GoMo for Publishers:
Mobilize Your Site and Maximize Ad Revenue

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What we do:

Google makes the web work for 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
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?
Nearly half of Americans adults have smartphone.

Source: Pew Internet, March 2012
The mobile internet at our fingertips

- 13% while engaged in conversation
- 89% to search and read news
- 43% while commuting to work & school
- 77% when in a store
85% increase in engagement with mobile-optimized content

Source: compuware, “why the mobile web is disappointing end-users.” March 2011
51% are more likely to purchase from retailers with mobile-optimized sites.

Source: Compuware, “Why the mobile web is disappointing end-users.” March 2011
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.

Source: compuware, “why the mobile web is disappointing end-users.” March 2011
Of Google’s publishers DO NOT have a mobile site

9 out of 10
Poll the audience

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

A) Yes
B) No
10 tips for building mobile sites
10 mobile site best practices

<table>
<thead>
<tr>
<th>Keep it quick</th>
<th>Make it easy to convert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simplify navigation</td>
<td>Make it local</td>
</tr>
<tr>
<td>Be thumb friendly</td>
<td>Make it seamless</td>
</tr>
<tr>
<td>Design for visibility</td>
<td>Use mobile site redirects</td>
</tr>
<tr>
<td>Make it accessible</td>
<td>Learn, listen &amp; iterate</td>
</tr>
</tbody>
</table>
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.

Provide a safety net for your family.
Aflac helps cover expenses major medical doesn't.

* Fields are required

- First Name:* 
  - First Name
- Last Name:* 
  - Last Name
- Email:* 
  - Email
- Phone:* 
  - XXX-XXX-XXXX
- City:* 
  - City
- State:*
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
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!

<table>
<thead>
<tr>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real-estate</td>
<td>Lots</td>
</tr>
<tr>
<td>Speed</td>
<td>Fast</td>
</tr>
<tr>
<td>Interface</td>
<td>Mouse</td>
</tr>
</tbody>
</table>

**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 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
How to get started
What are mobile users doing?

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**Devices**

- Visits: 7,099,017
- Pages/Visit: 3.79
- Avg. Time on Site: 00:03:57
- % New Visits: 32.53%
- Bounce Rate: 24.31%

**Operating System**

1. iPhone: 1,981,941 visits, 3.24 Pages/Visit, 00:07:50 Avg. Time, 37.31% % New Visits, 28.17% Bounce Rate
2. iPad: 1,528,978 visits, 4.29 Pages/Visit, 00:03:44 Avg. Time, 41.35% % New Visits, 22.85% Bounce Rate
3. Android: 1,109,295 visits, 5.44 Pages/Visit, 00:03:38 Avg. Time, 40.06% % New Visits, 28.17% Bounce Rate
4. SymbianOS: 195,975 visits, 1.93 Pages/Visit, 00:03:55 Avg. Time, 100.00% % New Visits, 44.34% Bounce Rate

**Graph**

- Graph Mode: Line Chart, Compare Metric
- Data range: Nov 9, 2009 - Nov 9, 2011
What are mobile users doing?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Ad requests</th>
<th>Coverage</th>
<th>Clicks</th>
<th>Ad request CTR</th>
<th>CPC</th>
<th>Ad request RPM</th>
<th>Estimated earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other devices</td>
<td>2,945,265</td>
<td>0.21%</td>
<td>50</td>
<td>0.00%</td>
<td>$0.54</td>
<td>$0.01</td>
<td>$26.87</td>
</tr>
<tr>
<td>High-end mobile devices</td>
<td>824,012</td>
<td>100.00%</td>
<td>4,737</td>
<td>0.57%</td>
<td>$0.43</td>
<td>$2.49</td>
<td>$2,050.73</td>
</tr>
</tbody>
</table>
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.
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:
GOMOMETER

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

- Online-Only
- Lead Generation
- Brand Driven
- Multichannel
- Publisher

Your business is about creating and selling content, whether online or in physical form. Your objective is sales and engagement.

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

- Do you see broken images or missing content?  
  - YES  
  - NO

- Can you read the text without zooming or scrolling?  
  - YES  
  - NO

- Can links and buttons be clicked with a thumb?  
  - YES  
  - NO

- Are navigation options obvious?  
  - YES  
  - NO

- Is search functionality easily accessible?  
  - YES  
  - 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.

FindTheBest
unbiased, data-driven comparisons

Search

Business & Finance

Education

Electronics

Health

Home & Family

Motors

Reference

Software

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 plug-
ins 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.
95% of smartphone users have searched for local information.

61% of users call a business after searching and 59% visit the location.

90% of these people act within 24 hours.

www.HowToGoMo.com
Mobilize your site now.

Test your site and get your free mobile site report at www.howtogomo.com
The webinar slides and recording will be made available on the Google Mobile Ads Blog.
Thank you!

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