

# Getting ahead on Mobile

## Part 1

How improving user  
experience can increase  
your AdSense earnings

**Balint Torok & Maurits Versteeg**  
*Strategic Partnerships, Google*



Google AdSense

Confidential and Proprietary

### **Getting ahead on Mobile #1:**

**How improving user experience  
can increase your AdSense  
earnings**

May 19, 2016 11:00 - 12:00



### **Getting ahead on Mobile #2:**

**Earn money from your mobile  
content with AdSense's next  
generation ads**

June 10, 2016 11:30 - 12:30



### **Getting ahead on Mobile #3:**

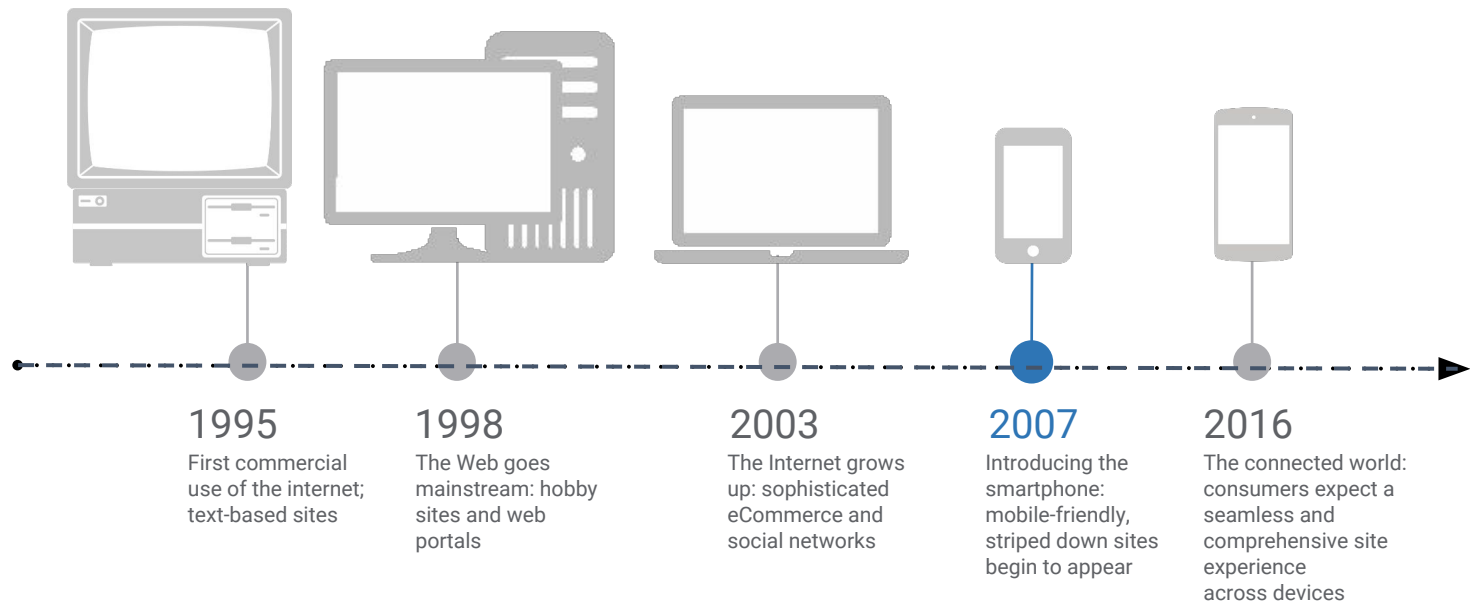
**How Viewability can help  
maximise your earnings on  
mobile**

June 21, 2016 12:00 - 13:00



**Register [here](#) for all upcoming Hangouts**

The desktop experience has been refined over several decades, but mobile is a new frontier

