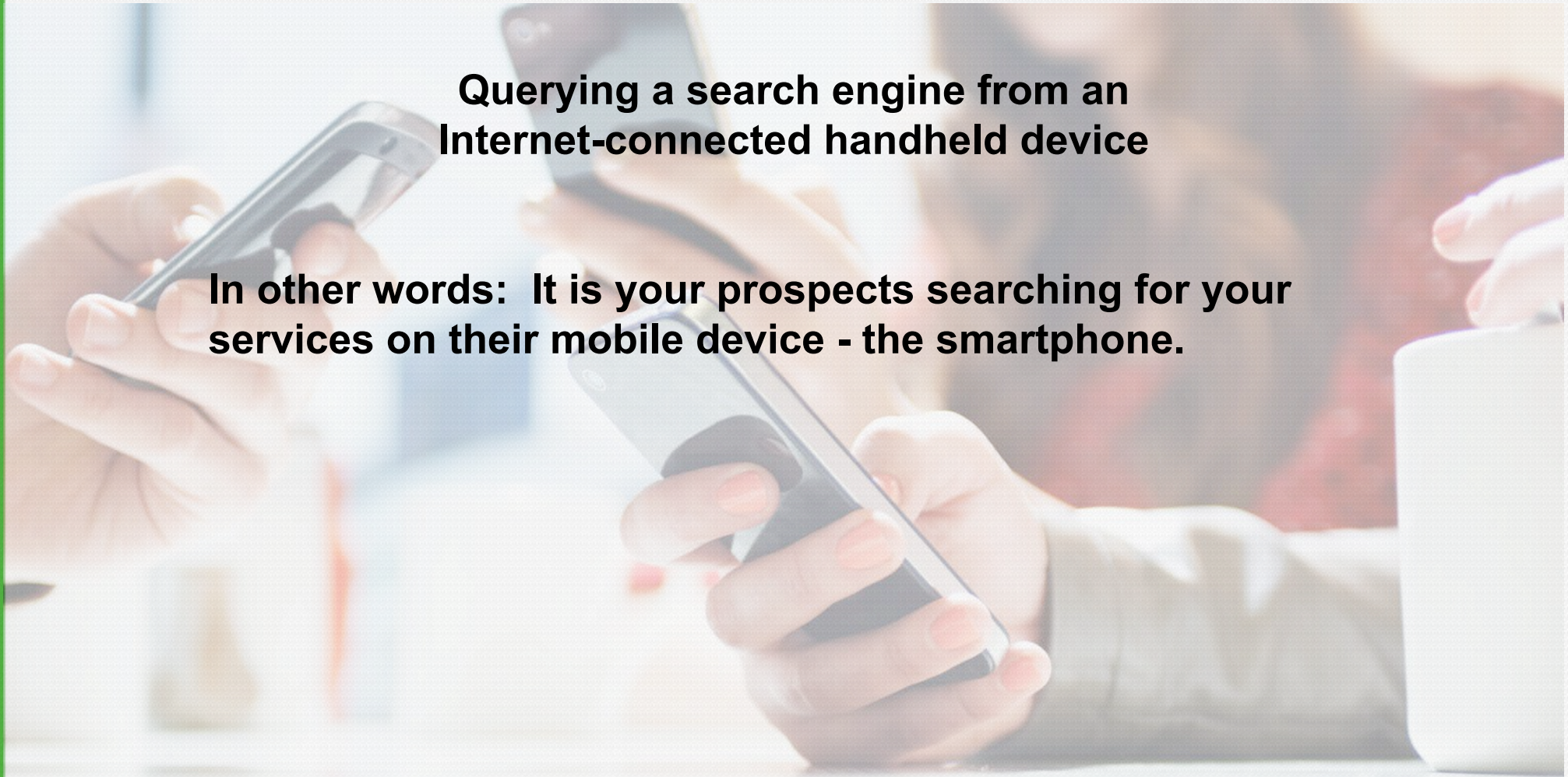
- **What recent changes in the adventure industry mean for your business and destination**
- **How to improve the quality and safety of your adventure travel experiences**
- **How to assess your resources and construct distinctive adventure travel experiences**
- **How to manage adventure tourism business risk**
- **How to create the best online and offline marketing strategies for adventure businesses**
- **How to bring public and private partners together to foster a thriving market**
- **And much more.... Online and in-destination options available**



What is mobile search?

Querying a search engine from an Internet-connected handheld device

In other words: It is your prospects searching for your services on their mobile device - the smartphone.





Google's Mobile Search Algorithm

- **February 26, 2015: Google announced its intention to use of “mobile-friendliness” as a ranking signal, effective April 21, 2015.**
- **April 21, 2015: Google rolled out the new algorithm, that prioritized mobile-friendly sites over non-mobile sites, in MOBILE search only. (does not affect desktop)**
- **Mobile searches in ALL languages are affected**
- **Google's Goal: To help users on mobile devices quickly & easily find relevant, high quality search results that are optimized for their device.**



What Does This Mean For Your Adventure Site?

