How to increase earnings from your Mobile Website

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Why optimize mobile websites?

- 65% of internet users globally only use their smartphones to access the web.
- 7.4bn mobile connections, with now more phones than people.

Source: 1. 2016 Google Consumer Barometer. 2. emarketer.com
Best practices for building your mobile friendly site

- Make it easy for your users
- Test your site
- Make it fast and consistent

88% of people say they are more likely to return to a site that is mobile friendly

Source: Google Mobile Ads Blog 2016
How many of your users came from the mobile web?
Mobile Website best practices

#1 Improve user experience
#2 Ad placements
#3 Coverage
#4 Ad size
#5 Increase ad competition
#1 Improve user experience

- Opt for a responsive site
- Make it easy to find content
- Make it fast
- Build your organic search
Build for multi-screen viewer
Responsive ad units

Ads that fit every screen size

- Optimize ad size to screen size
- Works seamlessly with your responsive site

970x250 on Desktop
580x400 on Tablet
320x100 on Mobile
Responsive ads

**Step 1: Generate the ad code**
Create an ad unit in the usual way, making sure to select “Responsive ad unit” from the Ad size drop-down in the process.

**Step 2: Place the ad code on your site**
Copy and paste the ad code into the HTML source code of your page.

**Step 3. Set the size of the responsive ad unit**
Responsive ad units have no predefined size, so you need to specify the size dynamically through CSS.

[Learn more](#)
*New*

Full-width responsive ads on mobile

Our experiments show that full width responsive ads perform better on mobile devices in portrait mode.

To help increase revenue, our responsive ad units automatically expand to use the full width of the user's screen when their device is orientated vertically.
74% abandon if a site takes >5 sec to load

52% expect a page to load in <2 sec

88% are less likely to return if they have a bad UX
Average page speed scores for top publishers

(9.56 seconds = avg load time for Top 50 news sites*)
Suggested Best Practices*

First Impressions Matter
1. Avoid landing page redirects
2. Compress and select efficient images
3. Prioritize download of visible content
4. Progressively load anticipated data
5. Use inline and internal CSS and JS

Limit Server Hits
1. Enable HTTPS
2. Enable HTTP/2
3. If on HTTP/1, concatenate resources
4. Leverage browser caching

Optimize Content Delivery
1. Reduce server response time
2. Compress with GZIP
3. Minify resources
4. Refactor CSS declarations and JS logic routinely

*We don’t guarantee any specific results. And, just as a reminder, you’re responsible for the content and layout of your site.
Accelerated Mobile Pages (AMP) Project is an open source effort to make the mobile web great again, and in one fell swoop, make publishing thrive in the open web ecosystem.
Join AMP initiative

1. **EXPLORE**
   Review the technical [documentation](#) and join the community on [GitHub](#), [StackOverflow](#), and our own [Product Forum](#).

2. **DEVELOP & TEST**
   Start [developing](#) your AMP files and [validate](#) them. You can use [ampbyexample.com](#) for reference.

3. **FACILITATE DEVELOPMENT WITH PLUGINS**
   If your site is hosted on Wordpress CMS, use this [plugin](#) that will generate your AMP pages in a few clicks.

4. **FOLLOW THE GOOGLE SEARCH GUIDELINES**
   Review the [Google Search requirements](#) and check the [AMP Search Console Report](#).

5. **RESEARCH ADS & ANALYTICS**
   Review your options for [ads](#) and [analytics](#), more [here](#).

6. **LAUNCH**
   Don’t forget the canonical link to make AMP pages publicly crawlable, and stay up-to-date with [upcoming launches](#).
#2 Improve ad placements

The visibility (viewability) of an ad is important. For optimum viewability, ads should be:

- Above the fold
- Below the title
- Close to the most viewed content on your page*

*Don't place ads next to action buttons, as may lead to policy violations.
An ad is considered viewable when...

“At least 50% of the ad creative’s pixels must be in-view for 1 consecutive second”

Media Rating Council (MRC)
Active View Viewable (AVV%) = Number of Viewable Ads / Number of Measured Ads

Active View Viewable: 49.08%
In DBM, Viewability is one of the targeting criteria
Globally, IAB recommend 70% viewability
300x250 Ads on mWeb ATF

Is now allowed IF...
the **ad does not push down content** below the first view.

You are still not allowed to push the content down with ads above the fold (ATF).

However, we are relaxing our policy by allowing 300x250 ads ATF - as long as there is enough content on the first view page (ATF).
Mobile ad best practices

#1 Potential eCPMs increase when you swap 320x50 for 320x100 ad units

#2 Peek ATF for a great UX while maximizing revenue potential

#3 Anchored social sharing to make sharing easy

#4 When using enhanced features in text ads, decrease accidental clicks by moving the ad units 150 pixels away from the content

#5 Use the 300x250 ad unit for a potential increase in fill rates and eCPM
#3 Improve coverage

To maximize AdSense coverage:

- Place ads on your most visited pages
- Try Native ads to supplement existing ad units
- Include Responsive Link units where possible
Place ads near the most engaging content
Native Ads

In Feed Ads

- A feed can be an editorial feed (e.g., a list of articles or news) or listings pages (e.g., a list of products, services, etc.).
- Highly customizable
- Optimized by Google to ensure that they perform well on your feed pages
Native Ads

In Article Ads

• Provides a high quality user experience for your readers

• Blends well with your page depending on your customization needs

• Optimized by Google to ensure that they perform well on your article pages
Native Ads

Matched Content Ads

- Promotes your content to your readers
- Improves reader retention by increasing page views and time on site.
- Depending on your eligibility, you can show ads between recommendations
Responsive Link Units

Display a list of topics that are relevant to the content of your page

- Closely targeted to the interests of your users.
- Works well for small ad spaces
#4 Optimize ad size

If you’re using static ads, try using most optimal sizes

- 300x250
- 336x280

> 320x100
- 320x50
User larger ad sizes

Mobile Web recommendation:
- 336x280
- 300x250

Tips:
If you’re currently using 300x50 as a “leaderboard”, try 320x100.
#5 Allow more advertisers to compete

- Allow Text & Image ads
- Reduce blocked categories
- Use Ad Review Center to block the specific ad instead of the entire category
Final checklist

- Use responsive ad units
- Move ads above the fold
- Allow text & image ads
- Place ads near most viewed content
- Limit blocked categories
- Improve the user experience on your website
Better Ads Standards Coming In 2018

Starting in early 2018, Chrome will filter ads on sites that we identify as repeatedly showing annoying ads identified in the Better Ads Standards.

Better Ads Standards: https://www.betterads.org/standards/

Ad Experience Report in Search Console
Ad Experience Report Help Center
Thank you