

Website Performance in 2015!

February 26th Google officially served notice to the world through its [webmaster blog](#) of changes to its ranking algorithm to increase or boost rankings for mobile-friendly (responsive) websites, thereby penalizing non-mobile sites.

It doesn't end there. Google will also evaluate your website and further rank/penalize it based on how mobile-friendly it is – mobile-friendliness is now a key search signal that Google will use to determine where to rank you in search results against your competitors.

According to its announcement, Google said:

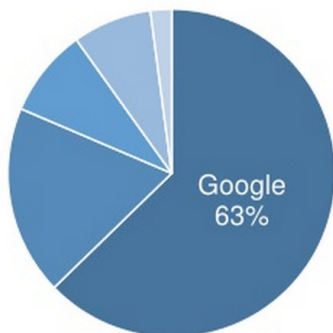
“Starting April 21, we will be expanding our use of mobile-friendliness as a ranking signal. This change will affect mobile searches in all languages worldwide and will have a significant impact in our search results. Consequently, users will find it easier to get relevant, high quality search results that are optimized for their devices.”

Even prior to this announcement, Google's intentions had been pretty clear. For example, Google added "mobile-friendly" labels to the mobile search results (see graphic below), sent website owners mobile usability warning notifications via Google Webmaster Tools (GWT), launched a mobile-friendly testing tool, and added a mobile usability report in GWT.

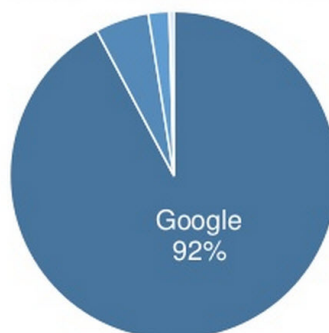
Why is Google doing this?

Google's core business and where it generates the bulk of its billions in revenue is in search and paid search ads. In order for it to remain successful, it needs to provide the best search experience to its users or they will migrate to another search product.

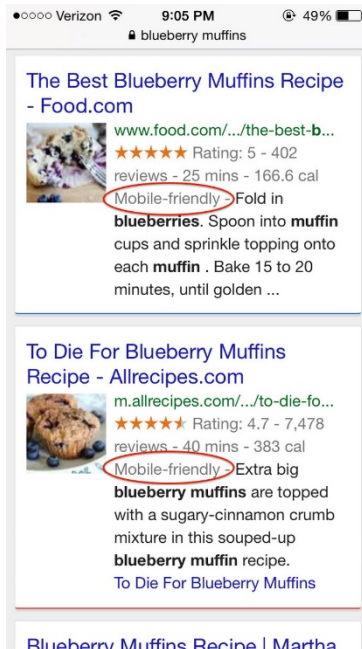
Global **Desktop** Search Share



Global **Mobile** Search Share



So what does this mean for you exactly?



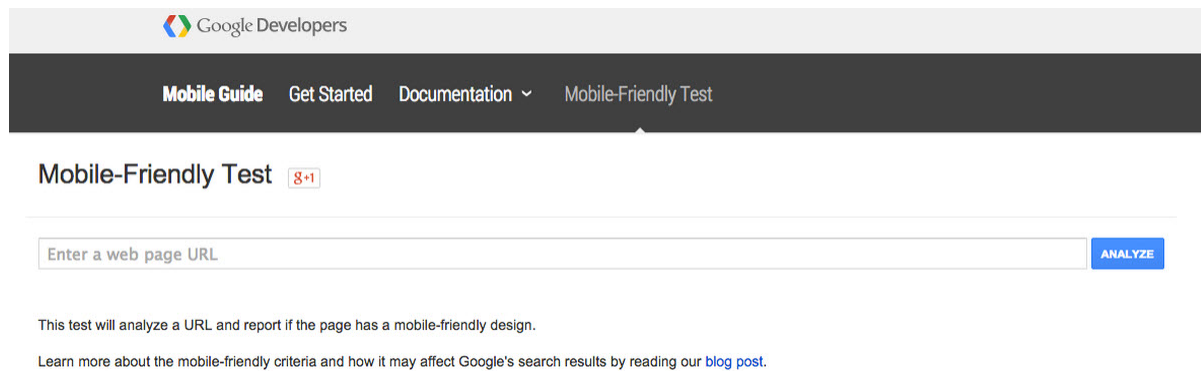
In short, if your website is not mobile-friendly, meaning your site is not responsive to different screen sizes, properly configured and [able to be viewed on multiple device types](#), Google is penalizing your search rankings. All the valuable SEO your site has currently could be lost if your site isn't viewable on a mobile device.

What Now?

Before you sound the alarms, you need to determine whether your site is at risk. To determine whether your website is currently being deemed "mobile friendly" by Google, there are two tests to run.

1. Check your site's entry in search engine results. You may have already begun noticing mobile-friendly tags populating certain search results within Google searches on mobile devices. If your site has a mobile-friendly tag, you don't have anything to worry about.

2. Run your site through Google's [Mobile-Friendly Test](#). Simply enter your URL into the box and you will get a detailed report about the mobile friendliness of your website. You can also check the Mobile Usability Report within your Google Webmaster Tools account for additional details on mobile compatibility issues across your site.



Dealing with the Results

If your site is mobile-friendly, then congratulations, you're in a great shape. If your site is not mobile-friendly, then you are at risk of losing search engine ranking, traffic, and most importantly, inquiries. Lower numbers of inquiries leads to less starts and less revenue, and no school can afford that. Great Exposure has been developing websites, marketing campaigns, and lead generation solutions for Schools and Colleges since 1998. Having served well over 1000 institutions over 17 years, our expertise is unrivalled and we have been launching mobile-optimized responsive websites using the latest technology for well over a year now. Give us a call or fill out the form to find out more about how you can get your website back on the cutting edge and be completely optimized for the Mobile future.