



Mobilize
your site
now.

a Google initiative

GoMo for Publishers:

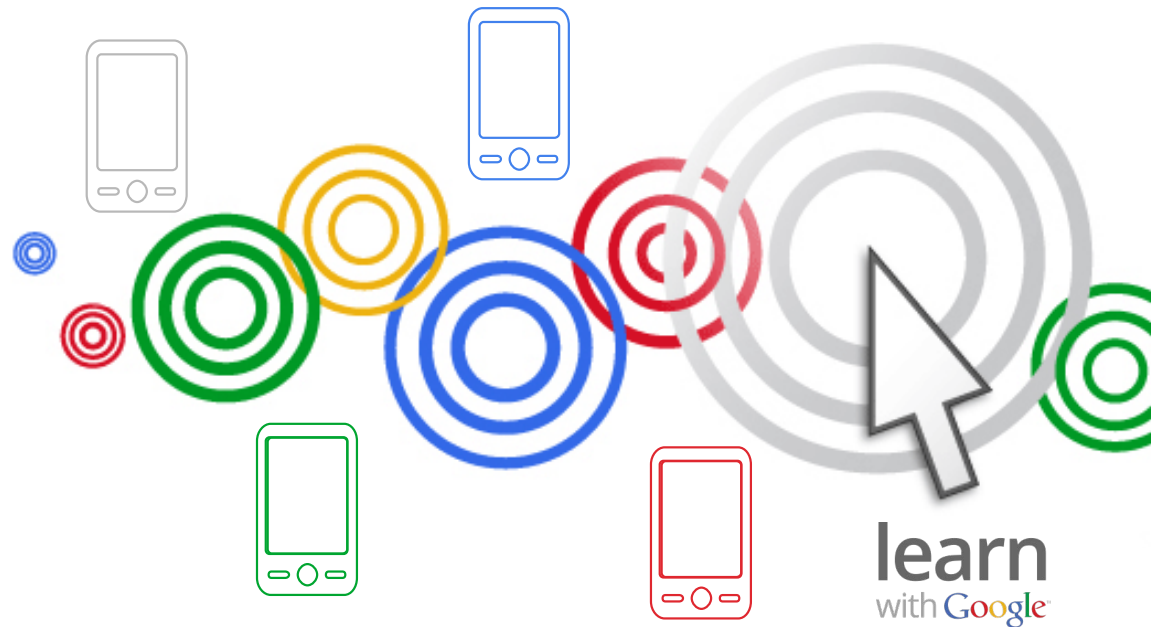
Mobilize Your Site and Maximize Ad Revenue

Joseph Corral, Product Marketing Manager

Tuyen Nguyen, Mobile Publisher Advocate

Danny Seigle, Director of Operations, FindTheBest

March 22, 2012



learn
with Google



Tuyen Nguyen
Mobile Publisher Advocate
Google Inc.



Joseph Corral
Product Marketing Manager
Google Inc.



Danny Seigle
Director of Operations
FindTheBest.com

What we do:

Google makes the web work for you

We help you:



Win moments
that matter

by engaging billions of people, in
the right context, with personalized
experiences they love



Make better
decisions

by accessing unique
customer, industry and
performance insights



Go bigger,
faster

by tapping into technology
that works together, across
your business needs



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GoMo is a Google-led initiative dedicated to helping businesses “Go Mobile” by providing them with the tools and resources they need to make their websites more mobile-friendly.

HowToGoMo.com

#gomobile



- 1 Why GoMo?
- 2 10 tips for building mobile sites
- 3 Best practices in action
- 4 How to get started

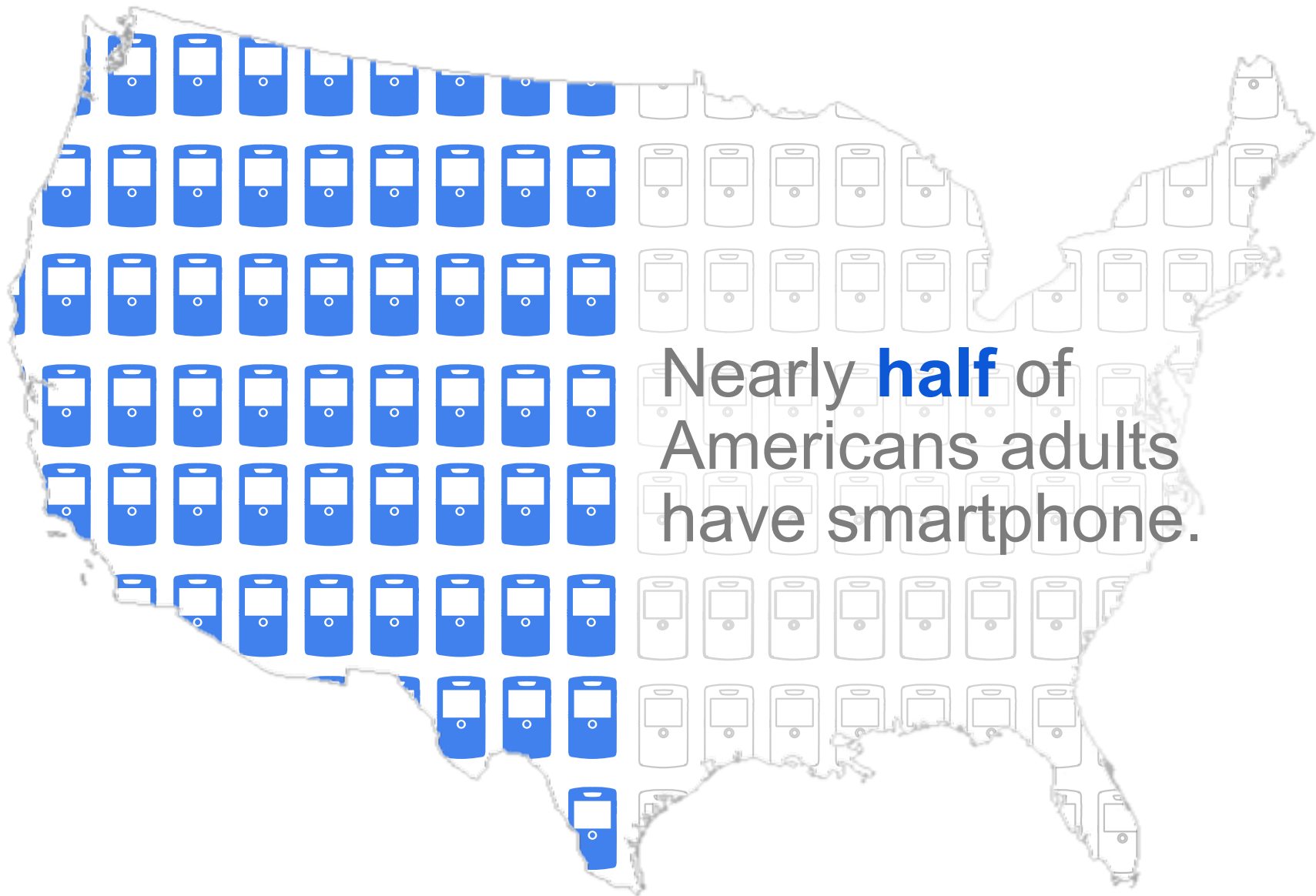
Why GoMo?



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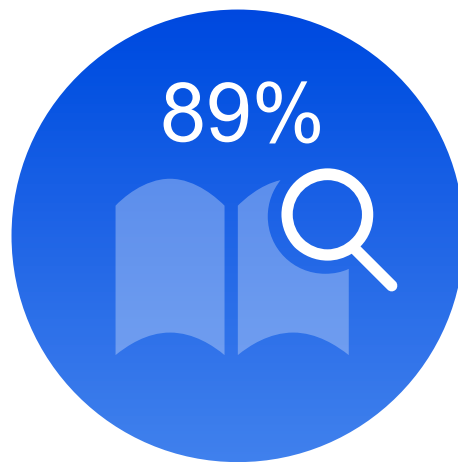


Nearly **half** of Americans adults have smartphone.