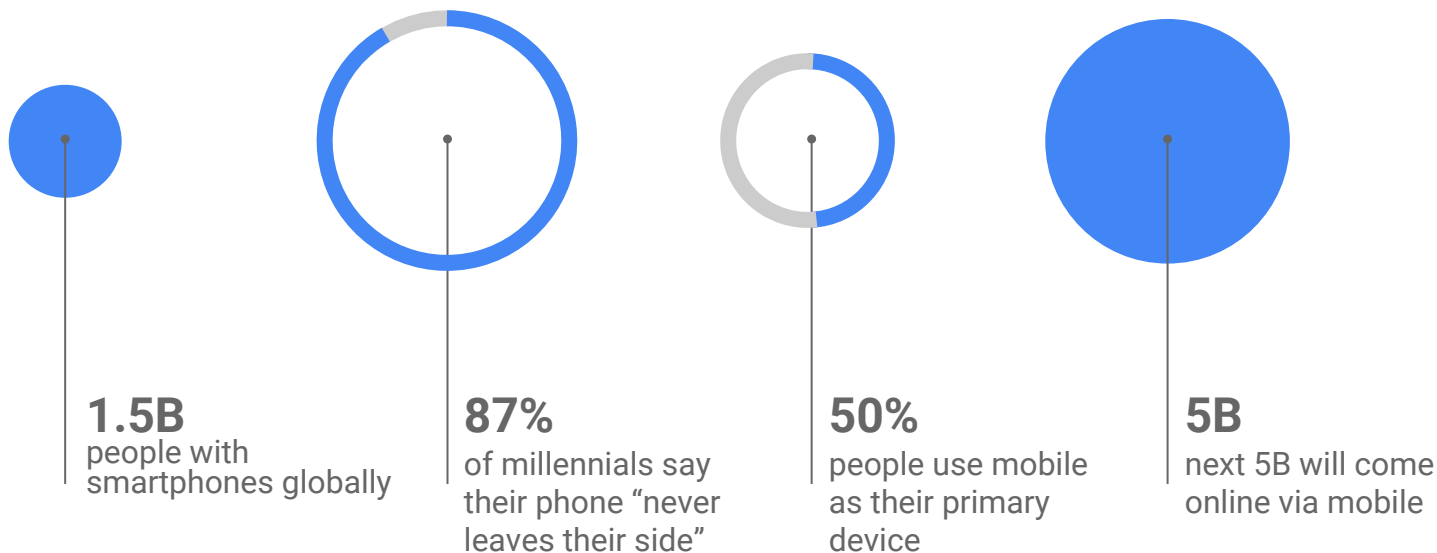




We check our phones

150 times per day

# Mobile adoption **accelerates change**



Design



Speed



Content



Advertiser needs



Design



Speed



Content



Advertiser needs



# Your users are multi-screen



of internet users globally  
only use their smartphones  
to access the web



## 5bn

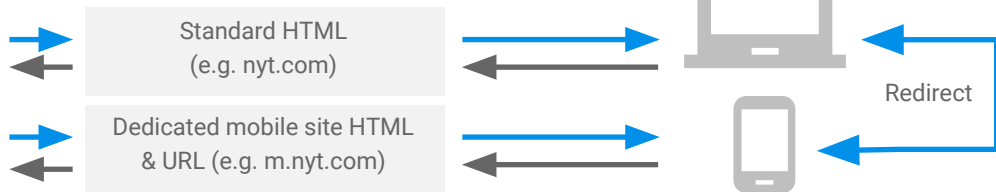


There will be over 5B internet users  
by the end of 2016, many of which  
will only use the mobile web



