

## Miss These 2018 Mobile SEO Concepts and Your Site Ranking Could Drop

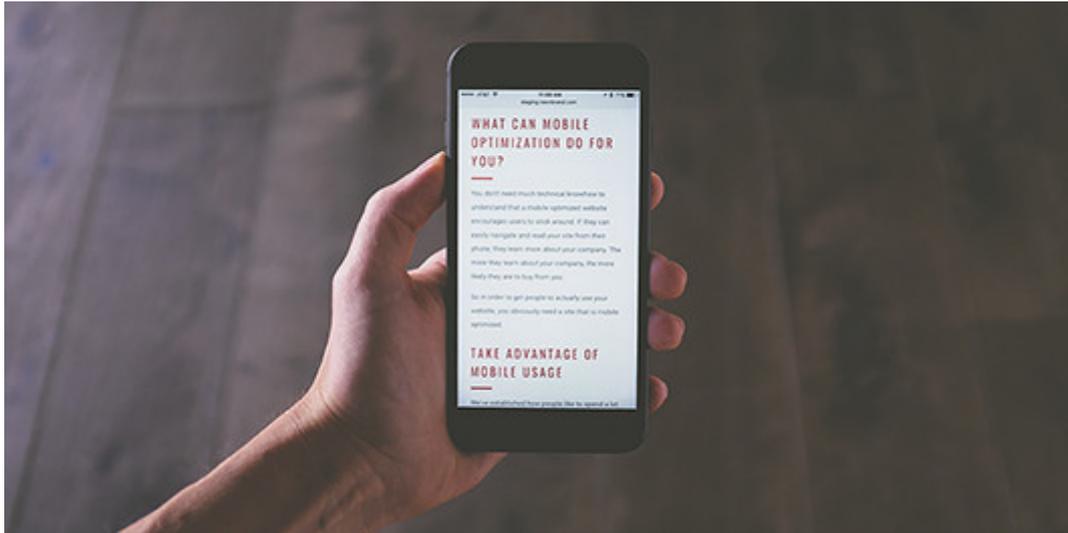


Image: NeONBRAND

By now you should know that having a mobile-ready website isn't just a nice to have; but, is rather a *must* have. In 2018, the importance of a mobile site will escalate to precede your desktop version. That means your mobile traffic will have more influence of your overall website ranking.

[Stone Temple](#), an award-winning results-driving digital marketing agency, claims that over 55 percent of all website traffic comes from mobile devices, and that number isn't decreasing any time soon.

That change in device traffic caused Google to adjust its ranking algorithm in 2017 to focus on the mobile-first index, meaning your site ranking is directly impacted by your mobile traffic.

How to improve your mobile SEO.

1. Test you site using one of the many [mobile-friendly tests](#), like the one found at Google. Simply enter your domain ULR and any page into the search box. Analysis will begin immediately. It does not do the whole site at one time, it simply analyzes the URL entered.
2. Fix any broken links on the site. If you have webmaster tools associated with your site, that's an easy tool to use to check for broken links. Another way is to use one of the many free or paid link-checker tools. Search for "broken link checker tools" and choose from among the companies listed in the search results.
3. Compress images throughout the site. If you're using WordPress, here is a list of the

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[10 best image optimization plugins](#), according to WPMudev. If you do not have a WordPress site, here are some tips from Kinsta on [how to optimize any site image](#).

4. Remove unplayable and blocked content from your site, such as videos that do not play on mobile devices, license-constrained media, and flash-player content. To remedy this, use the Google Search Console to see how the Googlebot sees and renders your content. Here are [a few more tips from Google](#) on how to test for unplayable content.
5. Eliminate pop-ups and interstitials from the user experience. Search Engine Journal identified what [intrusive interstitial content](#) consists of in this post. In short, they are usually ads or content that block part or all of a web page on a mobile device.
6. Increase the mobile design of the site, from font sizes to configuration, and more. Test the site's design on a mobile-friendly website-testing tool, such as [mobiReady](#), [MobileTest.me](#), or [TestMySite.thinkwithGoogle.com](#).
7. Audit your site for any missing site elements, like title tags, description tags, keywords, image alt tags, and more.

With these seven tips, you can begin measuring your site's effectiveness. Which will you tackle first?

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