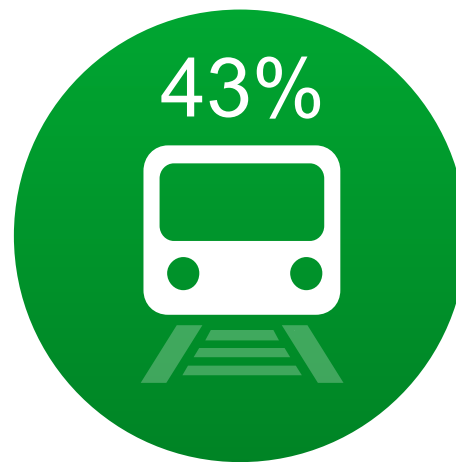
The mobile internet at our fingertips



while engaged in conversation



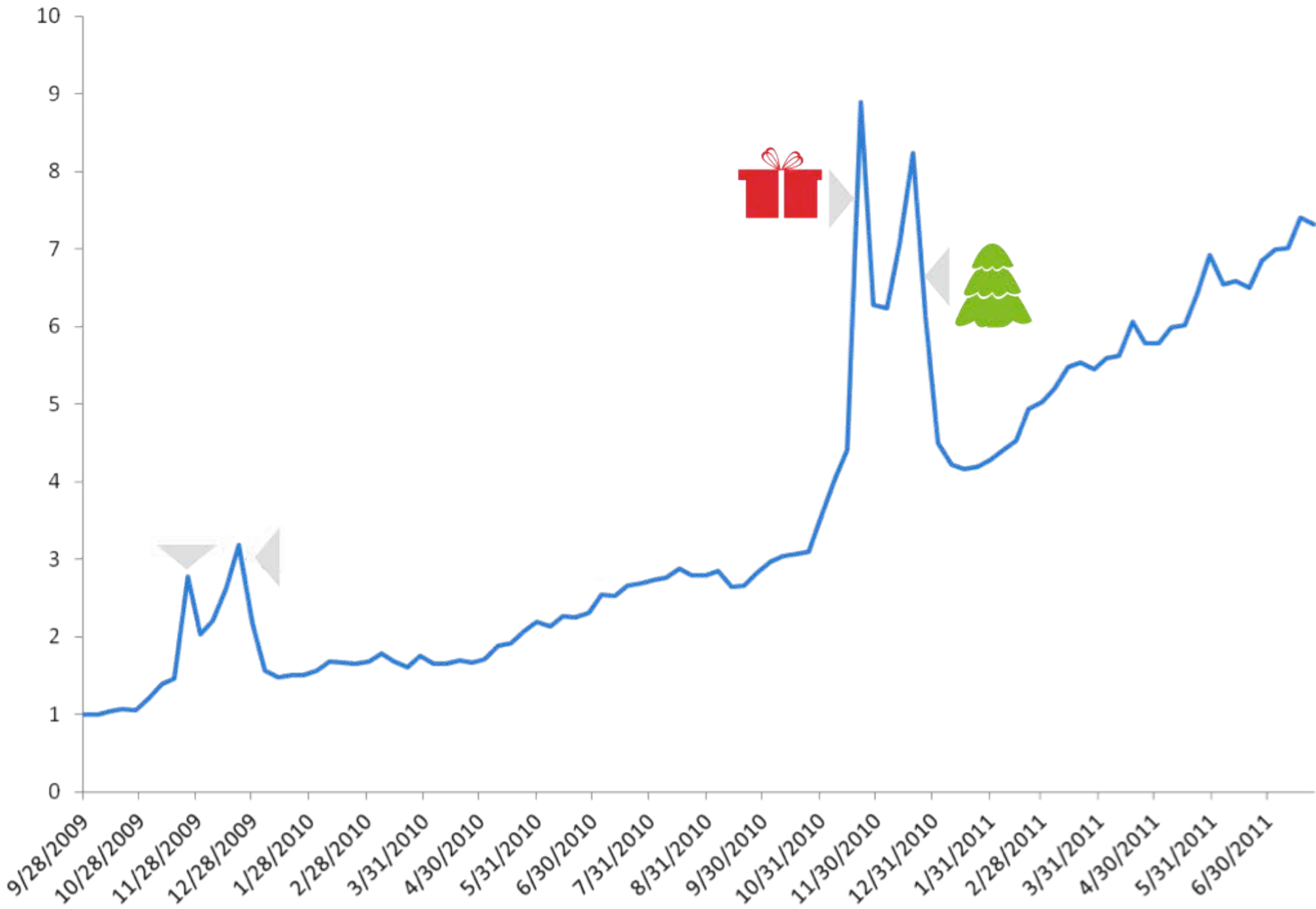
to search and read news

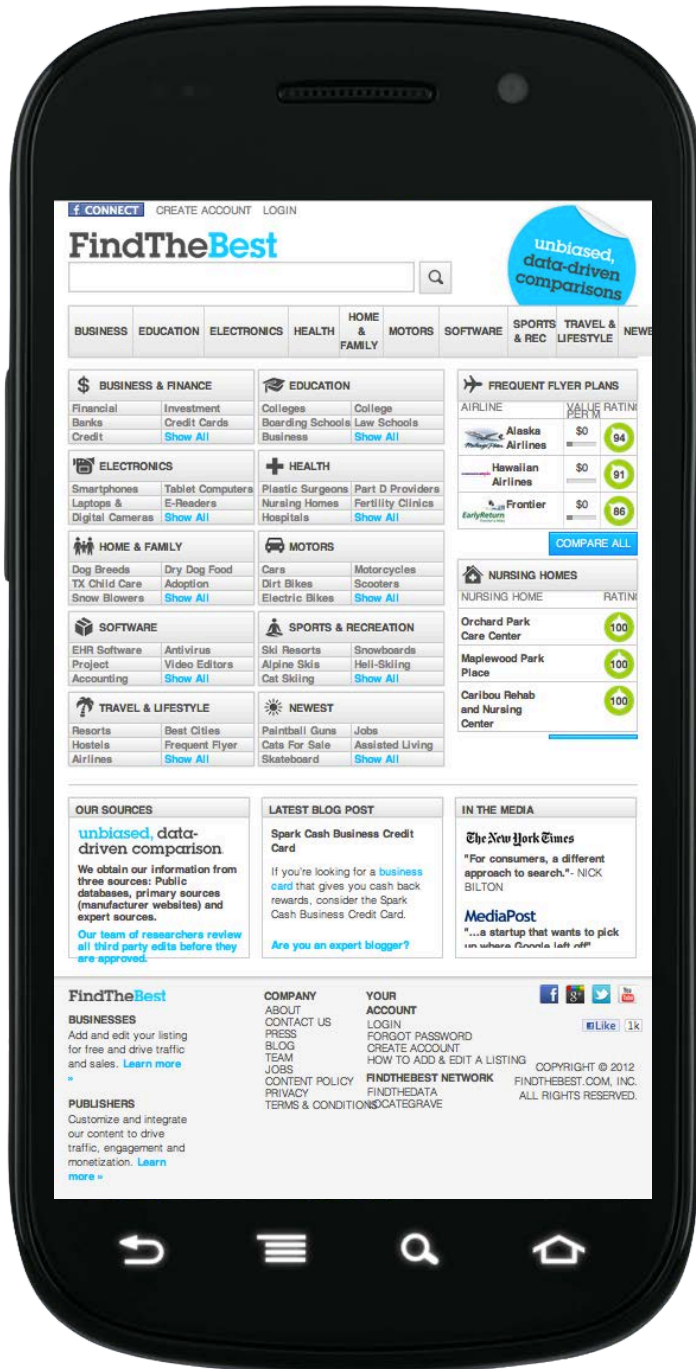


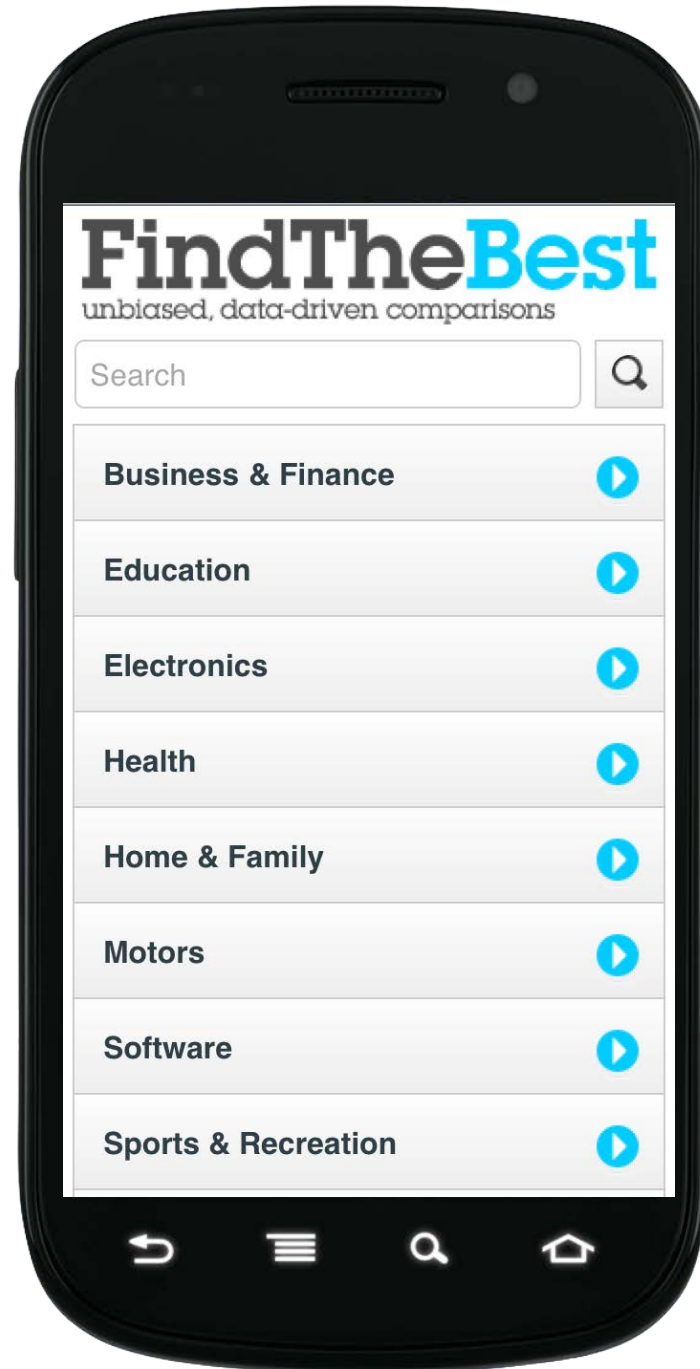
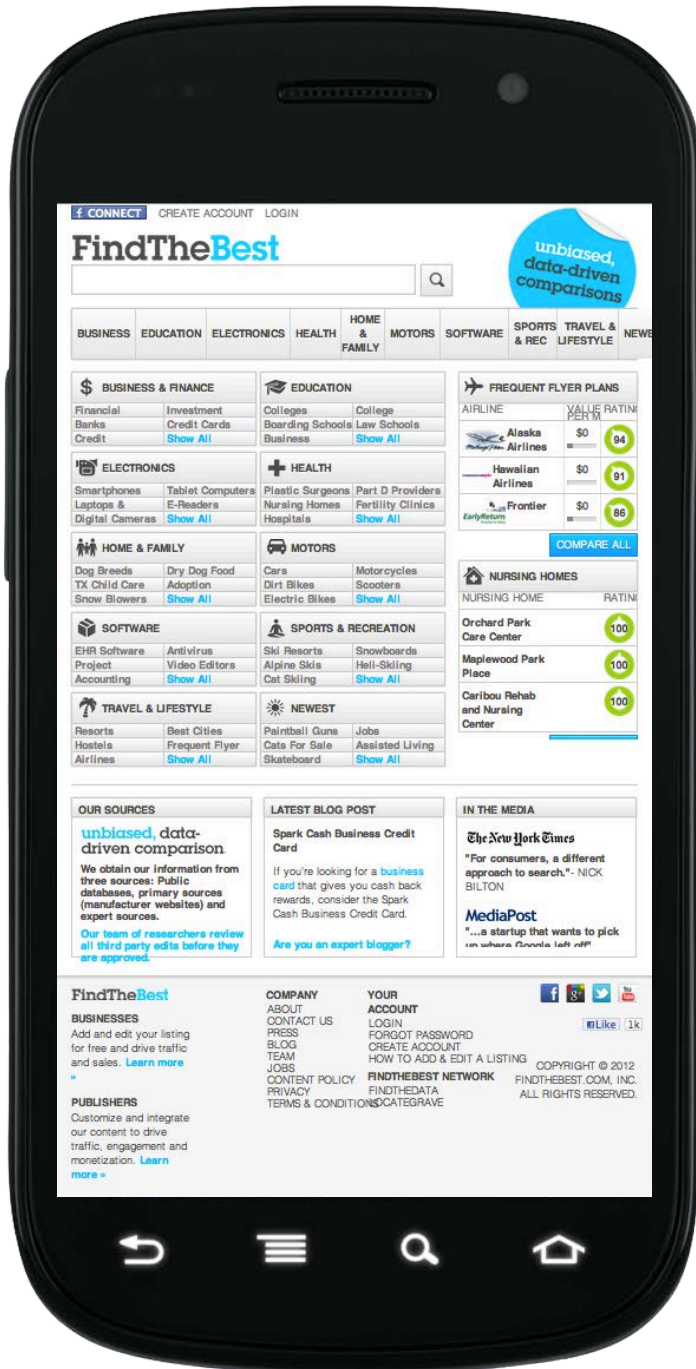
while commuting to work & school

