Dude, Where's My Mobile?

Mobile - why it isn't what you think it is and why you are currently failing at it.

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The Low Down

- Lets define this little thing called “mobile”
  - What everyone thinks it is…..
  - What it actually is….

- You say you have problems, eh?
- Start here!
  - Not here…
- For the Ride Home…

What Everyone Thinks It Is….

The Moral: NO, STOP, QUIT, THIS ISN'T MOBILE!!!

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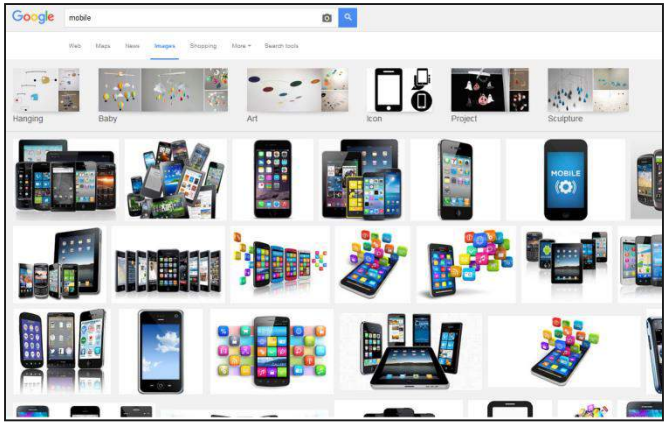
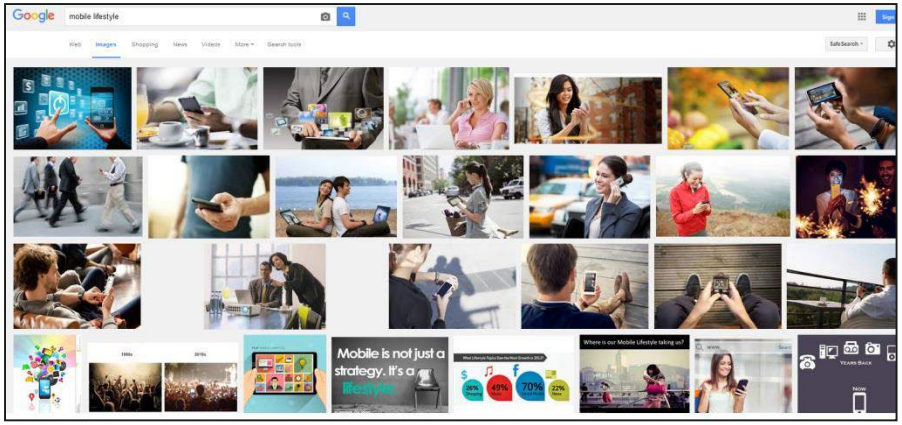
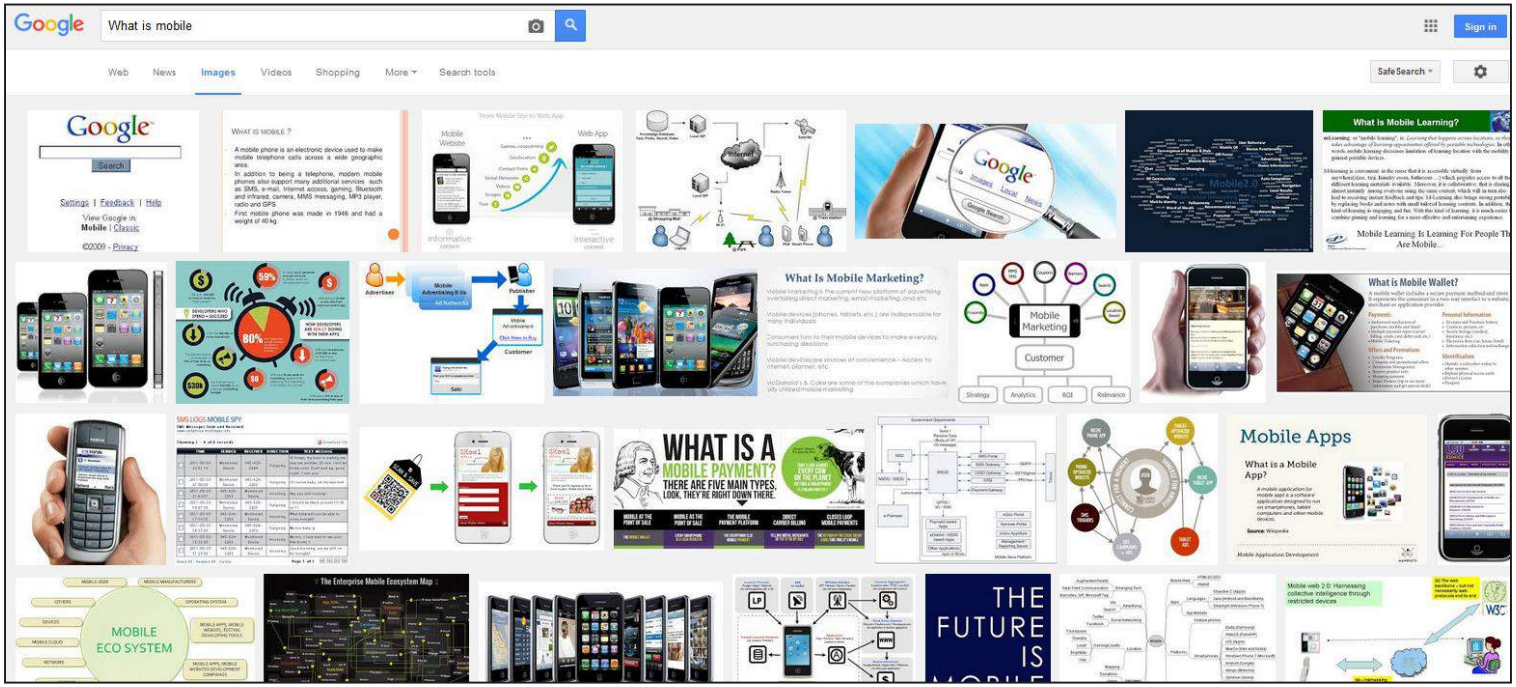
A Little More NO!