- **Mobile-friendly websites move to top of search results**
- **Not mobile-friendly?**
 - **Site drops in ranking results**
 - **Disappear over time**
 - **What are your competitors doing?**

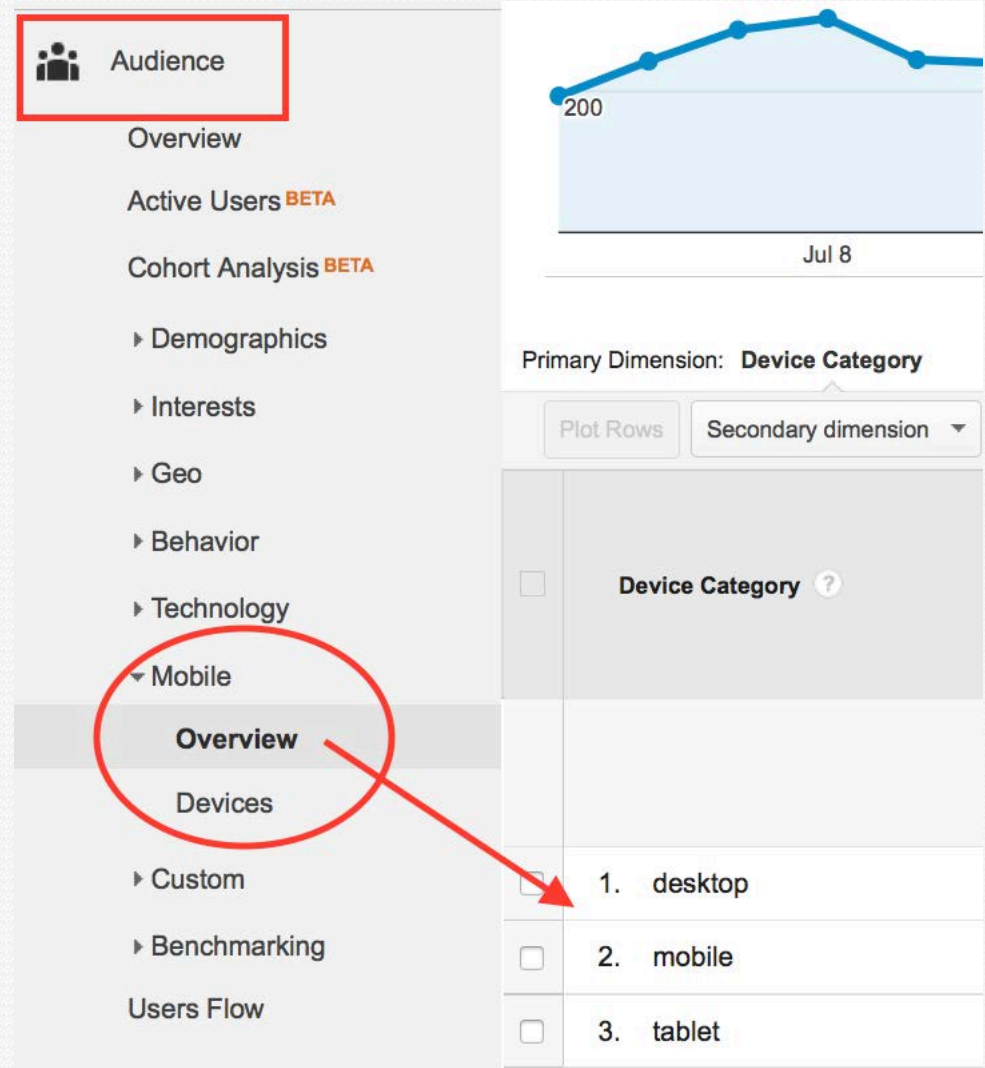
- **What we see:**

Percentage of US adventure company traffic via mobile devices: 35%-60% per month

Do you know where to find your traffic mix by device?

Quick Tip:

How to Find Your Mobile Device Traffic on Google Analytics



The screenshot shows the Google Analytics interface. The 'Audience' menu item is highlighted with a red box. The 'Mobile' category is expanded, and the 'Overview' sub-item is circled in red. A red arrow points from the 'Overview' sub-item to the 'Device Category' section of the report. The report shows a line chart for 'Jul 8' with a value of 200. Below the chart, the primary dimension is set to 'Device Category'. A table lists the device categories: desktop, mobile, and tablet, each with an unchecked checkbox.