# Multi-screen options

## Separate Mobile Site



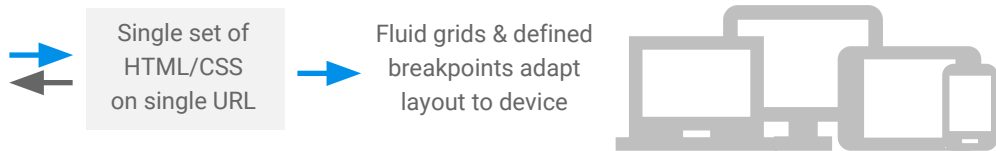
### Pros

- Fully customised
- Easier to make changes

### Cons

- Multiple URLs
- Content disparity

## Responsive Web Design



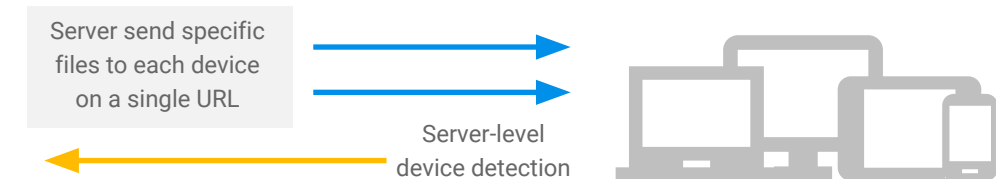
### Pros

- One URL for all content
- A streamlined user experience
- Flexible orientation

### Cons

- Careful planning required

## Dynamic Serving



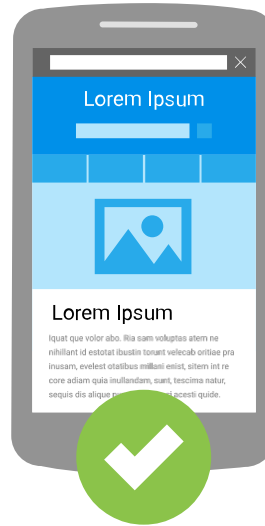
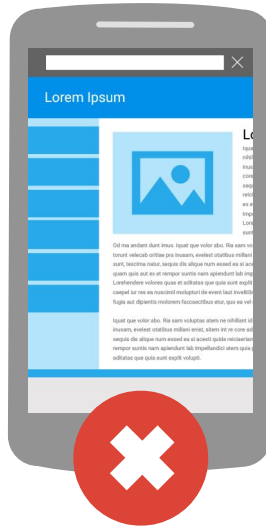
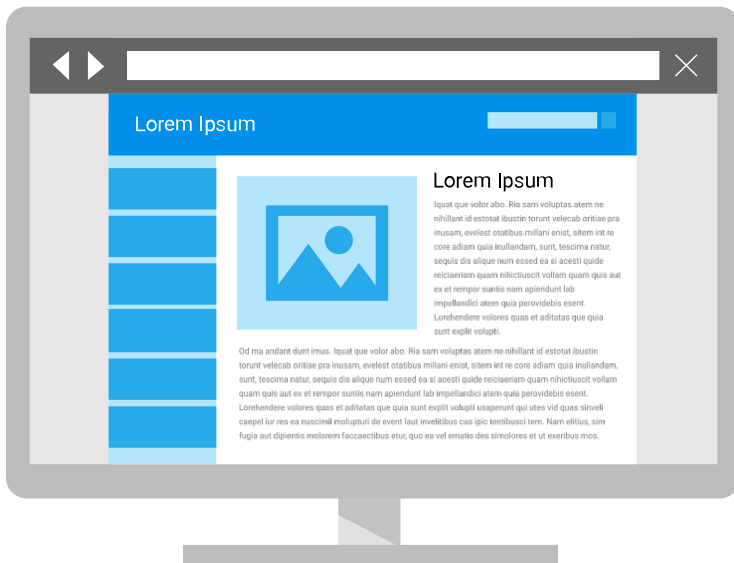
### Pros

- Single URL for a piece of content
- Easier to make changes
- Faster load times

### Cons

- Content forking & resource intensive

# Build Responsive design for the multi-screen viewer



# Best practices for building your mobile friendly site



Make it easy  
for your users



Test your site



Make it fast  
and consistent



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

# Web Starter Kit

[Hello](#)[Get Started](#)[Style Guide](#)

# Hello!

Welcome to Web Starter Kit.

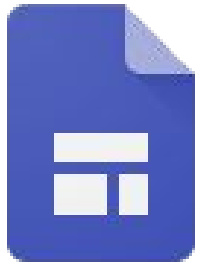
## Get Started.

Read how to [Get Started](#) or check out the [Style Guide](#).