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Let's Solidify This….

Nope, Still NOT Mobile!!!

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This Is Mobile!

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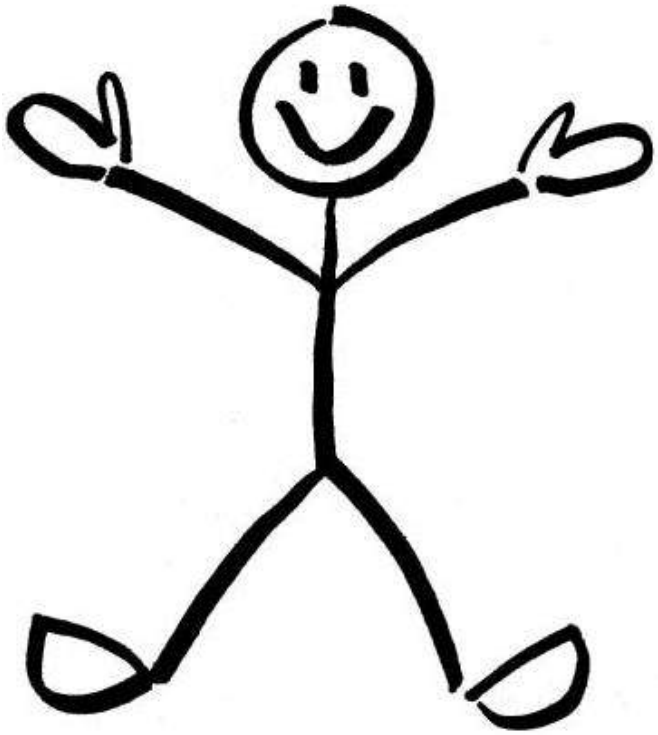
This Is Mobile!