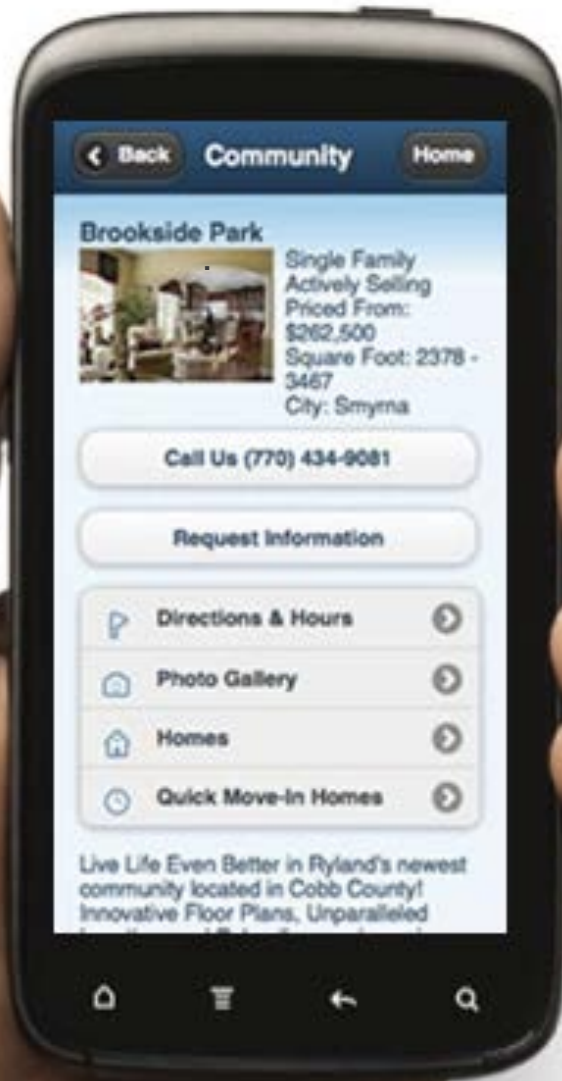


when in a store



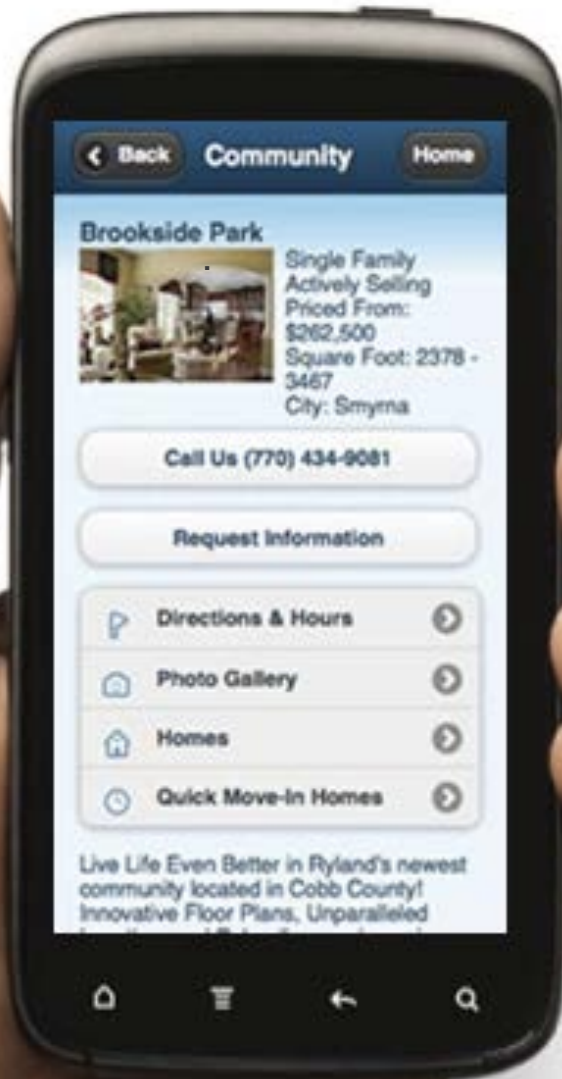






85 %

increase in engagement
with mobile-optimized
content



51 %

are **more likely to purchase** from retailers with mobile-optimized sites

GoMo to keep your customers

40 %

would **visit a competitor's site instead** due to a disappointing mobile experience

61 %

would likely **never return** to a mobile site that they had trouble accessing from their phone



Poll the audience

Have you gone mobile? Is your website optimized for mobile?

- A) Yes
- B) No

10 tips for building mobile sites



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10 mobile site best practices



keep it quick



make it easy to convert



simplify navigation



make it local



be thumb friendly



make it seamless



design for visibility



use mobile site redirects



make it accessible



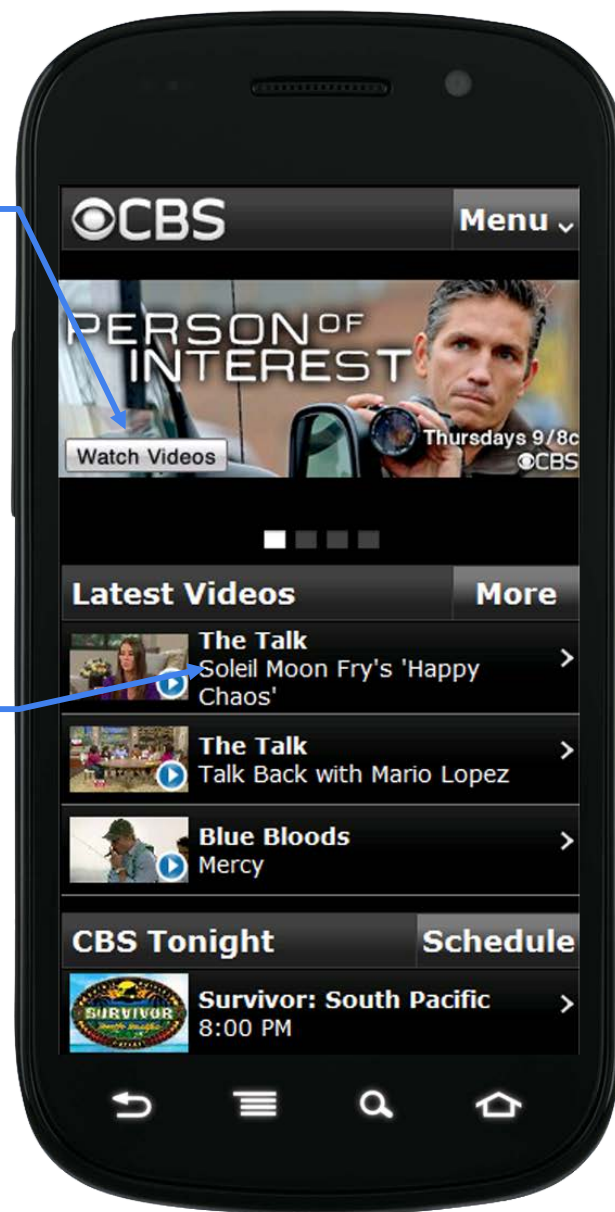
learn, listen & iterate



Keep it quick

Compress images for faster site loading.

Prioritize the content and features that mobile users need most.



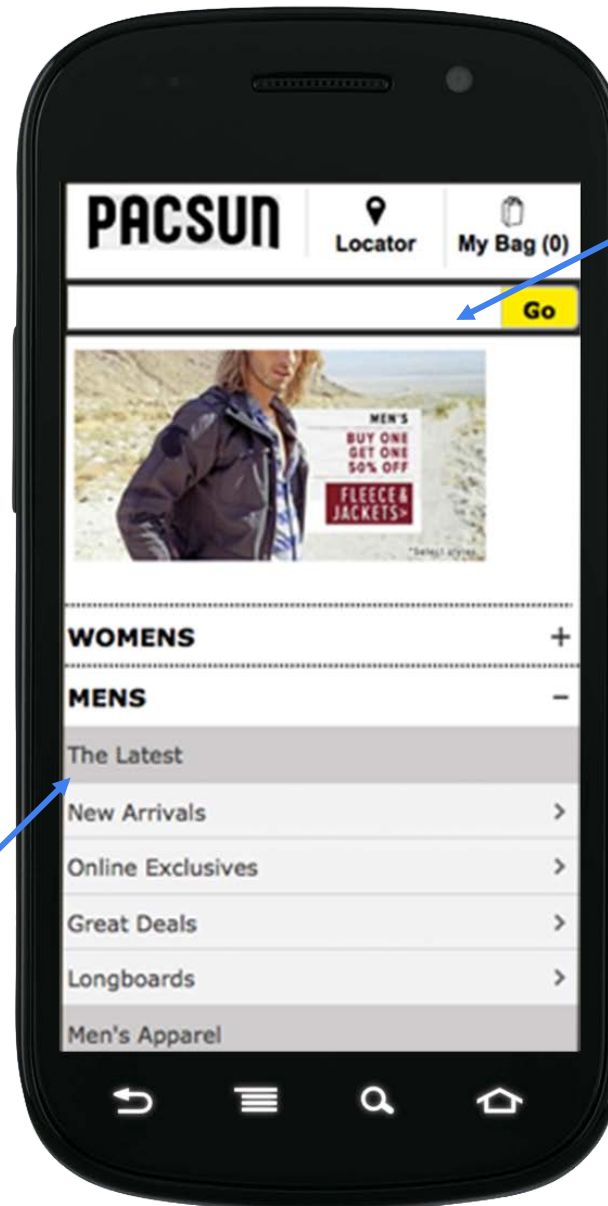
Reduce text and use bullet points for easy reading.



Simplify navigation

Help users navigate between levels with clear back and home buttons.

Minimize scrolling and keep it vertical.



Have a search box prominently available on complex sites.



Be thumb-friendly

Making links isolated prevents accidental clicks.



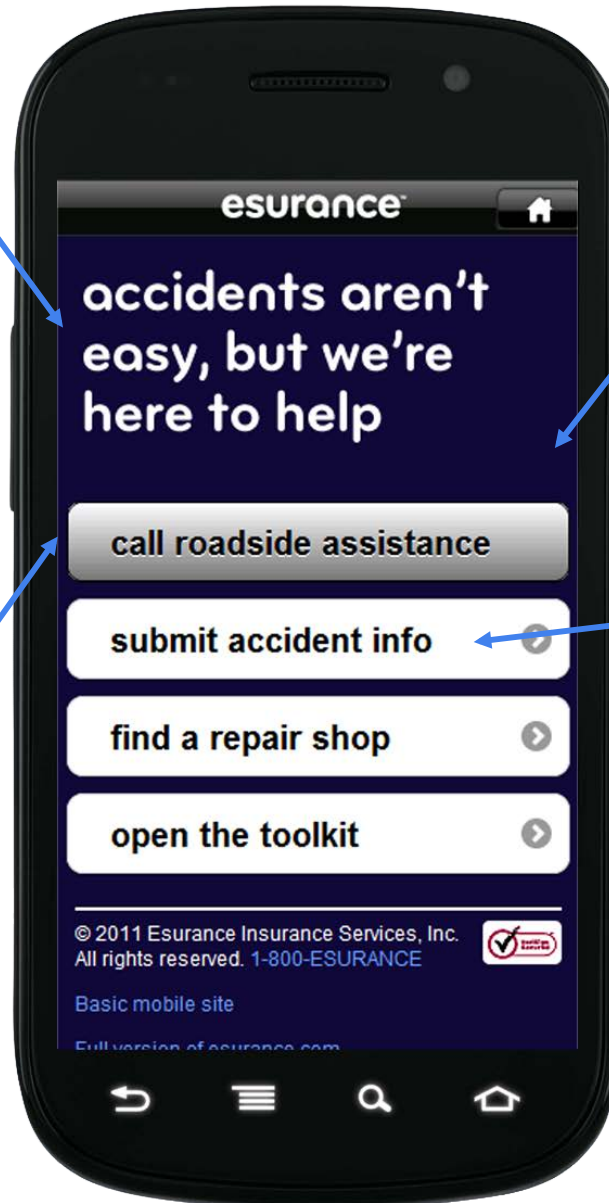
Pad smaller buttons to increase the clickable area.



