

The First Mobile Search Solution

BrightEdge was the [first to release](#) mobile SEO technology in August 2013, including mobile analytics, mobile Share of Voice Reports, and Mobile Site Audit to assist brands in defining and executing a [mobile search strategy](#).

In 2014 BrightEdge [mobile research](#) found that 62% of search results vary from mobile to desktop, that tablets and smartphones make up 35% of organic search traffic and mobile traffic was growing 10 times faster than desktop traffic. Misconfigured mobile websites lost 68% of smartphone traffic.

Today in 2015 many brands are concerned about the impact of Google's April 21 mobile algorithm update. Meanwhile, BrightEdge customers have had technology in place for two years to help them understand their rank and the competitive landscape across 605 local, global and mobile search engines - equipping them to win in the competitive and strategic mobile battleground.

Knowing how to optimize your site for mobile takes the right technology. You need to accurately understand the mobile experience your site is creating today and how to make improvements for tomorrow. Here are the major mobile capabilities BrightEdge provides:

- **Mobile Site Audit** – provides recommendations to improve your mobile page SEO performance
- **Mobile Rankings** – identifies your mobile ranking separately from your desktop rankings
- **Mobile Share of Voice** – describes your full mobile competitive landscape for each of your content categories which can be easily benchmarked against your desktop competitors
- **Mobile StoryBuilder** – enables dynamic multi-dimensional data visualization for mobile tracking
- **Analytics Integration** – the industry's broadest API integration with all the leading marketing analytics platforms allows you to use actuals and not estimates and segment results by device type
- **Unified Platform** – fully integrated platform with ultra-convenient UI and dashboards

How BrightEdge Helps with Mobile Optimization

BrightEdge takes mobile reporting beyond the webmaster and to the marketer with reporting that helps brands understand their SEO and content performance by device.

[BrightEdge's mobile SEO](#) reporting allows users to track and measure mobile device performance with things like:

1. Measuring true rank by device in Universal Search (image, video, social)
2. Visibility into local SEO performance by keywords and keyword groups across cities
3. Tracking and reporting on keyword trends and rankings across device type
4. Optimizing mobile campaign performance for ecommerce
5. Understanding the competitive SEO landscape and "share of voice" for a brand across mobile devices.

Dashboard

You have an active campaign ▶

executive mobile insights



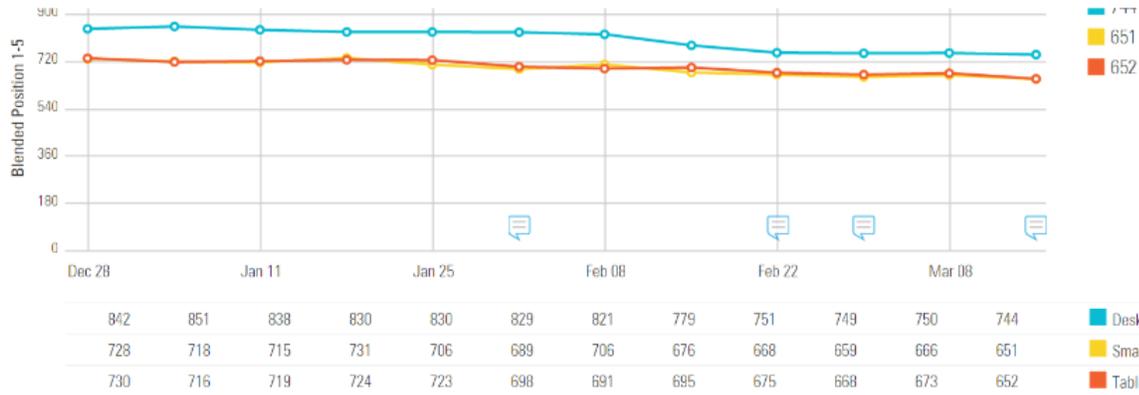
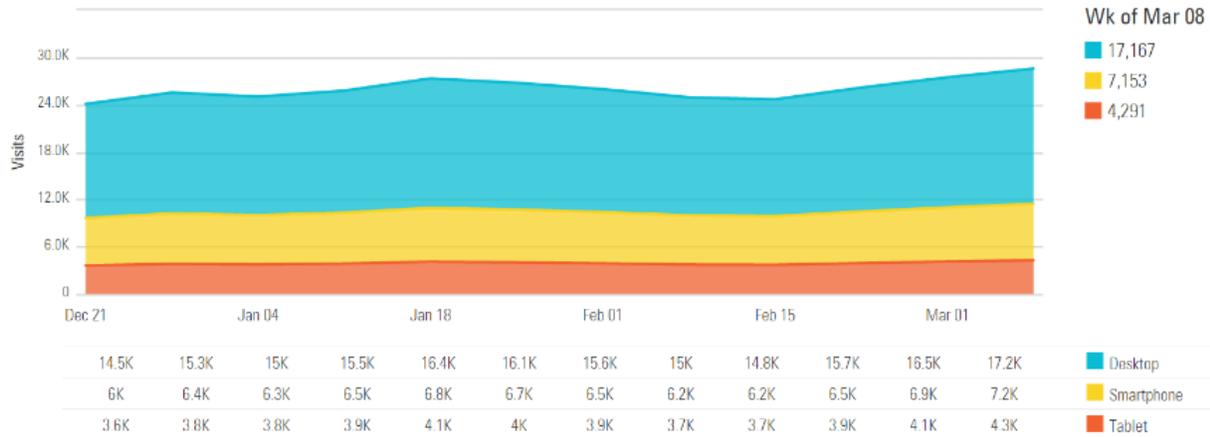
Make Default

Events

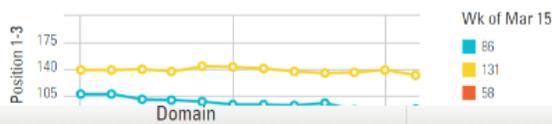
Jan 25, 2015 - Apr 18, 2015

BY: [Grid] [List]

How did mobile vs. desktop search traffic change over time?

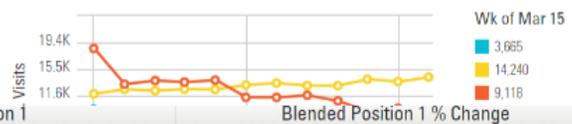


Which product categories are getting impacted the most? (Top 3 rankings)



Domain	Blended Position 1	Blended Position 1 % Change
rei.com	221	0.07% ▲
walmart.com	60	No Change
sportsauthority.com	0	No Change
target.com	4	No Change
patagonia.com	2	No Change
dickssportinggoods.com	35	0.33% ▼
amazon.com	182	0.53% ▼

What is the impact of the mobile algo change on est. traffic?



Domain	Blended Position 1	Blended Position 1 % Change
rei.com	221	0.07% ▲
walmart.com	60	No Change
sportsauthority.com	0	No Change
target.com	4	No Change
patagonia.com	2	No Change
dickssportinggoods.com	35	0.33% ▼
amazon.com	182	0.53% ▼

Top Movers in Search Visibility for Smartphone Consumers



Domain	Blended Position 1	Blended Position 1 % Change
walmart.com	60	0.20% ▲
target.com	4	0.13% ▲
rei.com	217	No Change
sportsauthority.com	0	No Change
patagonia.com	2	No Change
dickssportinggoods.com	31	0.60% ▼
amazon.com	176	0.67% ▼