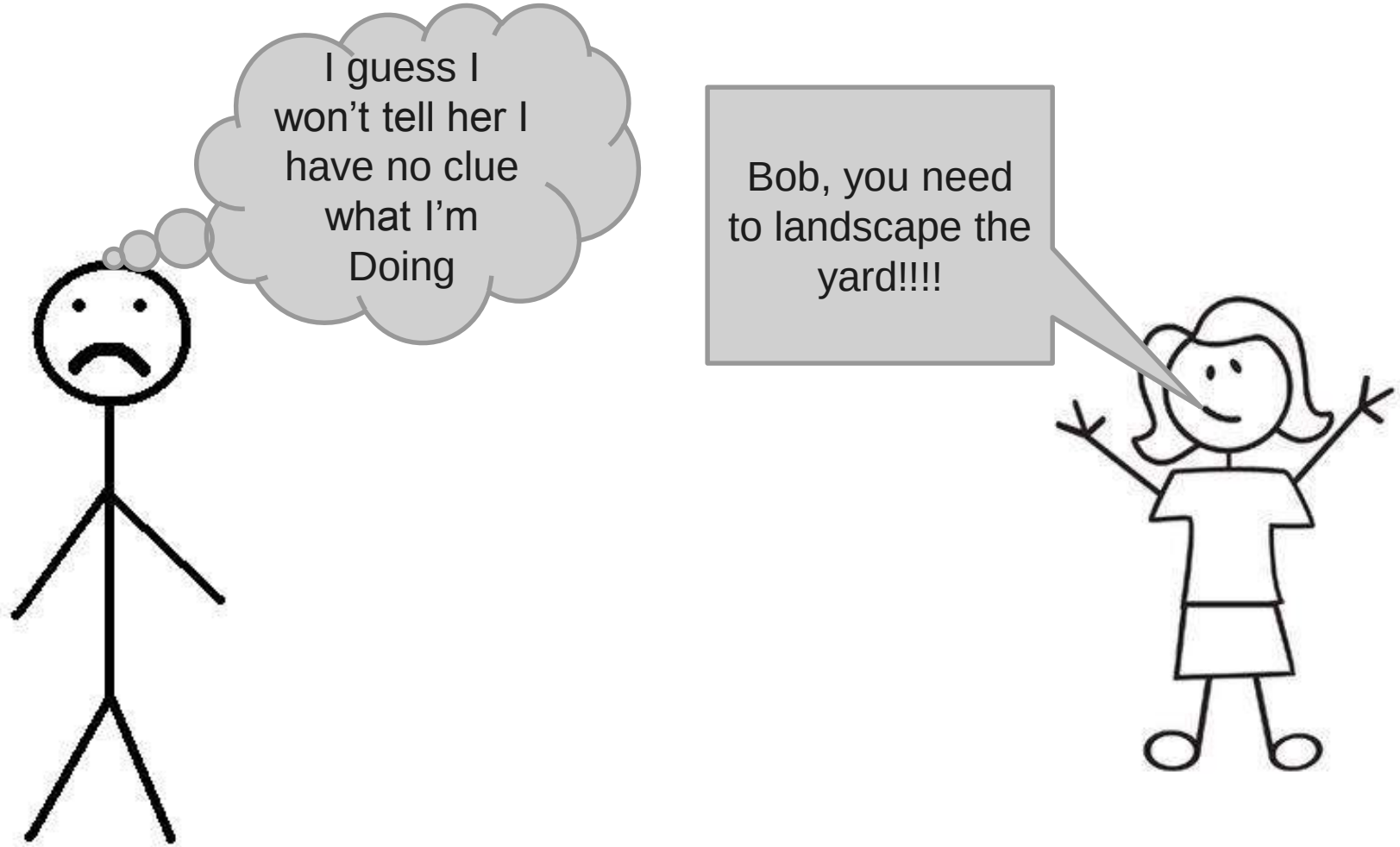
- Mobile is **NOT** a device, it is a lifestyle!
  - “The era of mobility has arrived. Newer, more powerful devices have been untethered from desktops and land lines. But the essential truth remains: people are mobile, not their devices.” Punchcut.com
- Mobile is about the people, not what the people are using!
  - A business or brand must be device agnostic if they are to survive
- Customers do not care what device they have in their hand, on their head, in their car, or anywhere else as long as it serves the purpose they have right at that moment.

Let’s Take A Quick Look



This is Bob

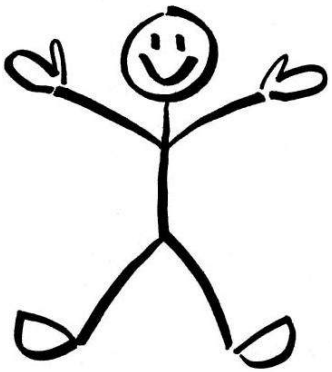
Bob Has A Problem



Bob Takes A Run To Think Over His Problem

Bob is old school and runs with an AM/FM radio so he can listen to sports radio. It's college football season again and College Game Day is sponsored by The Home Depot.