Device Category	Value
1. desktop	
2. mobile	
3. tablet	



Google's Mobile-friendly Tag

•Google's definition: A page is eligible for the "mobile-friendly" label if it meets the following criteria:

- Avoids software that is not common on mobile devices, like Flash
- Uses text that is readable without zooming
- Sizes content to the screen so users don't have to scroll horizontally or zoom
- Places links far enough apart so that the correct one can be easily tapped





Google on Responsive Web Design

What is Responsive web design? (RWD)

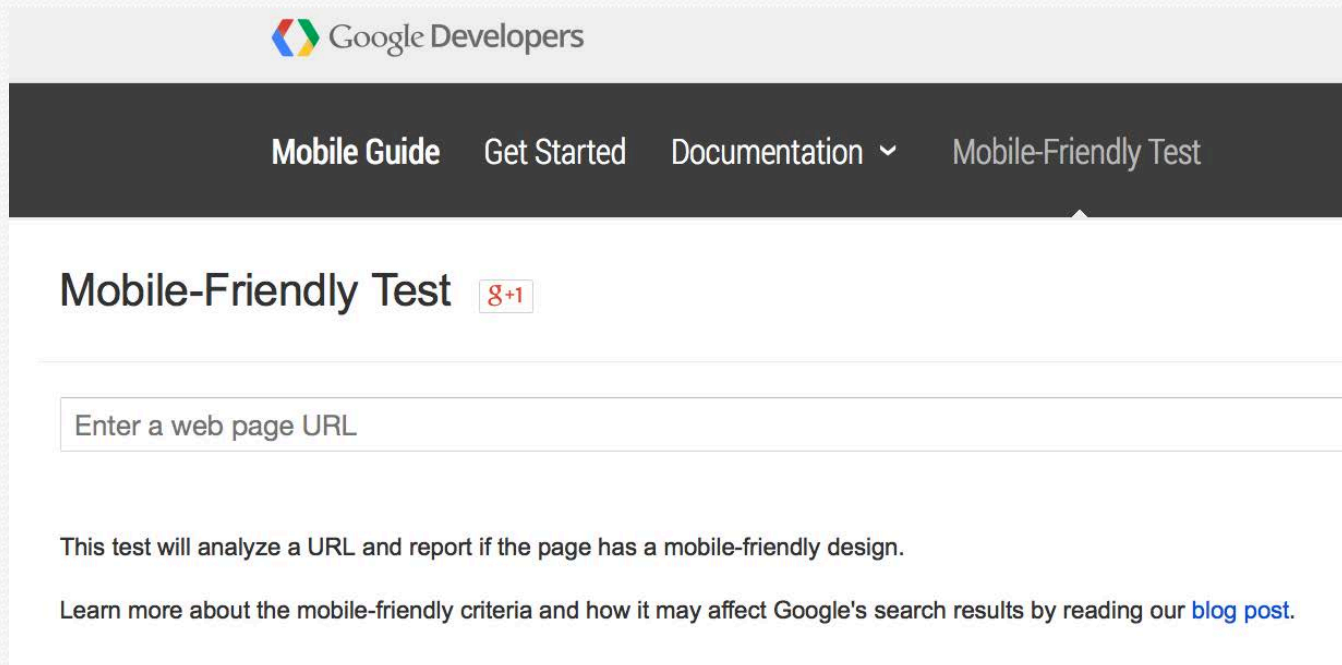
- **Uses the same URL and same code whether the user is on a desktop computer, tablet, or mobile phone**
- **Only the display adjusts or “responds” according to the screen size (things move around!)**
- **Google is on record as saying it recommends RWD over other mobile sites because it is a better user experience**
- **Note: you can have a responsive web site and still not show up fully for Google – we will learn how to check this today.**



Step 1. Test If Your Site Is Mobile-Friendly

Use the Google Webmaster Tools “Mobile-Friendly Test”

- Go to <https://www.google.com/webmasters/tools/mobile-friendly/>, and enter your URL.
- You don't have to be logged into a webmaster tools account.



Example Mobile-Friendly Test Results

Mobile-Friendly Test 8+1

<http://wildwater rafting.com/>


Awesome! This page is mobile-friendly.

How Googlebot sees this page

This page uses one resource which is blocked by robots.txt. The results and screenshot may be incorrect.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

[Show resources](#)



<http://wilderness-voyageurs.com/>

Not mobile-friendly

Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Links too close together
- ✗ Mobile viewport not set
- ✗ Content wider than screen

This page may appear not mobile-friendly because the robots.txt file may block Googlebot from loading some of the page's resources. [Learn how to unblock resources for Googlebot.](#)


If you've made sure Googlebot is not blocked, you can see [Pagespeed Insights](#) for more details on detected issues. [Learn more about the differences between the two tests.](#)

How Googlebot sees this page

This page uses one resource which is blocked by robots.txt. The results and screenshot may be incorrect.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