Design for visibility

Create contrast between background and text.

Use size and color to indicate link/button priority.



Use plenty of negative space.

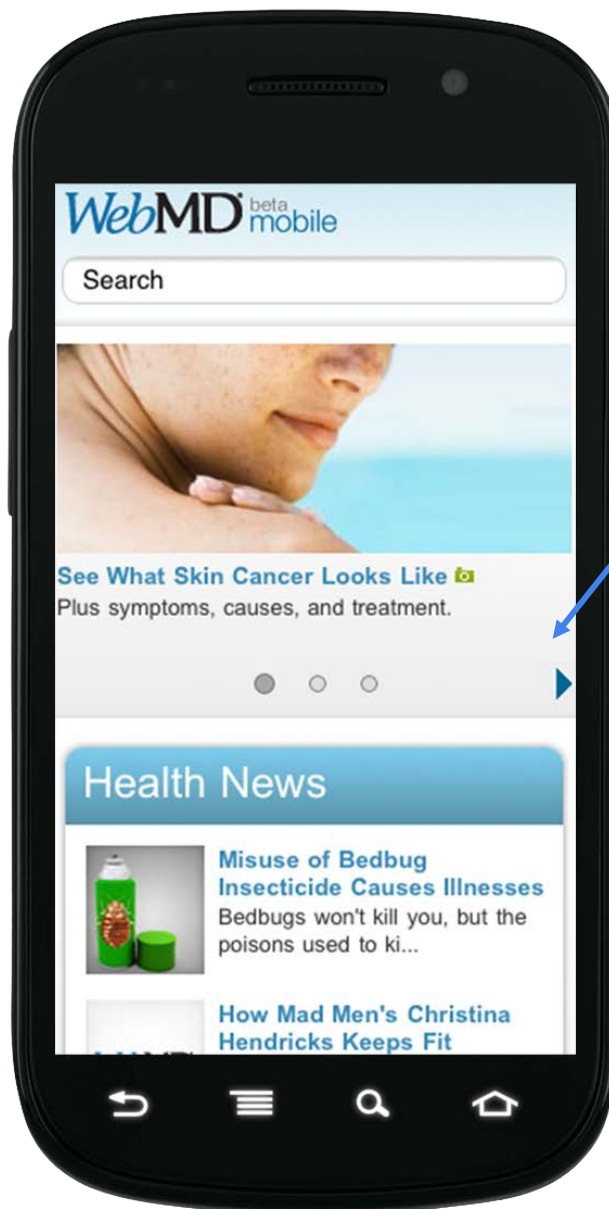
Make sure content fits onscreen and can be read without pinching or zooming.



Make it accessible

Adapt your site for both vertical and horizontal orientations.

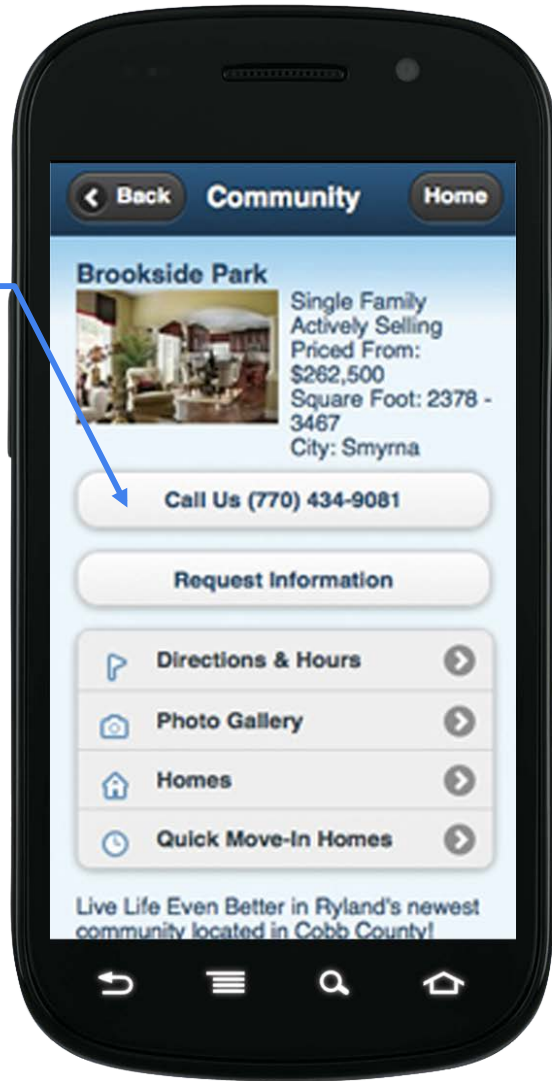
Keep users in the same place when orientation changes.



Find alternatives to Flash like HTML5.

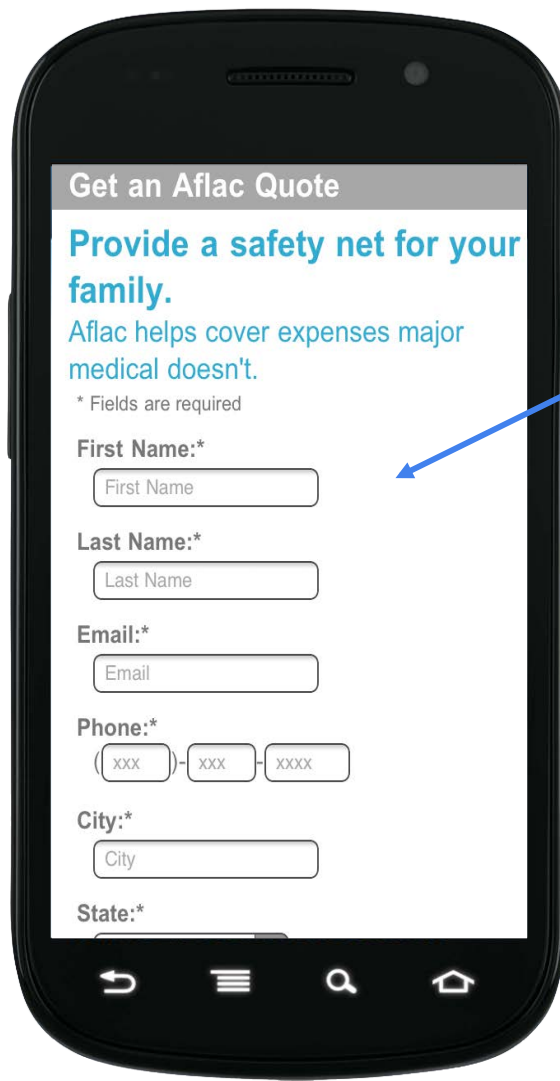


Make it easy to convert



Click-to-call functionality for phone numbers

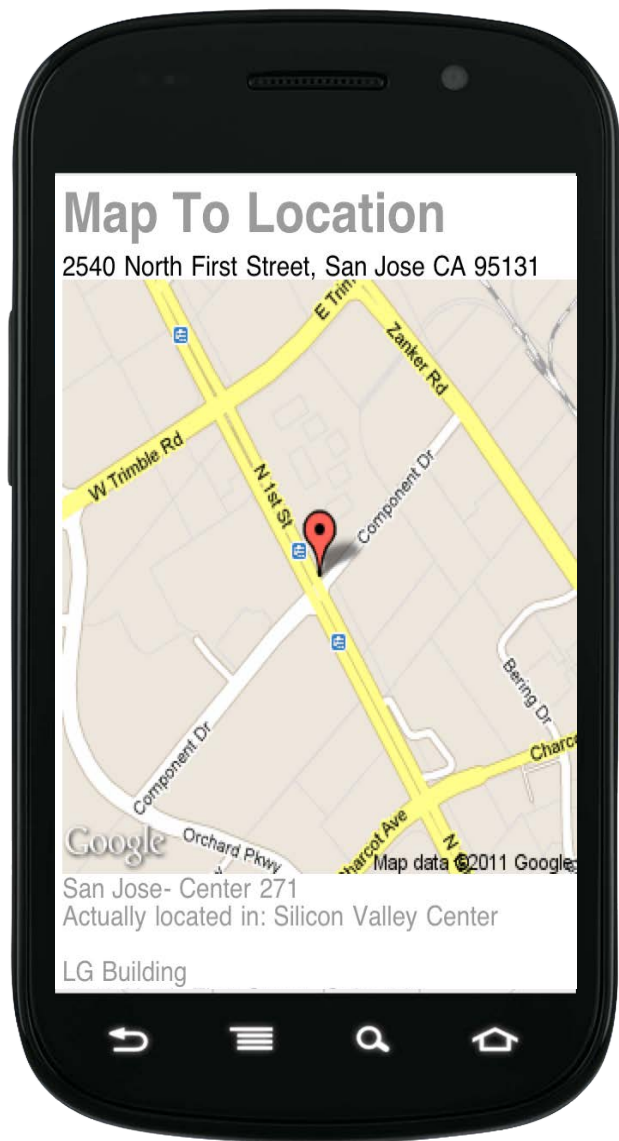
Use lists, checkboxes and scroll menus for easy data entry.



Keep forms as short as possible—focus on information that will aid conversion.

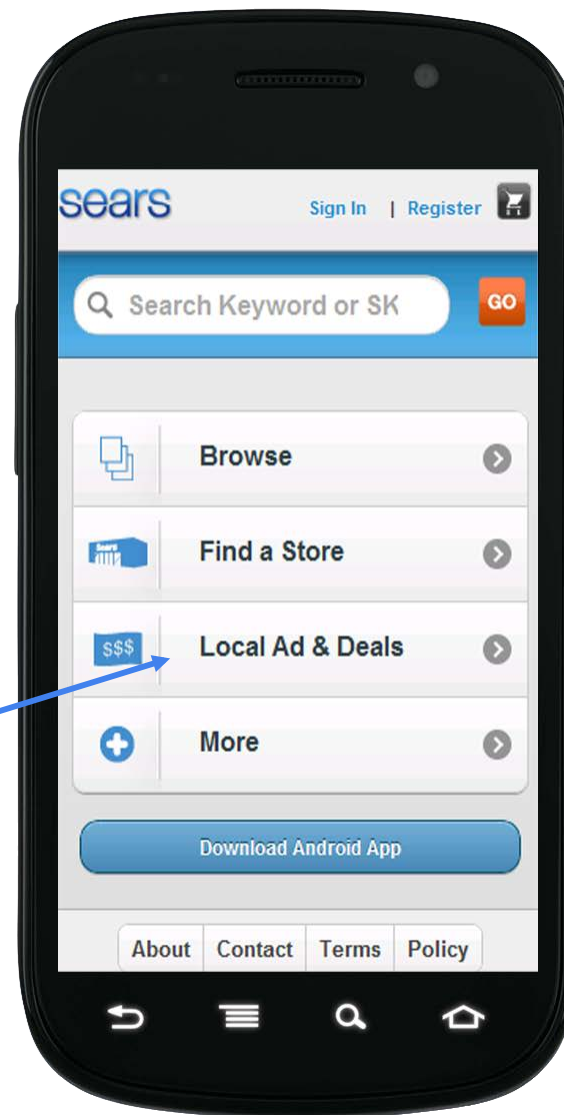


Make it local



Make it easy for users to find you.