Bob Watches Some TV



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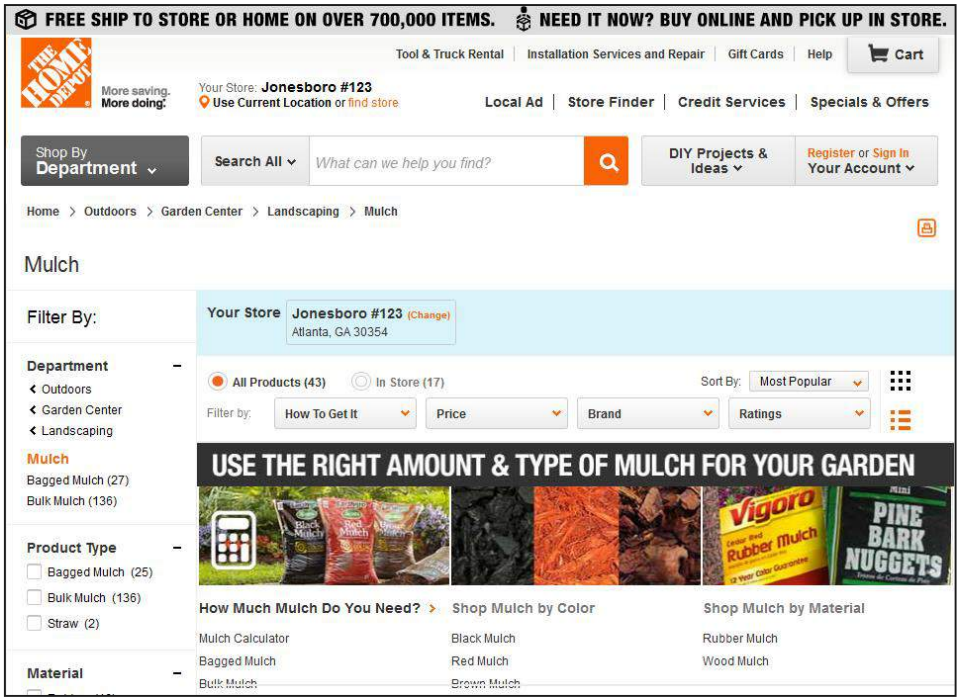
Bob Grabs His Tablet On His Way To Son's Soccer Practice



Rubber?

Wood?

Black?

Brand?

Brown?

Red?

Shape?

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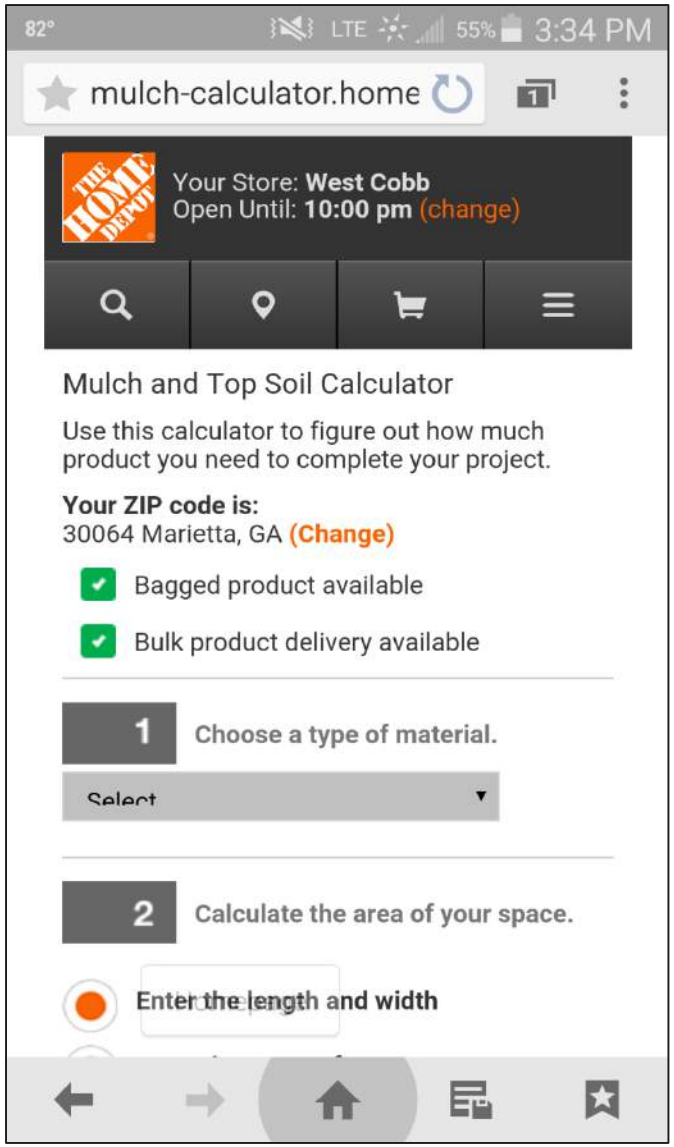
Bob Get's Home & Heads Outside