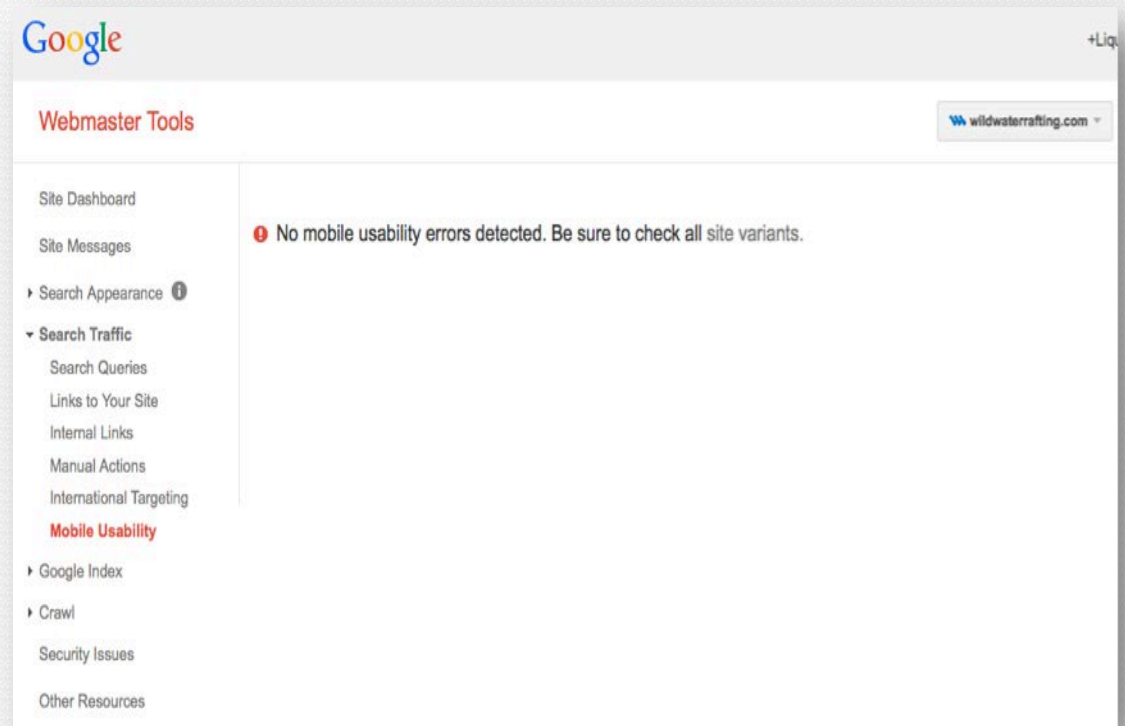
[Show resources](#)





Step 2: Take the Mobile Usability Test

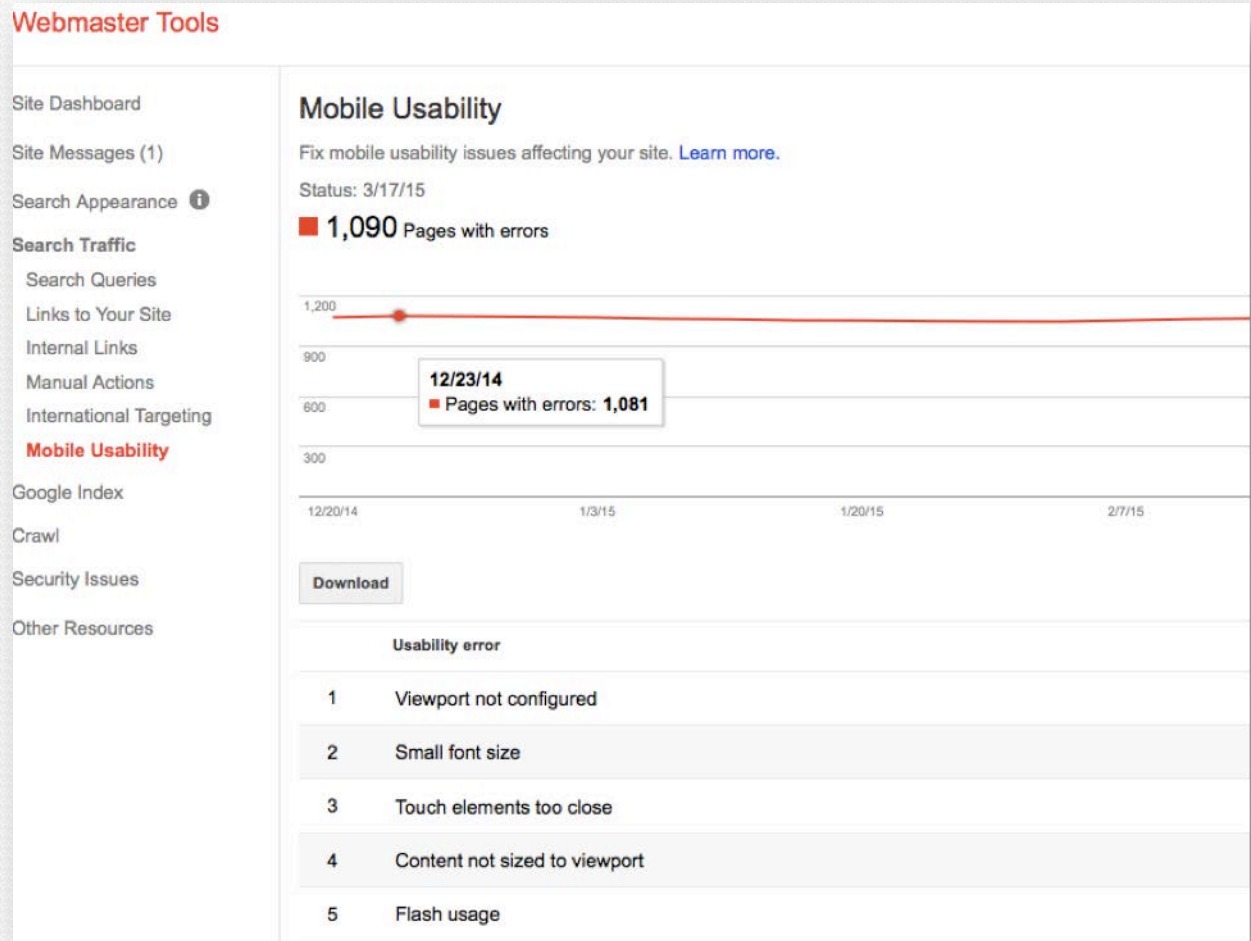
- Log into your site's google analytics account
- Open up a 2nd tab for <https://www.google.com/webmasters/tools/>
- Click on “Add a property” > add your website URL
- Verify your website admin/ownership