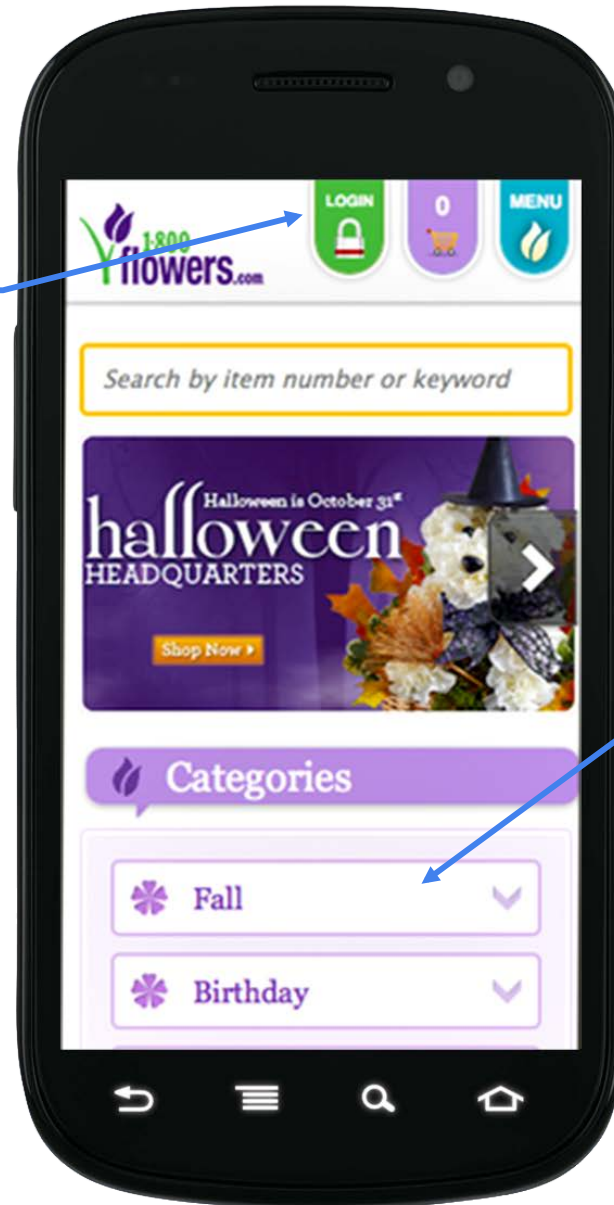
Include local content like ads and deals.





Make it seamless

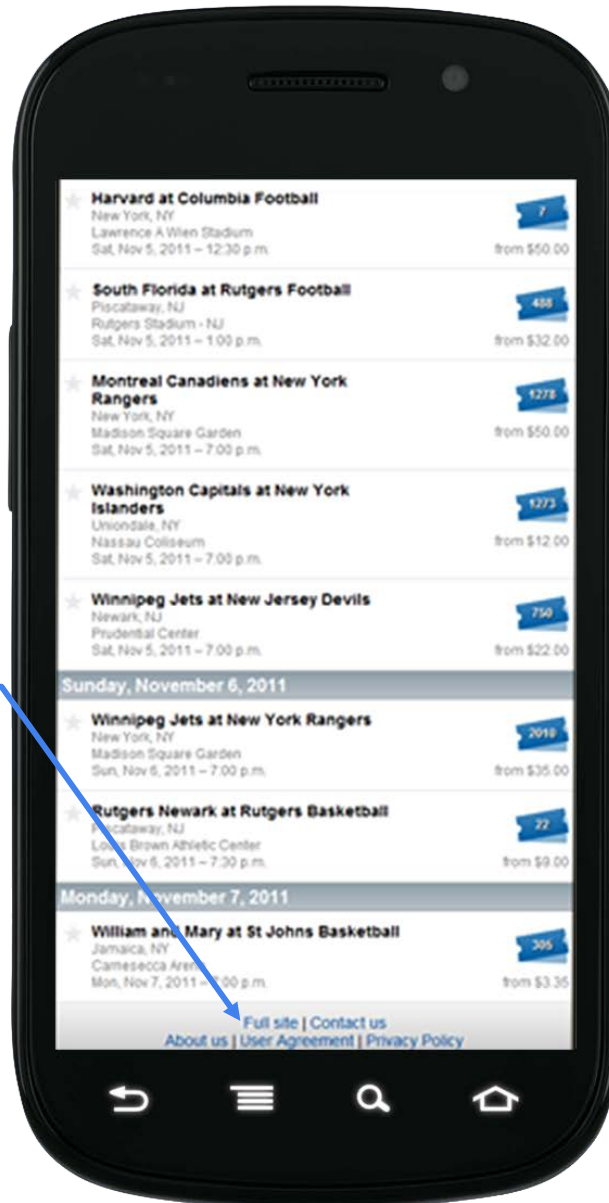
Login, shopping cart and saved favorites functionality to make it easier to go between mobile and desktop.



Display the same information for product and services.



Use mobile site redirects



Give users the option to go in between mobile and desktop versions of the site.

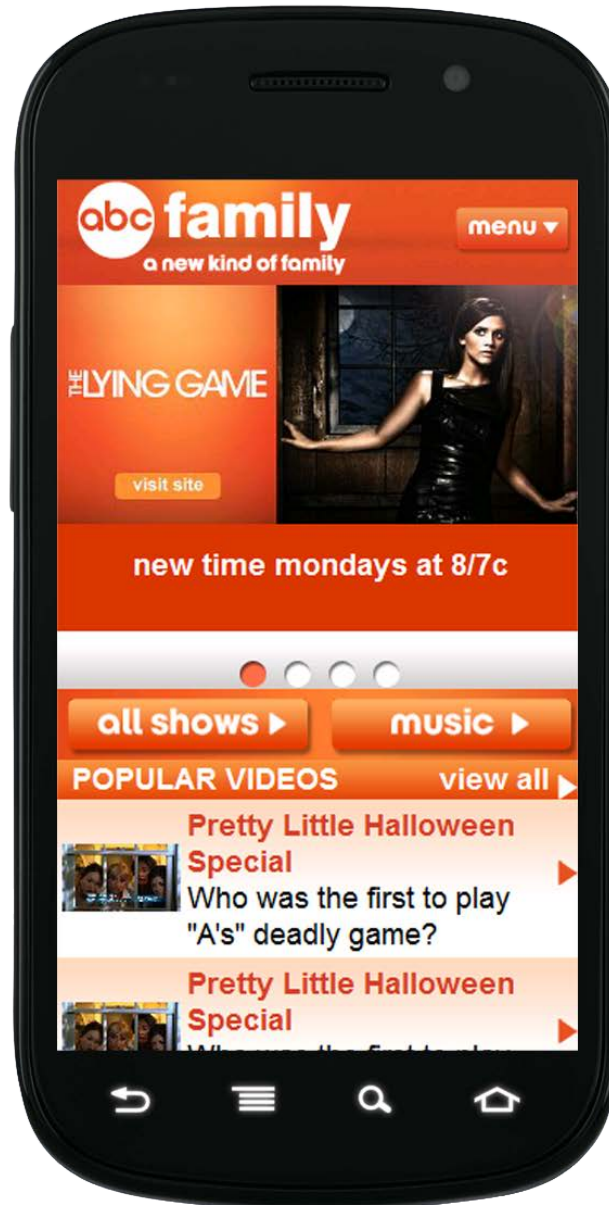
Let users choose which version they prefer to see for later visits.



Listen, learn and iterate

Use analytics to understand how mobile users use your site.

If possible, do user testing before launching a complex site.



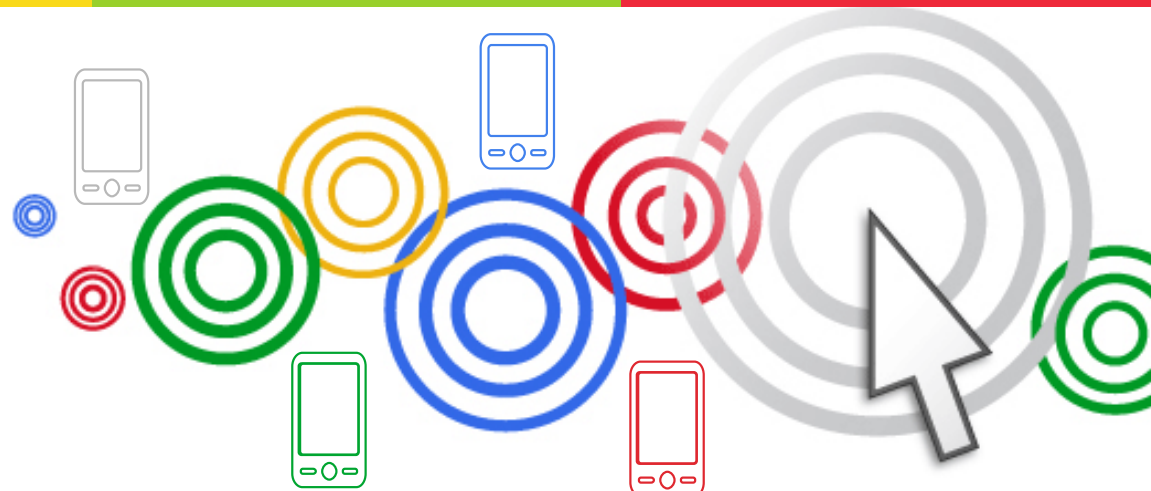
Iterate often and continuously improve your site.