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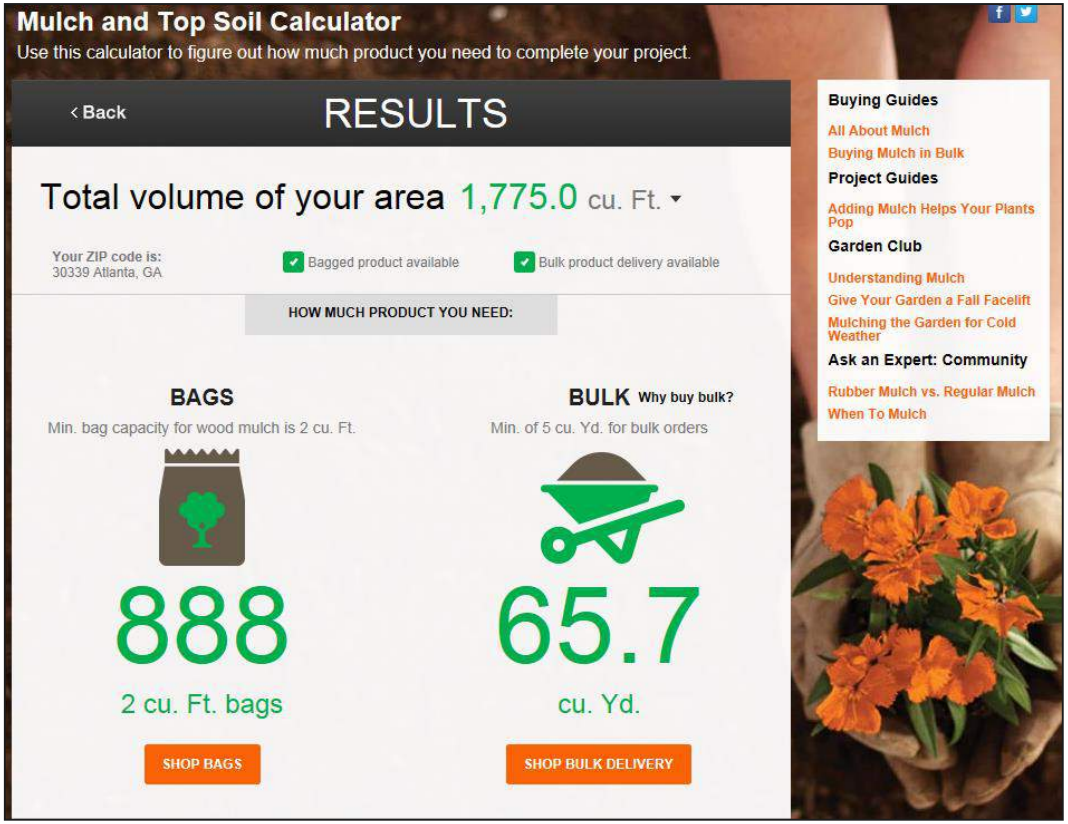
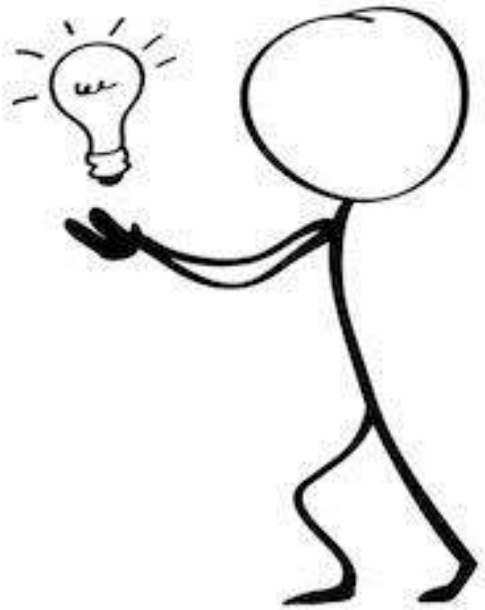
Bob Grows His Knowledge!