**More info**

# Quick Tips to Optimize Site Layout

- 1 Be touch-friendly
- 2 Pick the right font
- 3 Set the right width
- 4 Avoid Mouseovers
- 5 Don't use pop ups
- 6 Do use descriptive buttons



Design



Speed



Content



Advertiser needs



A close-up photograph of a man's face and hands as he looks at a smartphone. A large, semi-transparent donut chart is overlaid on the left side of the image. The chart is mostly light gray, with a blue segment representing 40% of the circle. The background is blurred, showing other people in a public space.

40%

of people abandon a website that  
takes more than 3 seconds to load

**Top E-commerce  
sites**

**100ms**

of latency cost them  
1% in sales



**20%**

drop in traffic for an extra  
0.5 seconds in search page  
generation time



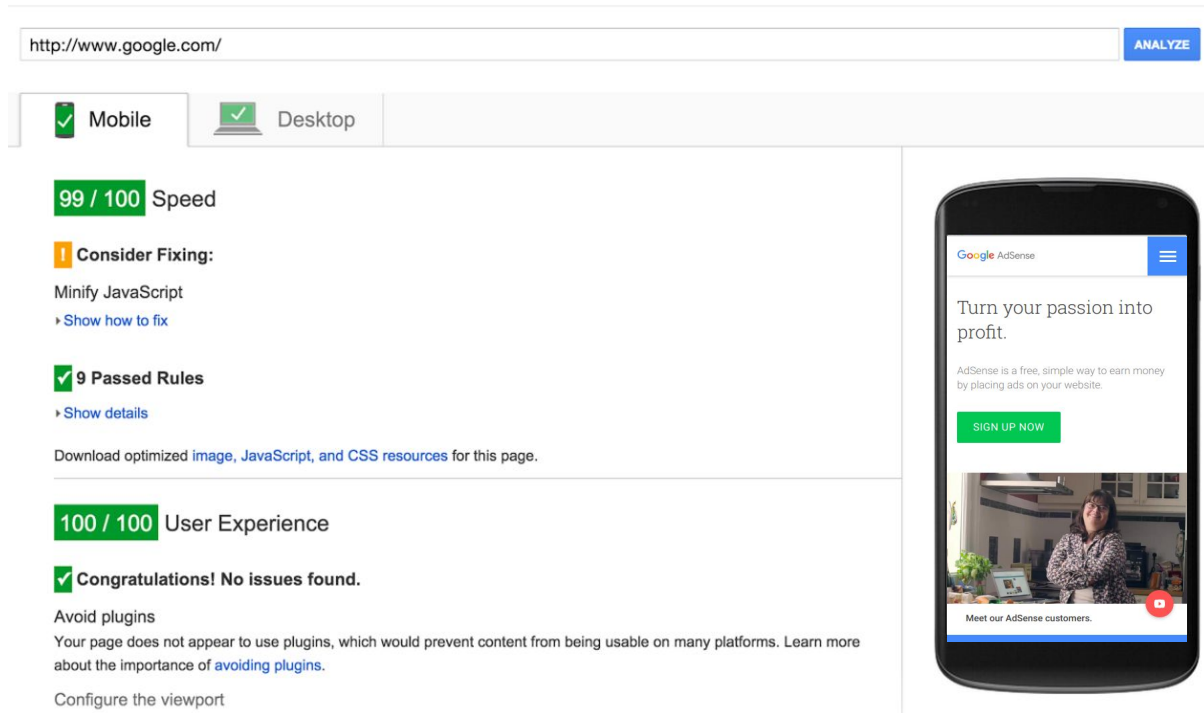
# Quick Tips to Optimize Site Speed

- 1 Too many HTTP Requests
  - cut down the on-page elements that drive extra HTTP requests
- 2 Image overload
  - Serve the right image sizes to each device
- 3 File overload
  - Compress your code.



# Google Pagespeed Insights

- Google Developer tools
- Improve page speed
- Reduce latency
- Keep your users happy!