Best practices in action



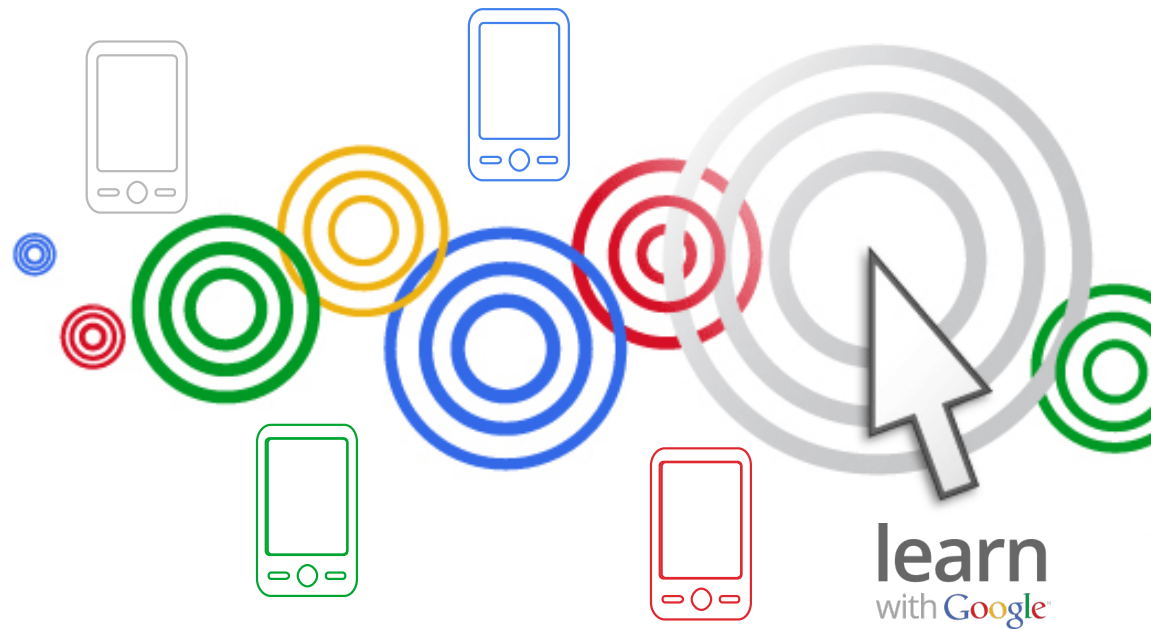
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FindTheBest

Danny Seigle
Director of Operations
findthebest.com



Poll the audience

What is your biggest barrier to building a mobile optimized site?

- A) The mobile opportunity does not seem big enough yet
- B) I don't want to cannibalize my desktop traffic
- C) We don't have enough resources (time, money, engineers, etc.)
- D) Other priorities are more important
- E) Other

Search Less, Know More.

Consumer reports for the digital age

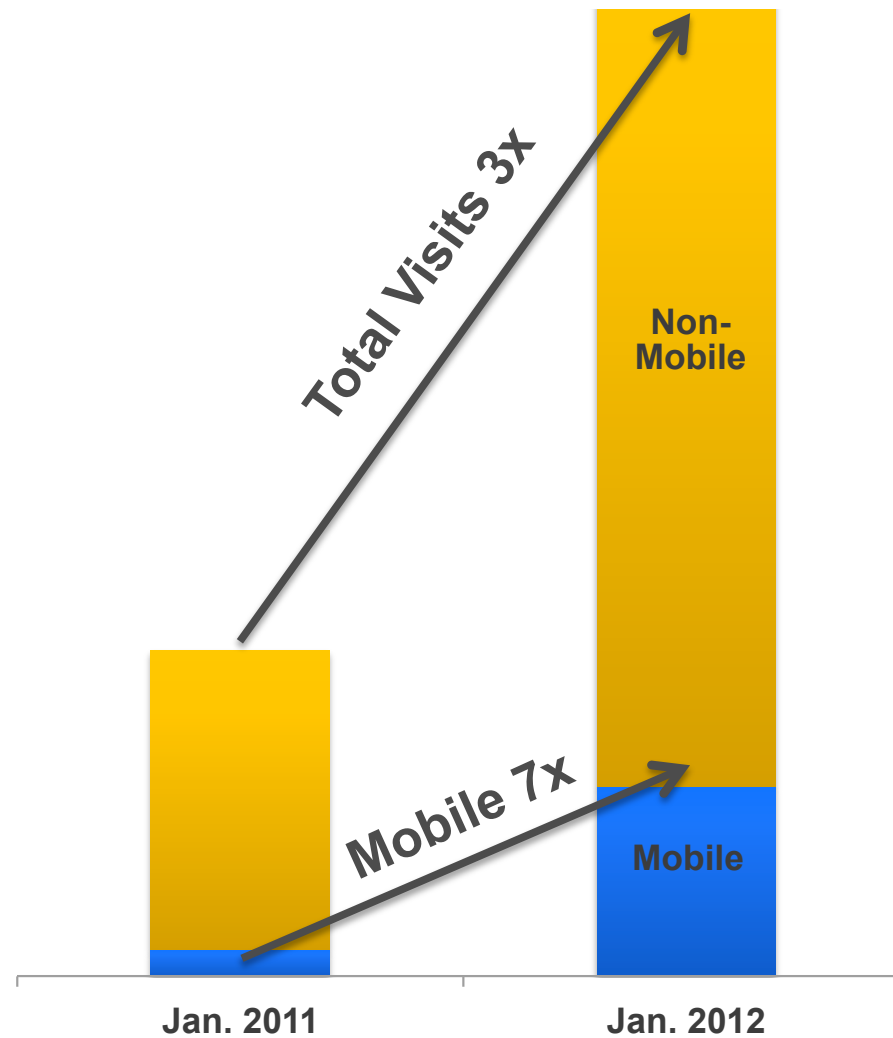


Digestible results, no marketing bias, easy to decide!

Opportunity

Mobile growth sprinting past desktop

Unique Customers: Mobile vs. Non-Mobile
(Data scaled to show growth)



Room for Improvement.

1 in 5 customers NOT yet delighted



Scalable Solution Needed.

10lbs of content in a 1lb bag!



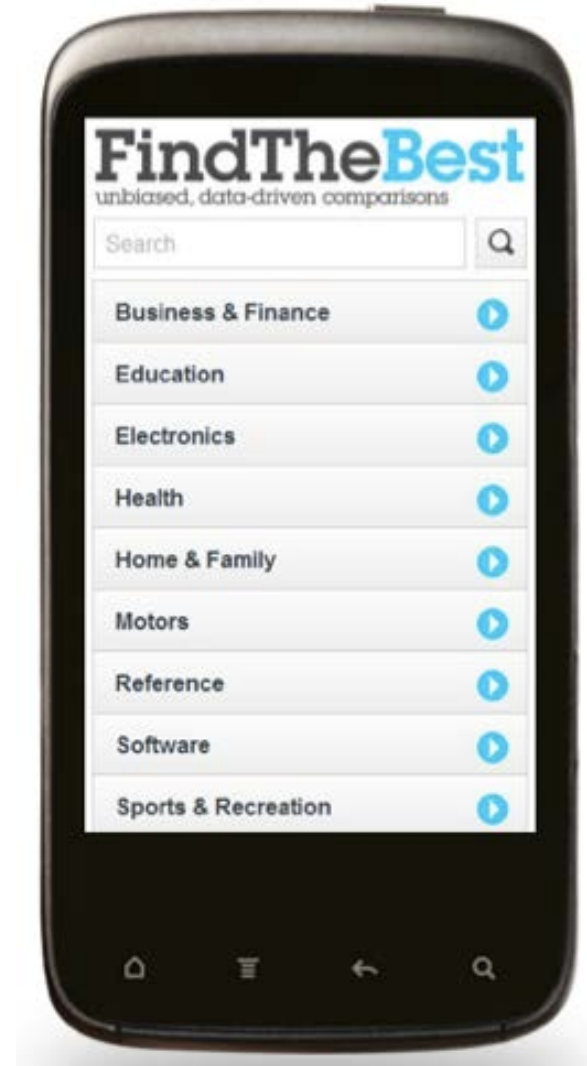
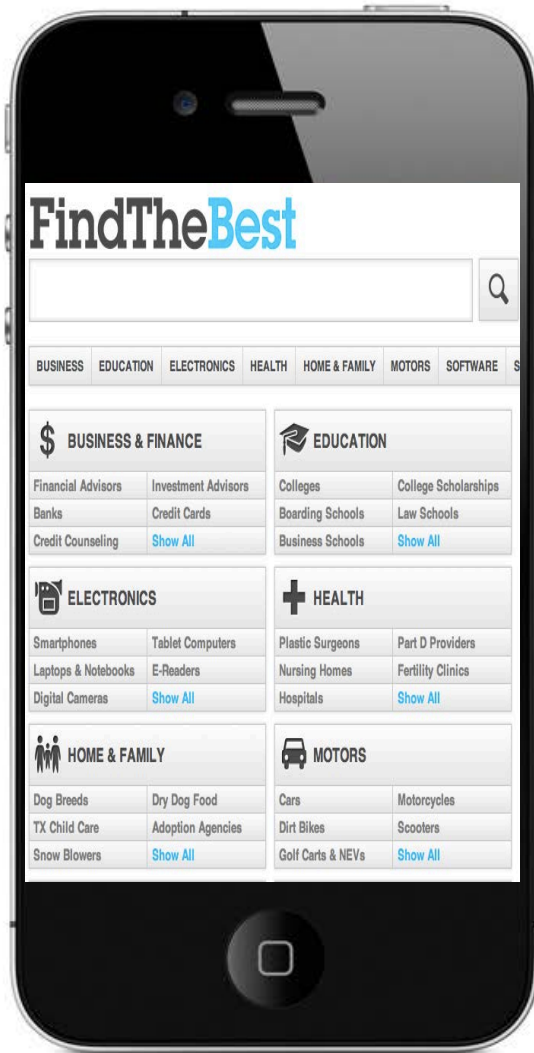
| | Desktop | Mobile |
|-------------|---------|---------|
| Real-estate | Lots | Limited |
| Speed | Fast | Slow |
| Interface | Mouse | Touch |

App – Not the right solution

- **High churn rate & fragmented ecosystem**
- **Not exposed to search engines**
- **Lots of development time and resources**

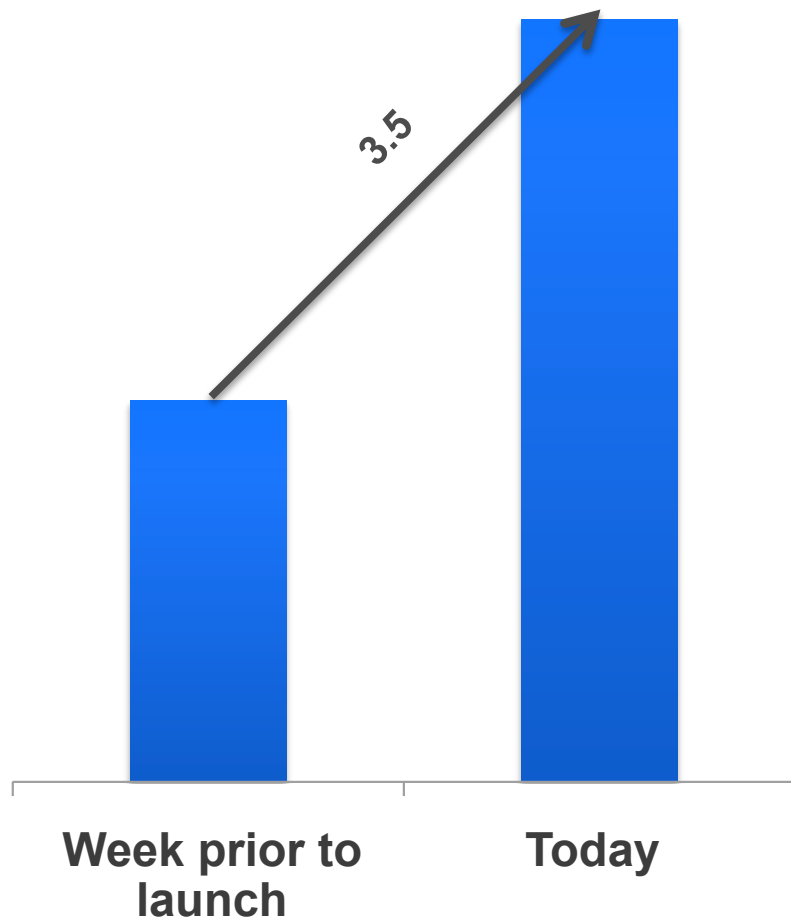
Goal: Translate Web Experience for Mobile.