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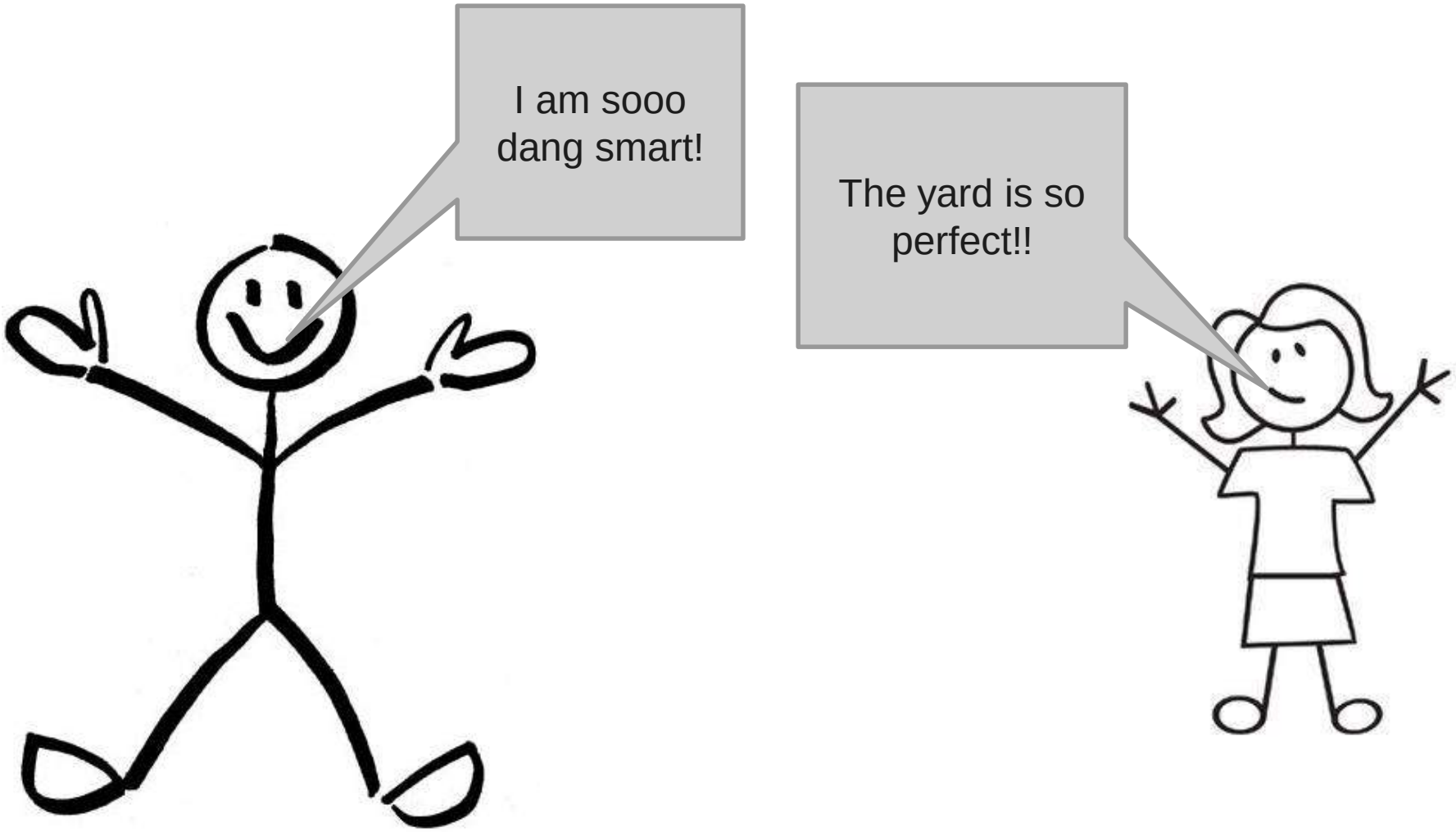
Bob Is The Hero!



