# A View from Google:
# The Latest in Mobile & Search

Webinar Q&A

## Maile Ohye

Developer Programs Tech Lead at Google

Maile answers some of the pressing questions submitted during her live webinar with BrightEdge. Read on for her insights on Google updates, search trends and strategies, and other topics related to performance on search.

# 01 AMP

**How challenging is AMP technically when working with Adobe? We are going through a massive enterprise CMS update now and IT is pushing back on a lot of things.**

Adobe has collaborated with AMP partners and publishers to come up with two options that publishers can use for effective tagging and tracking. More information is available on Adobe's Help Pages: https://marketing.adobe.com/resources/help/en_US/sc/implement/accelerated-mobile-pages.html

---

**eBay announced that they implemented AMP for 8M+ pages. Can you share how AMP for ecommerce pages may show up in Google SERPs? Or AMP for campaign landing pages, like AdWords?**

Our currently announced plans are mentioned in this post in the Google Webmasters Blog: https://webmasters.googleblog.com/2016/08/amp-your-content-preview-of-amped.html. Any URL that has an AMP version will be linked in Search. This is currently available as a developer preview. There hasn't been a public announcement about AdWords updates related to AMP.

**Is HTTPS currently a requirement for AMP?**

It depends: "yes" for some things and "no" for others. "Yes, HTTPS is required" if you want videos, iframes, and other embedded content. HTTP or HTTPS is fine (i.e. "no, HTTPS is not required") for hosting images and the AMPs themselves -- although they will still be cached on HTTPS through the AMP cache.

**Can you clarify on the point about HTTPS being a requirement for AMP? We see sites (e.g. Food Network for french toast) as non-secure currently.**

HTTPS is not a strict requirement for serving the page, but may be required for certain elements of the page like iframes and videos.

### BrightEdge POV

if you are looking for tips on migrating web pages or your web site to HTTPS, please see our how-to webinar and assets on Moving to HTTPS.

Do you or BrightEdge have any specific case studies of AMP's success in driving incremental traffic in addition to what was shared today?

Washington Post published a case study on the success they have seen with AMP-enabling their content: https://www.ampproject.org/case-studies/washingtonpost/.

───────

Which content types will be supported by AMP?

Regarding types of pages, in general AMP is currently best suited for pages that have mostly static content on them.

> ### BrightEdge POV
>
> With Google announcing that AMP is the preferred format for mobile content, AMP-enabling your content is more important than ever. BrightEdge has released new features to help customers identify and optimize for AMP-preferred topics, including Top Stories for news stories.

───────

Does Google have plans to make AMP a ranking signal?

The recent announcement concerning expansion of AMP to web results states: "this is not a ranking change for sites."

───────

What are Google's plans to give AMP pages a presence on desktop SERPs?

AMP pages that are also the canonical (e.g. AMPProject.org) can already show on desktop SERPs.

## 02 Schema

Are the Google Developers going to add JSON schema to help national brands better address the local result when they have no store front?

There's a lot happening with local, but unfortunately I have nothing to report. Your request has been passed on, though.

───────

Are there any good rich snippets that move beyond recipes?

If by "good rich snippets" you mean "rich cards," it's still only recipes and movies (see announcement). Stay tuned, though, we're always evolving!

───────

What are some of the next areas you're moving into action-triggered via Schema.org? Anything similar to tying the sitelink search bar to a site's on-site search?

In case you haven't seen it, here's our list of current actions: https://developers.google.com/search/docs/guides/mark-up-content#provide_actions

The idea of an action for "sitelink search bar to a site's on-site search" is pretty fascinating -- haven't heard talk of that, but I passed the idea along. Currently, you can do voice queries for installed apps:

- [LinkedIn John Smith] will show native app results if the app is installed
- A voice query like [open linkedin.com] or [open google.com] pulls up the website.

Of course, stay tuned for more.

## 03   Hreflang

**Why does Google Webmaster show that localized content is not indexed but English content is getting indexed at 90%, even though we have hreflang added?**

Unfortunately hreflang annotation isn't a guarantee that pages will be indexed -- it's still helpful for individual language pages to show signs of being good content. To get more localized pages indexed, the basics of indexing come into play:

- Improve pages to have quality, unique content
- Reduce duplicates and/or remove content that detracts from a quality site
- Promote your content to users and search engines
- Promote new or not yet indexed content by linking from homepage or popular pages on your site
- Use Fetch as Google then "Submit to Index"

### BrightEdge POV

The BrightEdge Blog offers insights regarding SEO trends, tips and best practices. Read our post on hreflang tags.

## 04   Mobile UX and speed

**On the mobile content note, how do you recommend balancing mobile content with UX since users want to see less content on mobile but content is used for rankings?**

Good question! Here's some info on mobile content and UX:

- https://developers.google.com/web/fundamentals/design-and-ui/content/
- https://developers.google.com/web/fundamentals/getting-started/principles/

- I also made a video for to "Optimize the top mobile tasks on your site" with slides.

_____

**What tools would you recommend that are effective at measuring page load speed on various devices?**

I've used:
- PageSpeed Insights for mobile speed suggestions
- WebPagetest to test different devices and for a visual comparison with competitors / other URLs.

More help:
- Video on improving mobile performance: https://www.youtube.com/watch?v=gy_m44X3l84
- Corresponding slides: https://docs.google.com/presentation/d/1CeZtuz2Tn3EdxYtTRzPGCXMOs3flk__YuLr4g0SnsGw/edit

### BrightEdge POV

BrightEdge Site Audit also helps by identifying the pages on your site that are loading slowly, by device type, so you can fix page load problems that are impacting your performance.

## 05   Voice Search

**What are the top micro-moments for voice search? Also, what data points would you suggest analyzing to use quantitative data, not just qualitative data, to define the personas and customer journeys.**

Sorry, we don't have a lot of information out on voice search yet.

As for analyzing quantitative data, there are some examples in these slides which were made with the video "Optimize the top mobile tasks on your site." Slightly less relevant but perhaps helpful are

the slides from the video "Improving high-traffic, poor user-experience mobile pages."

## BrightEdge POV

Micro-moments take into account search intent at key points in the customer journey. And because customer intent varies based on the context of the situation, the type of content displayed for any given micro-moment varies by device type, meaning different results and content types are displayed for mobile vs smartphone vs desktop. BrightEdge Data Cube helps with "micro-moments mapping" by quantifying the popularity of micro-moments for your target customers by device type, and showing you which content types are most relevant. In addition, some content types can push organic listings below the fold, resulting in less traffic and revenue. BrightEdge Intent Signal uniquely helps you understand the "organic-friendliness" of topics and helps you prioritize for "above-the-fold" opportunities to maximize your business results.

# 06 Indexing JS

### What's Google's best practice for AJAX and SPA (Single Page Application)?

The current state is in https://plus.google.com/+JohnMueller/posts/LT4fU7kFB8W, which covers most of the edge-cases that people worry about. We'll have more to share later on (late September, probably).

———

### What's Google's thought on Responsive Web Design (RWD) in terms of speed, considering that assets for both desktop and mobile are downloaded (heft)?

We recommend serving mobile and desktop versions on a single URL so RWD is a great option. For tips on mobile performance:

https://developers.google.com/web/fundamentals/performance/

And here are some tips for images specifically:

https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency/image-optimization

## Contact BrightEdge

to learn how our enterprise SEO platform can help you target the right organic search opportunities, optimize your content and website, and measure the business impact to maximize traffic, conversions, and revenue.