



BRIGHTEDGE
RESEARCH

57% of Search Traffic is Now Mobile

BrightEdge Research

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The Global Leader in Enterprise
SEO and Content Performance

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Introduction

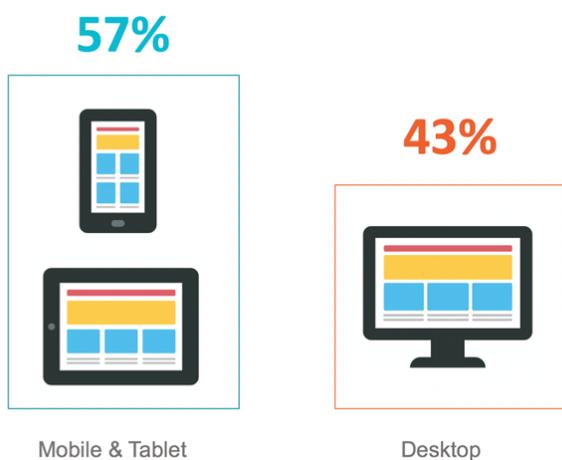
In early February 2010 Eric Schmidt CEO of Google first predicted the impending mobile-first phenomenon. The journey to a mobile-first world has taken place rather quickly since with an explosion of activity over the past three years. It has now become clear to the rest of the marketing industry just how accurate his predictions had been.

In 2017 the mobile-first digital experience is a cornerstone of successful marketing. Users now turn to mobile devices more frequently than desktop, and mobile plays a role in the entire customer lifecycle. Most brands must do the same to stay relevant with their audiences.

Mobile micro-moments- intent-rich instants when people reach for a device with a specific goal to know and learn something, go somewhere, do something or buy something- now dominate how customers interact with brands on mobile. These changes in mobile culture have forced SEO to mature. Marketers must now understand their customers on a deeper level and create and deliver meaningful content that appeals to people during the various micro-moments that make up their customer journeys.

To understand the impact of mobile and the micro-moment on the customer experience, [consider that 51 percent of customers](#) say that they use mobile devices to discover new brands and products. Sixty-nine percent of smartphone users also say that they are more likely to buy from companies with mobile sites that easily address their questions or concerns.

BrightEdge research confirms the powerful and continuing trend towards mobile and mobile search with 57% of traffic in a large sample coming from mobile and tablet search. The shift towards mobile disrupts the traditional buyer's journey by highlighting new opportunities to answer questions faster, buy easier, and find physically proximate resources - a phenomenon Google calls micro-moments and BrightEdge describes as engaging with customers in key moments that matter.



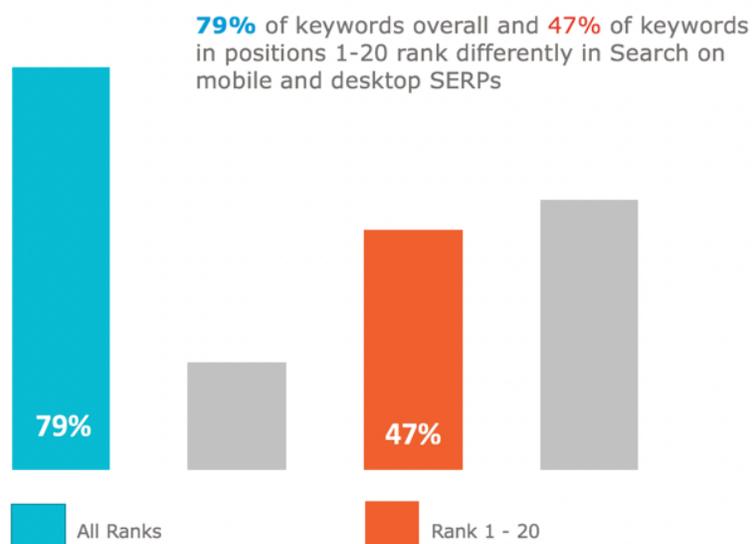
"Mobile traffic is huge for us and our industry—above the 57% BrightEdge is reporting. We are developing content with a mobile- first perspective to connect with our users with info, use advice, and reviews—especially when they are near a store where they can easily purchase." Carlos Spallarossa, Director of SEO, L'Oréal

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79% of Keywords Overall and 47% of Keywords in Positions 1-20 Rank Differently in Search on Mobile and Desktop SERPs

BrightEdge research found that the same query on the same search engine generated different rank in mobile and desktop 79% of the time. The variability was also visible when analyzing just the top 20 rank positions at only 47% of keywords generating different rank on different devices.