Mobile Is: An Experience

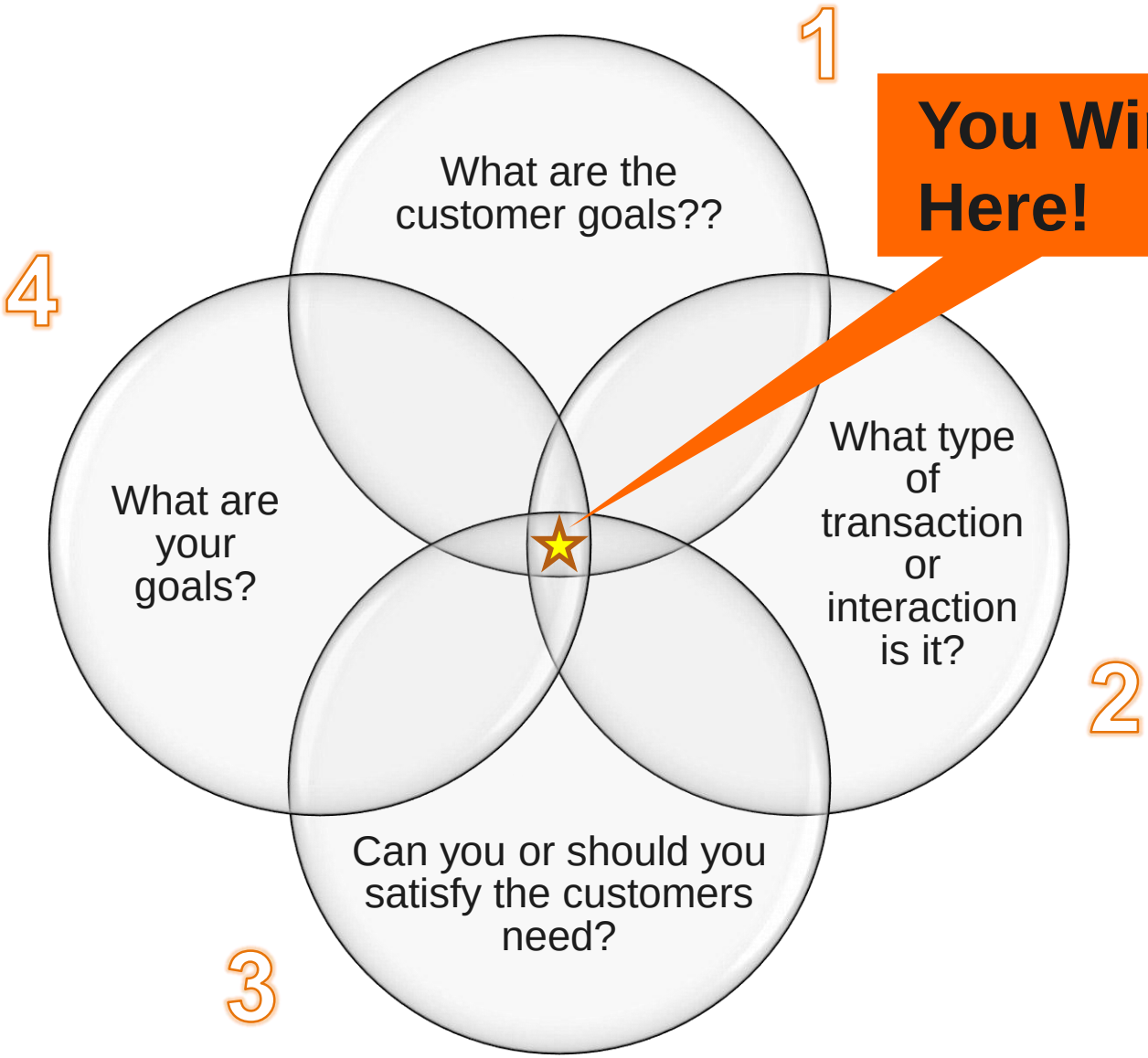
1. Fulfilling a need in that moment
2. Where ever the customer is
3. Priced competitively (for retailers)
4. With enough detail to complete their thought, project, or purchase

The only part of mobile that matters is intent and mobile is always local!

Have A Few Problems??

- You don’t know where to start with mobile
- You don’t know what kind of mobile site to build
- You don’t know how to track your mobile progress
- You don’t have the resources to do everything you need to
- You can’t seem to get the mobile friendly badge

Winning At Mobile (SEO)