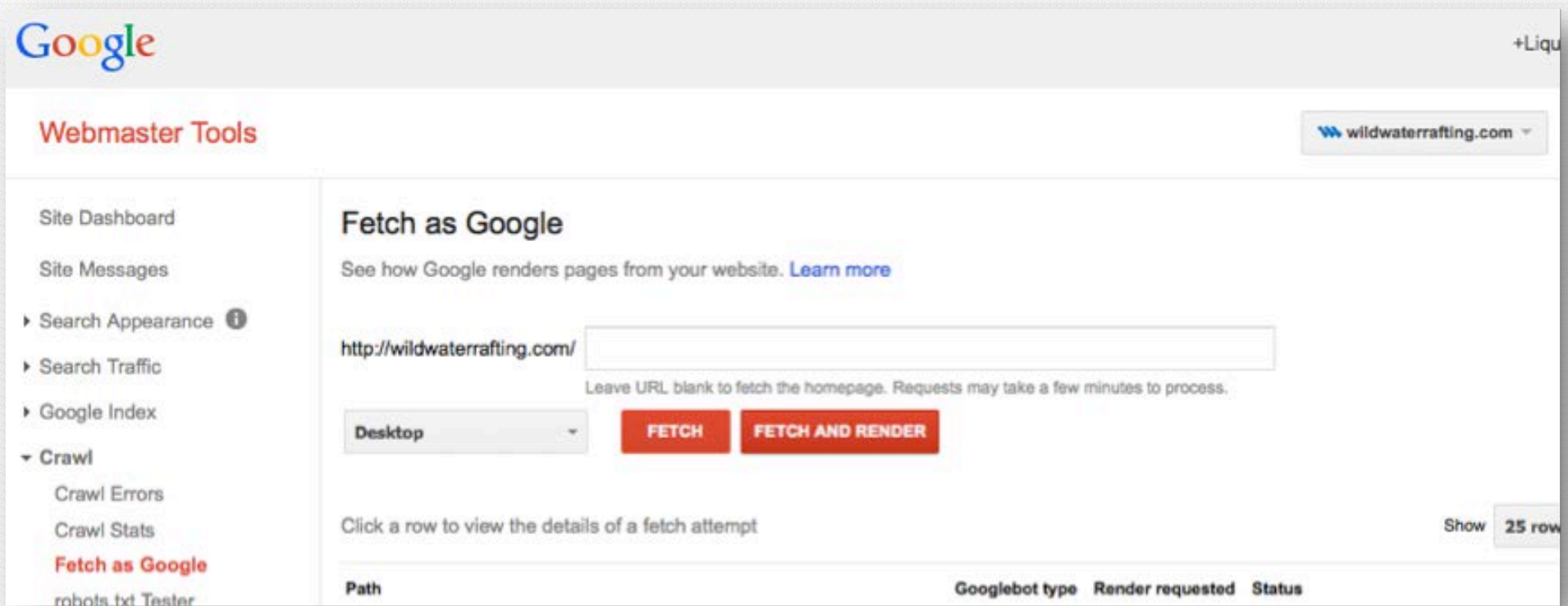


Mobile Usability Results Identified

- You will get a detailed list of every issue on every page.
- Many issues will simply be repeated on every page because of how your site is set up.