The screenshot shows the Google PageSpeed Insights interface. At the top, the URL `http://www.google.com/` is entered in the search bar, with an **ANALYZE** button to the right. Below the search bar, there are two tabs: **Mobile** (selected, with a green checkmark icon) and **Desktop** (with a laptop icon). The main content area displays the following information:

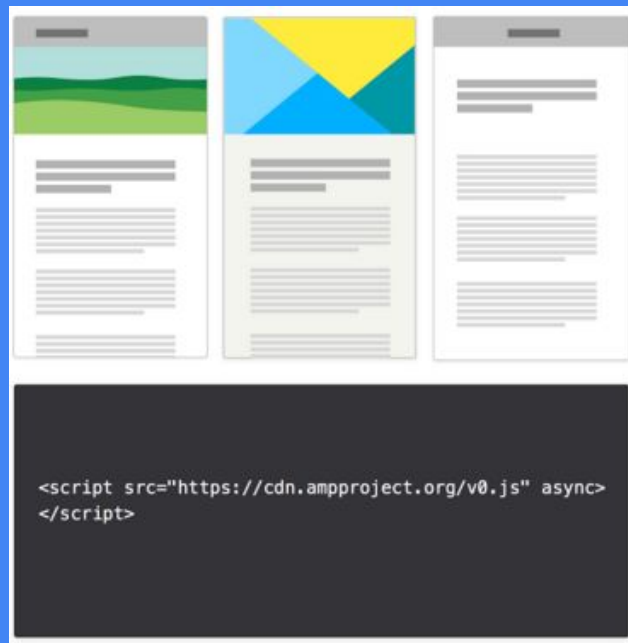
- 99 / 100 Speed**: A green box with the score and the word "Speed".
- Consider Fixing:** A section with an orange warning icon. It lists "Minify JavaScript" and includes a link [Show how to fix](#).
- 9 Passed Rules**: A section with a green checkmark icon. It includes a link [Show details](#).
- A note: "Download optimized [image](#), [JavaScript](#), and [CSS](#) resources for this page."
- 100 / 100 User Experience**: A green box with the score and the words "User Experience".
- Congratulations! No issues found.**: A section with a green checkmark icon.
- Two sub-sections under the congratulations: "Avoid plugins" and "Configure the viewport". The "Avoid plugins" section includes the text: "Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of [avoiding plugins](#)."

On the right side of the interface, there is a mobile device mockup showing the Google AdSense homepage. The page on the phone displays the AdSense logo, a navigation menu, the headline "Turn your passion into profit.", a sub-headline "AdSense is a free, simple way to earn money by placing ads on your website.", a **SIGN UP NOW** button, and a video thumbnail with the text "Meet our AdSense customers."