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Start Here →

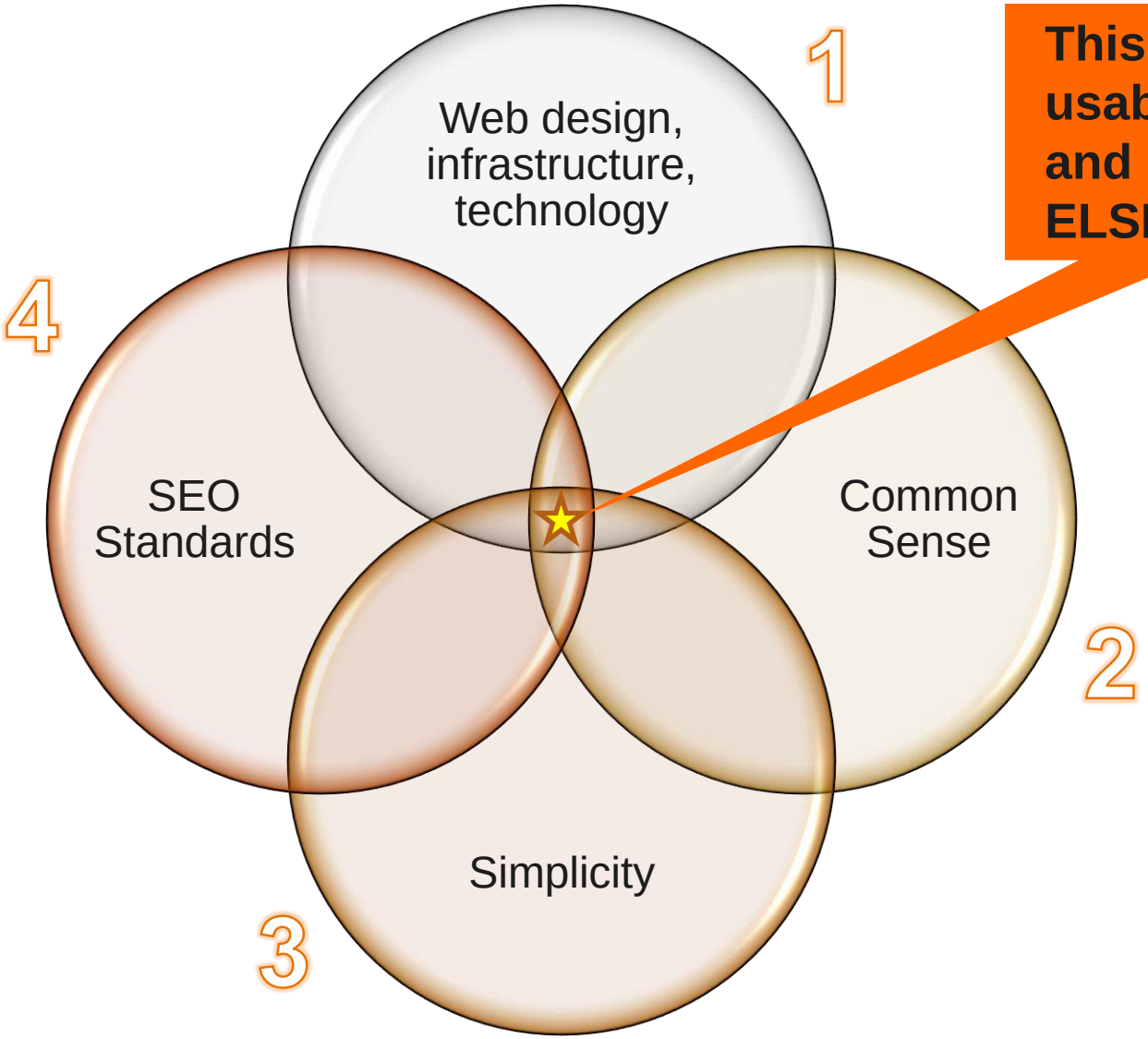
- Build the personas out for your target audience
- Define the intent for each page you intend to build or at least for the template types you are using… Ex. How to vs. transactional vs. inspirational
- Align your mobile business and dev teams with your SEO team so that organic growth is everyone's strategic focus
- Pick your site(s) design: Responsive vs. Separate site (m. t. www.) vs dynamic serving
- Use schema, rel alternate, canonicals and tailor Google's crawl as efficiently as you can to reduce duplicate content and maximize site strength

Start Here →

- Create analytics/rank tracking that makes sense
  - Use BrightEdge with a solid set of mobile keywords/pages to properly track your progress
  - Turn on location based SE's so that you can determine the variance in location based searches
  - Link your GSC profiles to your BE account to create a broader set of data
    - Create folder based GSC profiles so that you get more keywords to monitor

- Build an app **<u>if and only if</u>** you have technology that can help the user and it can't be done on the web!
  - If you build an app – get it indexed!!!!

Invest in Usability and Design



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Not Here →

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For The Ride Home

1. Forget the piece of technology in the users hand, on their head, on their wrist or anywhere else! Mobile isn't about the device, it is about people, being hyper local and being available in any moment that the end user demands it.

2. If your SEO team and mobile team are not like family you have already failed!!! Both teams must be responsible from idea to execution with results squarely on everyone's shoulders.

3. You have to pick the right design for your site or sites. Responsive design is not always the right choice and for most retail brands it is rarely the right choice.

4. User intent should be your sole focus and it should be what drives the pages you build for each type of situation

5. If you can't/shouldn't be solving the customers problem/need then don't build pages or other technology for it! Stick to your core competency instead of chasing shiny objects.

6. Mobile and Local are the same thing!

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