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35% of the Time the First Page that Ranks for a Domain on a Query Is Different on Mobile and Desktop SERPs



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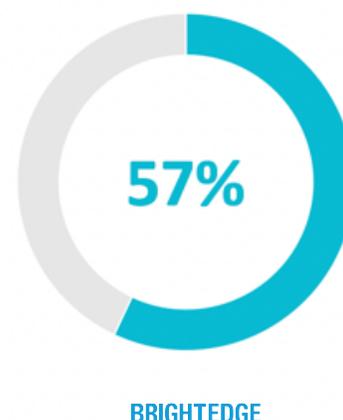
Brands that have developed their marketing systems on desktop tend to see the world through a desktop view. In a mobile-first world, the relevance and accuracy of that view is challenged. If brands do not track and optimize for both device channels, they are likely to misunderstand the opportunities and threats affecting them, likely on the mobile side and in their largest channel organic search - which makes up an average of 51% of traffic.

See BrightEdge research report [Search Is Still the Largest Channel](#).

57% of Traffic Is Now Mobile and Tablet

Marketers need to regularly evaluate their mobile and tablet traffic proportion and as appropriate, shift focus, attention, and resources accordingly. Some examples of this shift are:

- User experience
- Site design priorities
- Accelerated Mobile Page enablement
- Keyword tracking on both mobile and desktop
- Analytics and dashboard configuration



Recommendations for Marketers in a Mobile-First World

Google has already begun to run experiments with their mobile-first index, indicating the value they place on mobile. The data in this study shows that mobile is the dominant device channel and has its own unique SERP. Brands that want to remain relevant in a mobile first world will need to make sure that their mobile sites are optimized for mobile user experience.

1. Identify and differentiate mobile vs. desktop demand
2. Design and optimize websites for speed and mobile-friendliness
3. Use a responsive site unless your business is app-based and large enough to build traffic through app distribution
4. Understand different online consumer intent signals across desktop and mobile devices
5. Produce separate mobile and desktop content that resonates on multiple device types
6. Focus on optimizing mobile content and mobile pages to improve conversions
7. Track, compare, and report mobile and desktop share of traffic continuously
8. Measure and optimize the page load speed of the mobile and desktop sites separately
9. Track your organic search rank for mobile and desktop separately

Where you find divergent organic rank or content or clickthrough rate optimize the stronger device proportionally to its traffic contribution share. In other words, understand which device is more important and optimize it first and best and the other second. If 65% of your traffic is mobile, then when forced to choose, favor the mobile adjustment and mobile experience 65% of the time.

If you would like to discuss how to implement these mobile adjustments, please contact your Customer Success Representative or sales@brightedge.com or call us at 800-578-8023.

About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results such as traffic, conversions, and revenue. The BrightEdge S3 platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,500+ customers include global brands such as 3M, Microsoft, and Nike, as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.

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BrightEdge blog:

[Mobile search articles](#)

ThinkwithGoogle:

[How to Create and Measure Effective Mobile Content for Micro-Moments](#)

SearchEngineLand:

[Google's shift to mobile-first: mobile moments that matter](#)

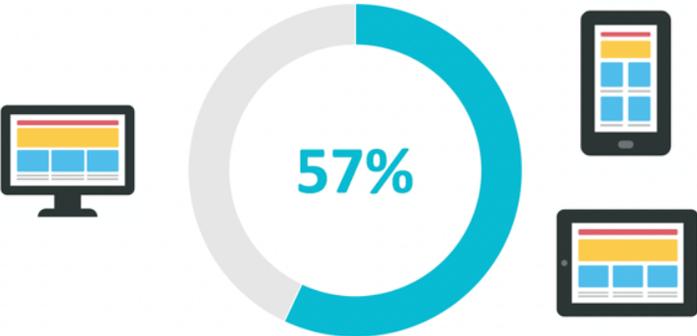
[Google and Progressive Web Apps: the mobile experience and SEO](#)

[The importance of micro-moments: The mobile customer journey](#)

[Find Out How L'Oréal Uses BrightEdge to Plan for Mobile-First Strategy](#)



■ 57% of All Traffic Is Now Mobile and Tablet



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