# Accelerated Mobile Pages



Web pages, today



Accelerated Mobile Pages

# Reading Experience using AMP-HTML

Articles are cached and load instantly

Publishers have control over visual design and business model

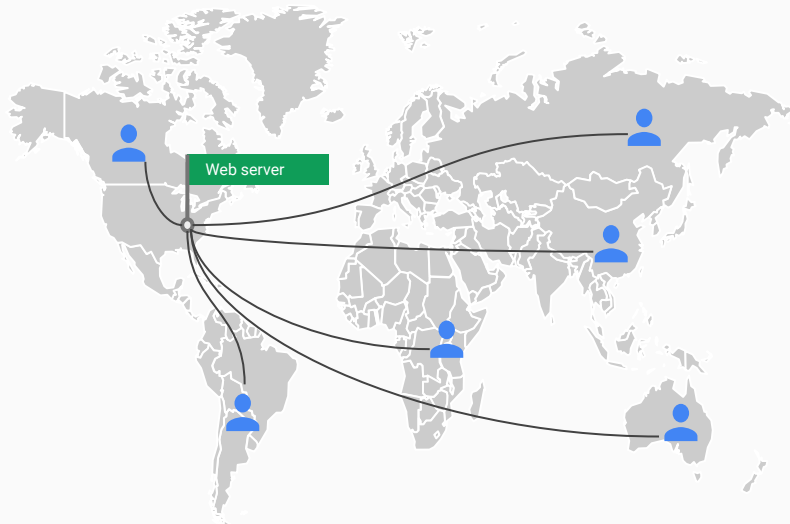
Supports existing ad formats

Deepen engagement with related articles

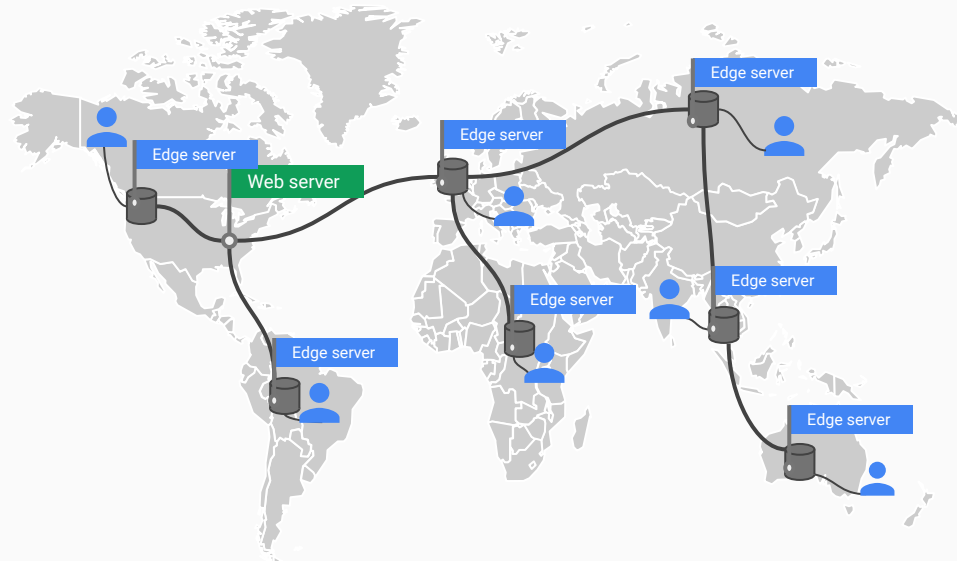


# Your website...

## Without the AMP cache



## With the AMP cache



# Join the Amp Initiative: [ampproject.org](https://ampproject.org)

## 1 EXPLORE

Review the technical [documentation](#) and join the community on [GitHub](#) and [StackOverflow](#)

## 2 DEVELOP & TEST

Start [developing](#) your AMP files\* and [validate](#) them. You can use [ampbyexample.com](https://ampbyexample.com) for reference

## 3 FOLLOW THE GOOGLE SEARCH GUIDELINES

Review the [Google Search requirements](#) and check the [AMP Search Console Report](#)

## 4 RESEARCH ADS & ANALYTICS

Review your options for [ads](#) and [analytics](#)

## 5 LAUNCH

Point to AMP files from your canonical articles to make them publicly crawlable

\* If you use a market CMS platform, please visit [ampproject.org/who](https://ampproject.org/who) and check the supporting platforms and visit their website for plugin setup instructions and support.  
If your platform is not part of the initiative yet, encourage them to do so.

Design



Speed



Content



Advertiser needs



# Quick Tips to Optimize Site Content

- 1 Don't overload users - Don't mimic the desktop site, simplify content
- 2 Customize, don't cut
- 3 Don't hide key actions
- 4 Double-check media files
- 5 Simplify text input





# 4 Tools to help you connect with your users

- 1 Google Trends
- 2 Google Consumer Barometer
- 3 Micro Moments Guide
- 4 Global Market Finder