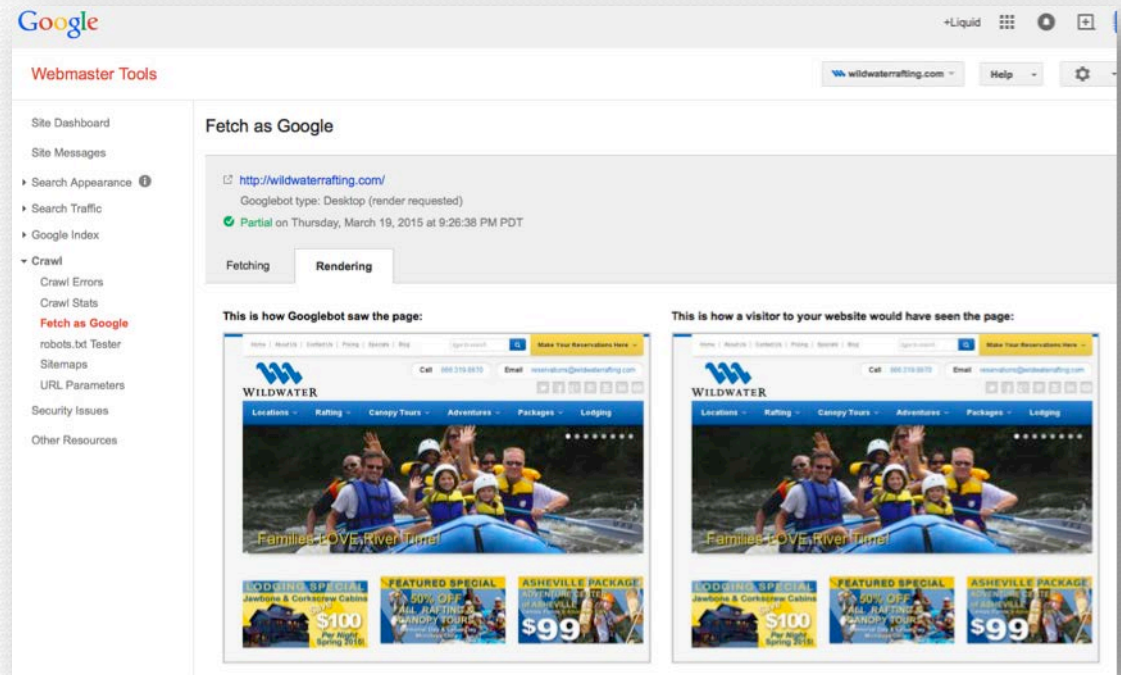
Step 3: Next Click on Crawl > Fetch & Render as Google



The screenshot shows the Google Webmaster Tools interface for the website wildwaterrafting.com. The 'Fetch as Google' tool is active, showing a text input field with the URL 'http://wildwaterrafting.com/'. Below the input field, there is a dropdown menu set to 'Desktop' and two red buttons: 'FETCH' and 'FETCH AND RENDER'. A table below the buttons is intended for displaying fetch attempt details, with columns for 'Path', 'Googlebot type', 'Render requested', and 'Status'. The table currently shows 25 rows.