Delight and drive customers to an informed decision



Results: 3.5x increase in mobile ad revenue

Mobile Device Ad Revenue
(Data scaled to show growth)



- Mobile visits **increased 28%** after launch (compared to 19% for non-mobile visits)
- Mobile Pages/Visits **increased 20%**

Added Value for Partners.

Syndicate high performing mobile platform

TechCrunch



Pet360

caregiverlistSM



Living Barefoot

VentureBeat

tablets.com



Nannies.com

How to get started

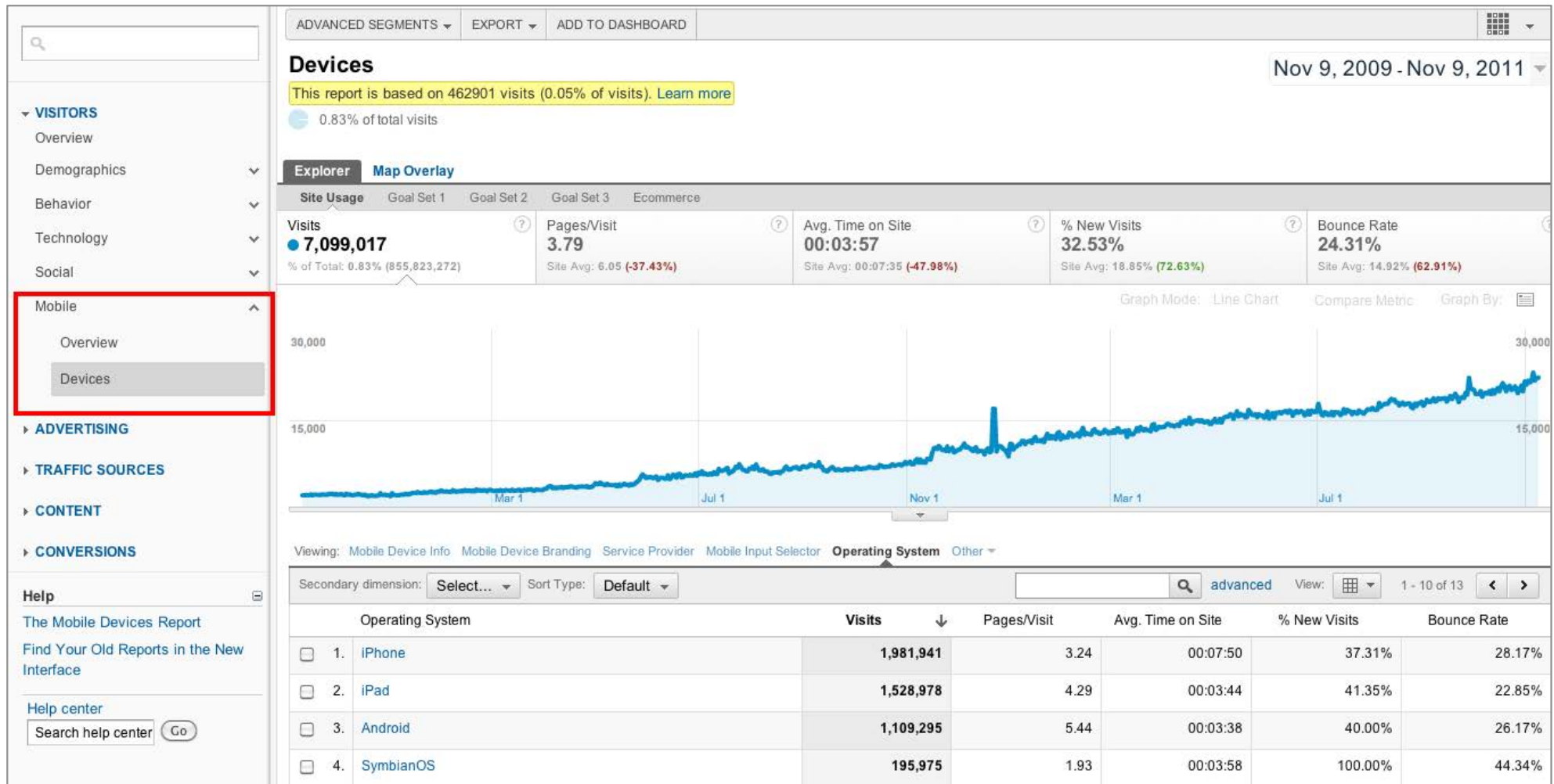


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What are mobile users doing?



What are mobile users doing?

Platforms ?

Apr 1, 2011 – Aug 1, 2011 ▼

Export to Excel CSV

Save report

Set as default report

Data

Events

Columns ▼

● High-end mobile devices \$29.61 ● Other devices \$0.00 | August 1, 2011

Estimated earnings ? [reset](#)

\$2,050.73 High-end mobile devices

\$26.87 Other devices

Ad requests ?

Coverage ?

Clicks ?

Ad request CTR ?

CPC ?

Ad request RPM ?

\$50.00
\$40.00
\$30.00
\$20.00
\$10.00
(\$0.00)

Apr 11

May 11

Jun 11

Jul 11

Platforms ▼

» Add dimension ▼

| Platform | Ad requests | Coverage | Clicks | Ad request CTR | CPC | Ad request RPM ↑ | Estimated earnings |
|--|-------------|----------|--------|----------------|--------|-------------------------------|--------------------|
| <input type="checkbox"/> Other devices | 2,945,265 | 0.21% | 50 | 0.00% | \$0.54 | \$0.01 | \$26.87 |
| <input type="checkbox"/> High-end mobile devices | 824,012 | 100.00% | 4,737 | 0.57% | \$0.43 | \$2.49 | \$2,050.73 |

Content

- Ad units
- Custom channels
- URL channels

Mobile content

Ad styles

More products

- Feeds
- Games
- Search
- Video

Help

- Code Implementation Guide
- Backup ads

Help center

Content > Create new ad unit

Name

Ad size **320 x 50 - Mobile Banner**

Ad type

Backup ads

Custom channels

Ad style (AdWords ads only)

- Recommended
 - 300 x 250 - Medium Rectangle
 - 336 x 280 - Large Rectangle
 - 728 x 90 - Leaderboard
 - 160 x 600 - Wide Skyscraper
 - 320 x 50 - Mobile Banner**
- Other - Horizontal
 - 468 x 60 - Banner
 - 234 x 60 - Half Banner
- Other - Vertical
 - 120 x 600 - Skyscraper
 - 120 x 240 - Vertical Banner
- Other - Square
 - 250 x 250 - Square
- Link units - Related Topics List
 - 200 x 200 - Small Square
 - 180 x 150 - Small Rectangle
 - 125 x 125 - Button
- Other - Horizontal
 - 728 x 15 - Horizontal Large
 - 468 x 15 - Horizontal Medium
- Other - Vertical
 - 200 x 90 - Vertical X-Large
 - 180 x 90 - Vertical Large
 - 160 x 90 - Vertical Medium
 - 120 x 90 - Vertical Small

Ad sizes

No custom channels added

This ad unit is associated with the ad style selected below. If you edit the ad style, the changes will be automatically applied to this ad unit. [Learn more about ad styles.](#)

Google default

Classic grey

High-contrast black

High-contrast white

Modern white

Ad Title

Ad text

[www.ad-url.com](#)

Ads by Google

Border

Title

Background

Text

URL

Corner style

AdSense default font family

Font family

AdSense default font size

Font size



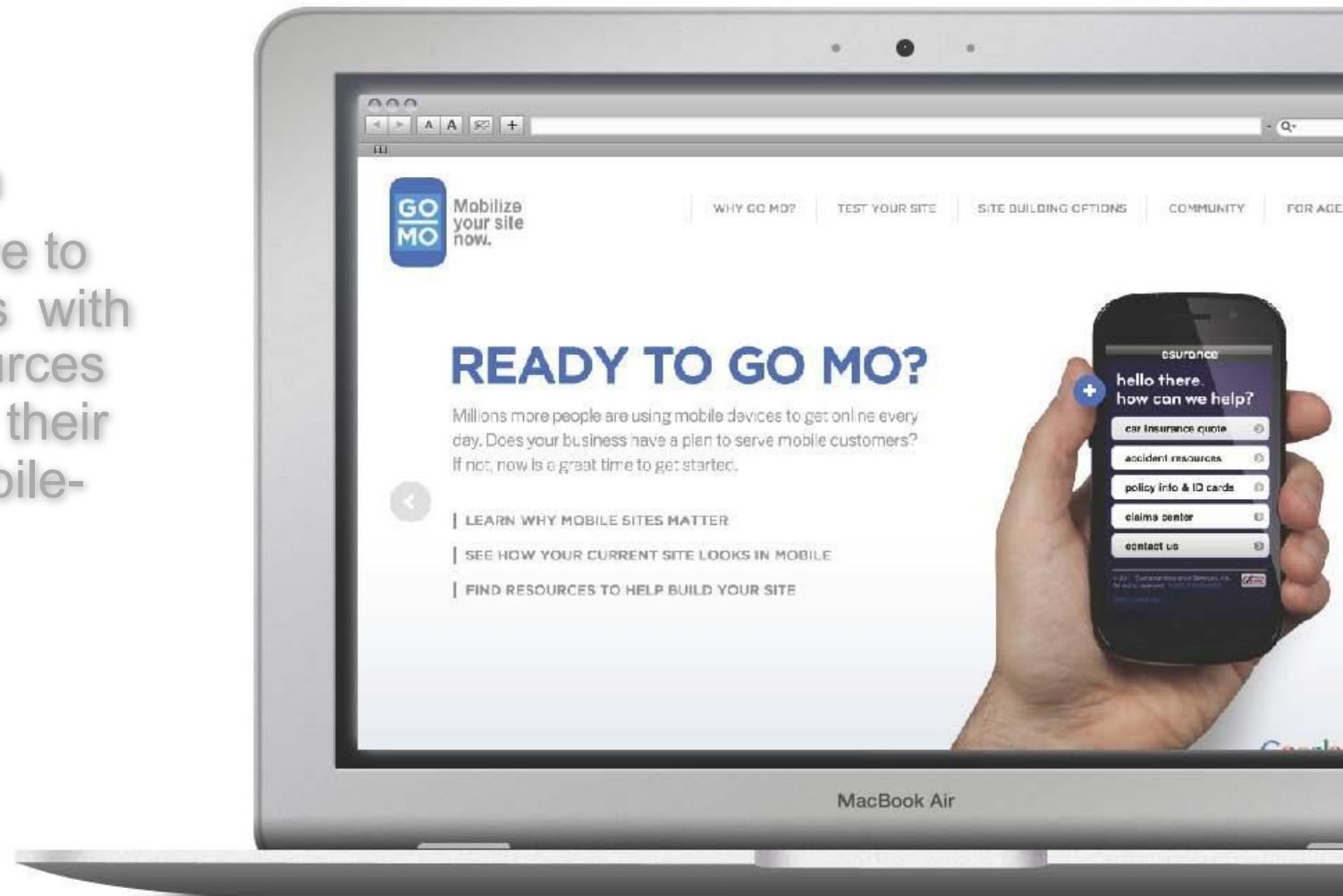
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How: Get started with GoMo

HowToGoMo.com

is a Google initiative to provide businesses with the tools and resources they need to make their websites more mobile-friendly.