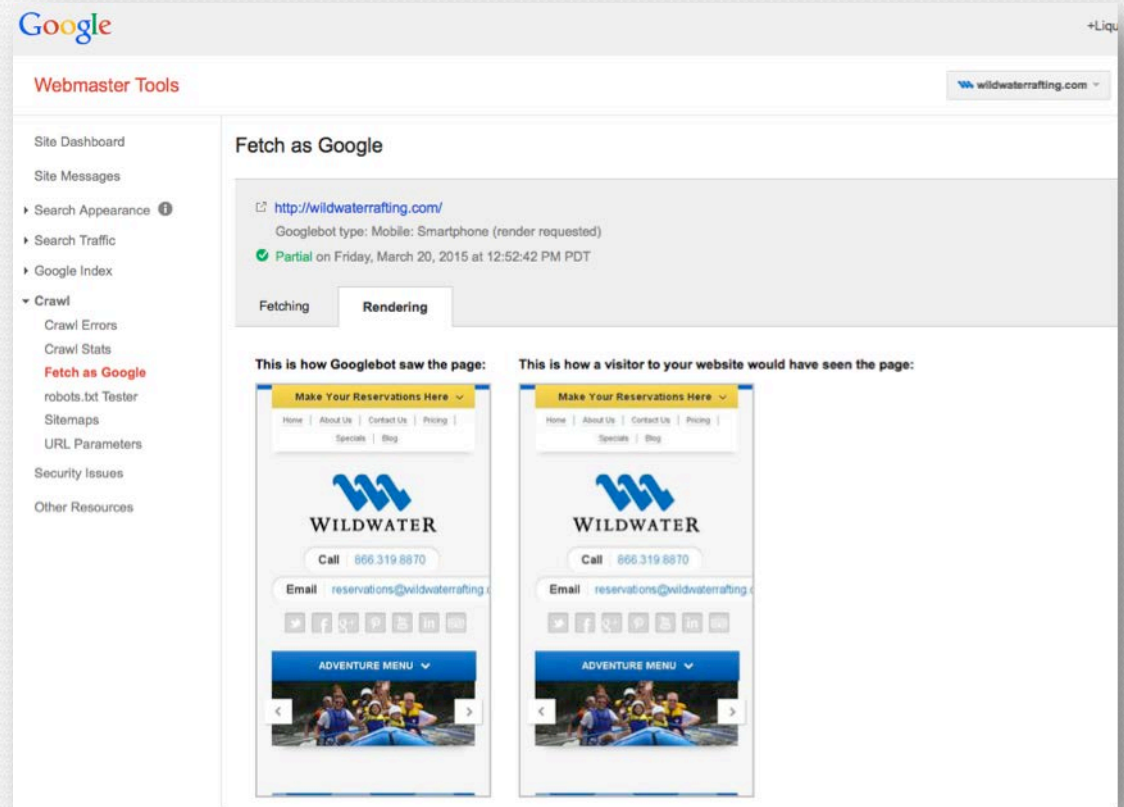
Example: Desktop Fetch & Render View

- You should see exactly what you see on your own desktop version of your website.



Example: Fetch & Render Mobile View

- Note that all elements are visible. Again, you should see exactly what you see on your own smartphone or mobile device.
- In a live shot you'll be able to scroll down and see entire home page, of course.



The screenshot shows the Google Webmaster Tools interface for the website <http://wildwaterrafting.com>. The main section is titled "Fetch as Google" and shows the URL <http://wildwaterrafting.com> with the Googlebot type set to "Mobile: Smartphone (render requested)". The status is "Partial" on Friday, March 20, 2015 at 12:52:42 PM PDT. Below this, there are two tabs: "Fetching" and "Rendering".

Under the "Rendering" tab, there are two side-by-side preview windows:

- This is how Googlebot saw the page:** Shows a mobile view of the website with a navigation menu at the top, the Wildwater logo, a phone number (866.319.8870), an email address (reservations@wildwaterrafting.com), and an "ADVENTURE MENU" section at the bottom.
- This is how a visitor to your website would have seen the page:** Shows the same mobile view as seen by Googlebot, indicating that the content is rendered identically for both.

Example: Fetch & Render Mobile View

- Note that one image element is not visible, and below the mobile view Google will tell you why.
- In this case, two images were temporarily unreachable.

Dashboard

Messages

Search Appearance ⓘ

Search Traffic

Google Index

Crawl

 Crawl Errors

 Crawl Stats

Fetch as Google

 robots.txt Tester

 Sitemaps

 URL Parameters

Security Issues

Other Resources

Fetch as Google


<http://wilderness-voyageurs.com/> 🔗

Googlebot type: Mobile: Smartphone (render requested)


🟢 **Partial** on Wednesday, August 5, 2015 at 5:24:43 PM PDT

Fetching
Rendering

This is how Googlebot saw the page:

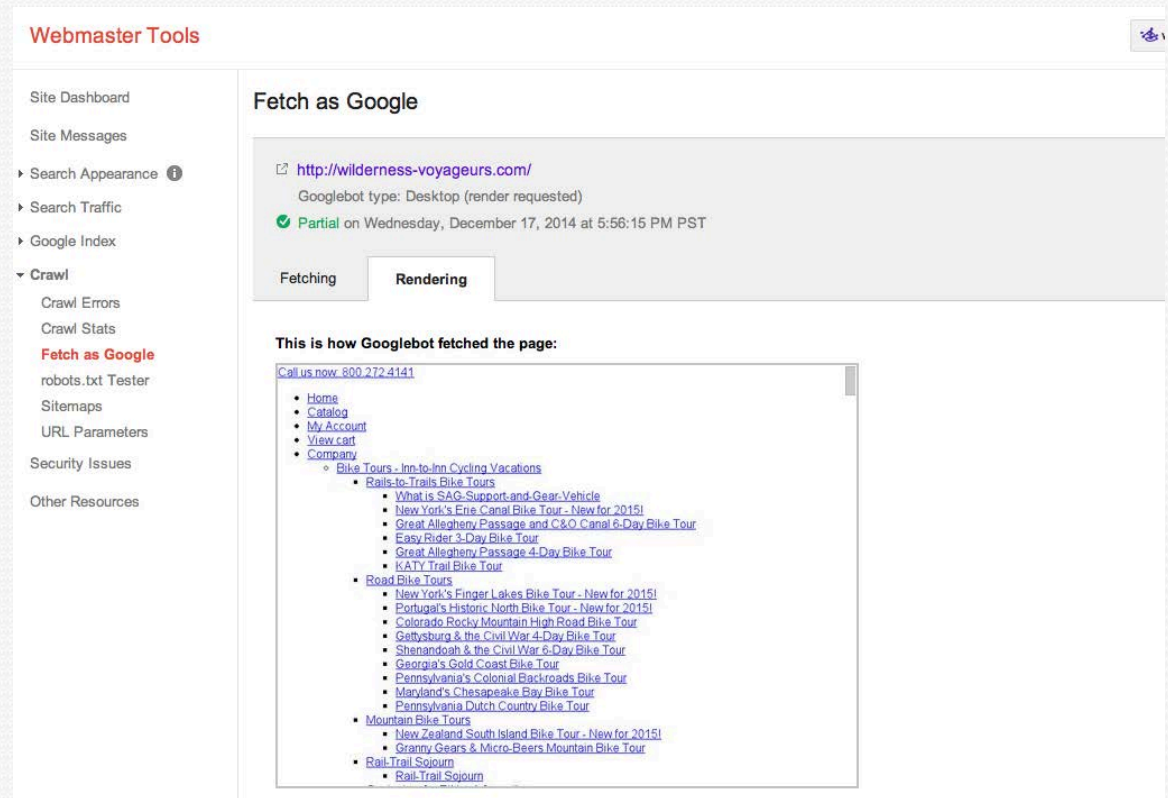


This is how a visitor to your website would have seen the page:



Example: Fetch & Render Blocked Mobile View

- **Robots.txt files blocked all the images on the home page, so this is what Google saw.**
- **Google can't rank this site highly for user experience, as a result.**
- **Rankings were at risk!**



The screenshot shows the 'Webmaster Tools' interface. On the left is a navigation menu with options like 'Site Dashboard', 'Site Messages', 'Search Appearance', 'Search Traffic', 'Google Index', 'Crawl', 'Crawl Errors', 'Crawl Stats', 'Fetch as Google', 'robots.txt Tester', 'Sitemaps', 'URL Parameters', 'Security Issues', and 'Other Resources'. The 'Fetch as Google' section is active, showing the URL <http://wilderness-voyageurs.com/>. Below the URL, it indicates 'Googlebot type: Desktop (render requested)' and a status of 'Partial' on Wednesday, December 17, 2014 at 5:56:15 PM PST. There are two tabs: 'Fetching' and 'Rendering'. Below the tabs, a preview of the page content is shown, titled 'This is how Googlebot fetched the page:'. The preview content includes a phone number 'Call us now 800.272.4141' and a list of links such as 'Home', 'Catalog', 'My Account', 'View cart', 'Company', and various bike tours like 'Bike Tours - Inn-to-Inn Cycling Vacations', 'Road Bike Tours', and 'Mountain Bike Tours'.



Recap: What We Learned Today

- 1. How Google defines a Mobile-friendly website and why it is so important.**
- 2. What changed in the Google search algorithm in April 2015 that impacts how (and if!) your site shows up in mobile search.**
- 3. How to use Google Webmaster Tools to:**
 - 1. Test whether Google grades it as Mobile-Friendly.**
 - 2. Test your Mobile Usability in order to find and correct errors in your site's usability that prevent it from passing Google's mobile-friendly test.**
 - 3. Use the Fetch & Render test to see how Google sees your site when it crawls it to make sure all elements of your website are indexed fully for maximum SEO benefit.**



Your Immediate Action Items

Here are the Five things to do on your own website:

- 1. Take the Mobile-Friendly Test**
- 2. Add and verify your site in Google's webmaster tools if it isn't already**
- 3. Take the Mobile Usability Test.**
- 4. Create your action plan for how to address any mobile usability issues that Google reveals in the usability test.**
- 5. Use the Fetch & Render test to be sure Google can crawl and index everything on your site, even if your site is already responsive.**



What's It All For?

Depends on your
WHY...



Q&A

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Thank You
Here's to your
success!

Julie Thorner

828-736-1695 / 828-488-3420

Liquidsparkmarketing.com

info@liquidsparkmarketing.com

@LiquidSparkMktg

@jmthorner

[linkedin.com/in/juliemthorner](https://www.linkedin.com/in/juliemthorner)



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