MacBook Air



WHY GO MO?

TEST YOUR SITE

BUILD YOUR SITE

SPREAD THE WORD

GOMO GUIDES



READY TO GO MO?

Millions more people are using mobile devices to get online every day. Does your business have a mobile-friendly site? If not—or if you're not sure—you've come to the right place to get started.

- ▶ LEARN WHY MOBILE SITES MATTER.
- ▶ SEE HOW YOUR CURRENT SITE LOOKS IN MOBILE.
- ▶ FIND RESOURCES TO HELP BUILD YOUR SITE.



PUT YOUR SITE TO THE TEST.

Our GoMoMeter shows you how your site looks to mobile users right now.



FIND A MOBILE SITE DEVELOPER.

Check out our list of professionals who can help create your new mobile site.



GOMOMETER

This tool shows you how your current site looks on a smartphone, and provides a free report with personalized recommendations tailored to how your business can build a more mobile-friendly experience. To get started, fill in your URL below.

Enter your website's URL:


[Privacy Notice](#)

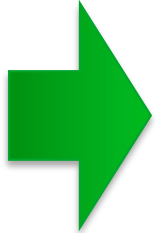
TEST YOUR SITE



GOMOMETER

This is what your site looks like to mobile consumers. Now, choose the category that best describes your business:

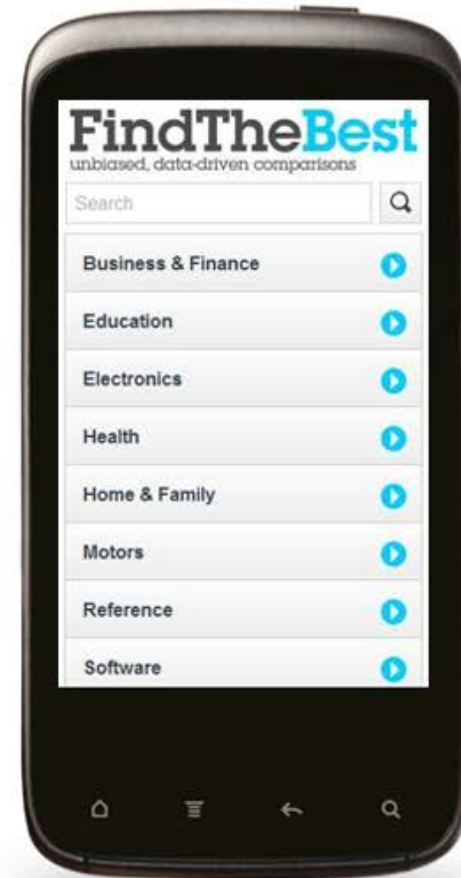
| | |
|-----------------|---|
| Online-Only |  <p>Your business is about creating and selling content, whether online or in physical form. Your objective is sales and engagement.</p> |
| Lead Generation | |
| Brand Driven | |
| Multichannel | |
| Publisher | |



Next, we'll ask a few questions to help us see how your site is working.

| | |
|---|--|
| Do you see broken images or missing content? | <input type="radio"/> YES <input type="radio"/> NO |
| Can you read the text without zooming or scrolling? | <input type="radio"/> YES <input type="radio"/> NO |
| Can links and buttons be clicked with a thumb? | <input type="radio"/> YES <input type="radio"/> NO |
| Are navigation options obvious? | <input type="radio"/> YES <input type="radio"/> NO |
| Is search functionality easily accessible? | <input type="radio"/> YES <input type="radio"/> NO |

GET RESULTS



YOUR SITE RESULTS:



www.findthebest.com scored 5 out of 5 on the mobile-friendliness scale.



Loading Speed: 5.32. Your site did not load in less than the recommended loading time of 5 seconds.



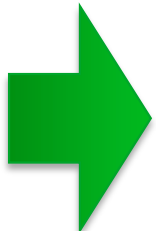
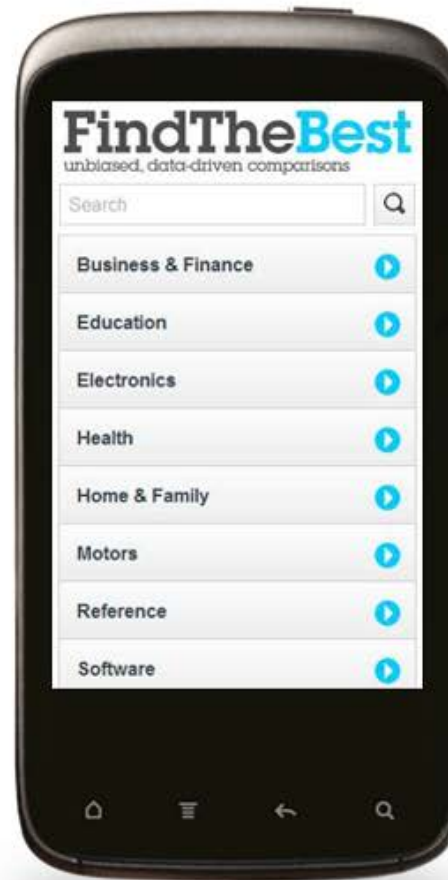
Images: Your site's images are appearing properly.



Text: Your site's text is visible without pinching or zooming.



Navigation: Your links and buttons are thumb friendly.



Check out your full report for:

- How mobile consumers see your current site

HI. THANKS FOR USING OUR GOMOMETER.

This report highlights some key findings about your site and what you can do to make it more mobile-friendly. Good luck! We'll be at howtogomo.com if you need help.



www.findthebest.com scored 5 out of 5 on the mobile-friendliness scale.

▶ YOUR SITE LOADED IN 5.32 SECONDS.

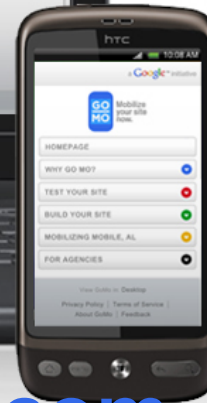
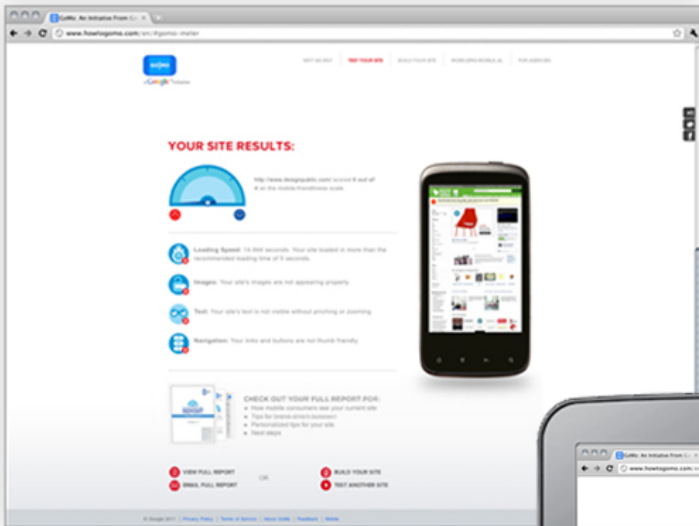
That's slower than what mobile users expect. In fact, close to 50% will wait just five seconds or less before giving up on a site.* Remember, mobile consumers are often in a hurry, and become frustrated when they can't complete a task quickly. Keep reading to see how you can reduce your load time and other ways to make your site more mobile-friendly.

*Compuware, "What Users Want from Mobile", 2011

TIPS FOR PUBLISHER BUSINESSES

As a publisher, your goal is to have users search, discover and engage with content on your site. Your users expect accurate results delivered in a timely manner and great content, regardless of their viewing platform. It's important that your mobile website delivers a positive user experience. These items are very important for your business:

- ▶ Ensure that your mobile website is accessible and renders properly on most major devices such as iPhone and Android phones.
- ▶ Optimize your images to load quickly and avoid things that require plugins to display - like Flash, which does not work on many mobile devices.
- ▶ Make sure it's easy for users to find new content, by designing clear navigation buttons and interaction points..
- ▶ Include favorites or share functionality to allow users to save or share items available across both desktop and mobile sites.



www.HowToGoMo.com

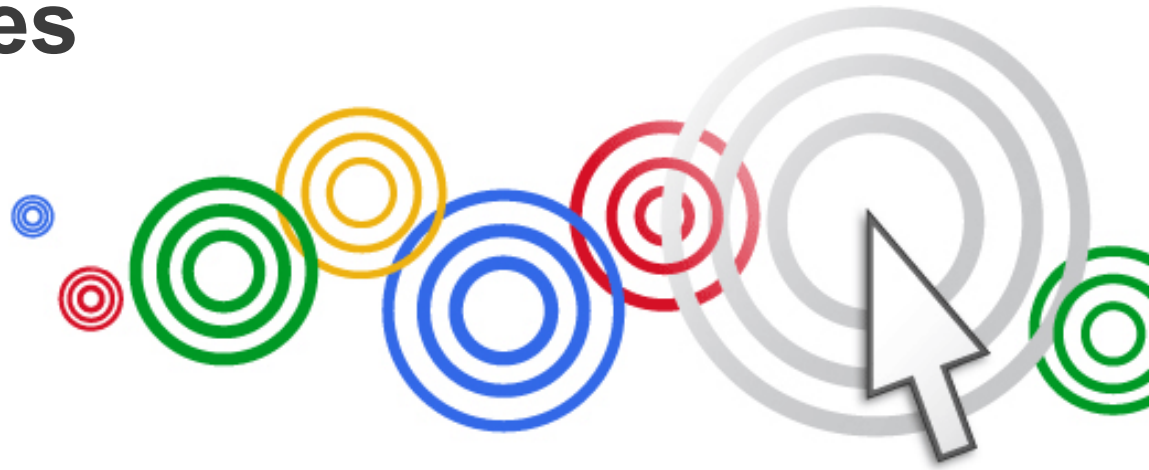


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**Test your site and get your free mobile site
report at www.howtogomo.com**

Additional Resources



Mobile Sites

www.HowToGoMo.com

Google Mobile Ads Blog

<http://googlemobileads.blogspot.com/>

Google Mobile Ads Site

www.google.com/mobileads

Google Mobile Ads YouTube Channel

www.youtube.com/GoogleMobileAds

Twitter

www.twitter.com/googlemobileads

The webinar slides and recording will be made available on the Google Mobile Ads Blog.



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Thank you!

Joseph Corral, Product Marketing Manager
Tuyen Nguyen, Mobile Publisher Associate
Danny Seigle, Director of Operations, FindTheBest