Explore

Worldwide ▾

2004 - present ▾

All categories ▾

Web Search ▾

Compare Search terms ▾

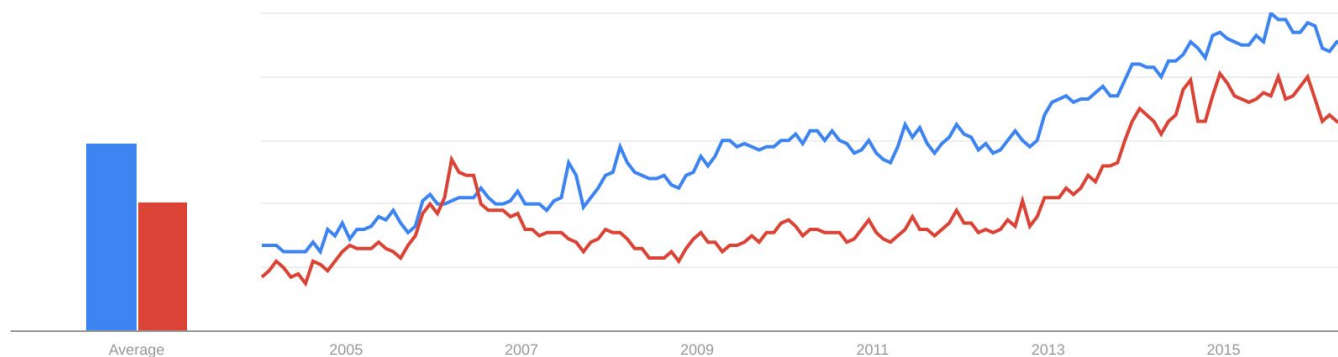
Dog Videos

Search term

Cat Videos

Search term

+ Add term

Interest over time ?☐ News headlines ?☐ Forecast ?

# Google Consumer Barometer

Understand how people use the internet across the world and identify consumers research and shopping behaviour

*How many connected devices do people use?*

*How many brands were considered before purchase?*

*With how many others did consumers watch videos with in the last week?*



<http://www.consumerbarometer.com/en/>

Google

# Micro Moments - 4 Moments to connect with your audience



## I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago.<sup>2</sup>

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.<sup>3</sup>



## I-want-to-go moments

2X

increase in "near me" search interest in the past year.<sup>4</sup>

82%

of smartphone users use a search engine when looking for a local business.<sup>5</sup>



## I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task.<sup>6</sup>

100M+

hours of "how-to" content have been watched on YouTube so far this year.<sup>7</sup>



## I-want-to-buy moments

82%

of smartphone users consult their phones while in a store deciding what to buy.<sup>8</sup>

29%

increase in mobile conversion rates in the past year.<sup>9</sup>

# Micro Moments

For more on Micro Moments, visit our blog series:

“Micro Moments for Publishers”

**Read here\***

[\\*adsense.blogspot.com/search/label/micro-moments](https://adsense.blogspot.com/search/label/micro-moments)

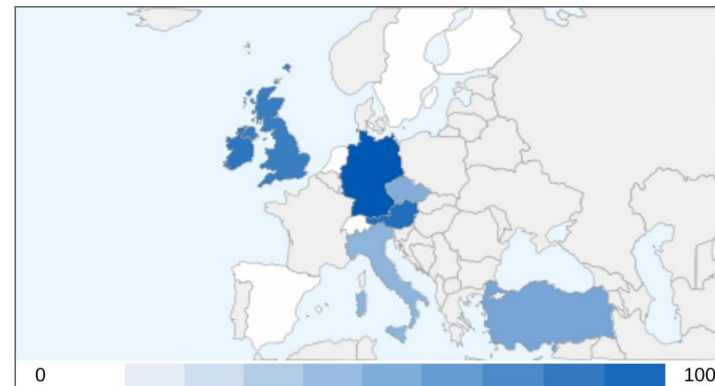
Your business	Search terms	Filter
Select your location: <span>Ireland</span> Select your language: <span>English</span>	Keyword(s): <span>Cat videos</span> Enter one keyword per line	<span>Europe</span> <a href="#">Learn more about global markets</a>
<input type="button" value="Find opportunity"/>		

## Geographic distribution

Location	Opportunity	Local Monthly Searches	Recommended Bid	Competition
<span>+</span> Germany	<div><div></div></div>	12,580	€0.03	<div><div></div></div>
<span>+</span> Austria	<div><div></div></div>	880	€0.02	<div><div></div></div>
<span>+</span> Ireland	<div><div></div></div>	320	€0.11	<div><div></div></div>
<span>+</span> United Kingdom	<div><div></div></div>	6,600	€1.76	<div><div></div></div>
<span>+</span> Turkey	<div><div></div></div>	320	€1.38	<div><div></div></div>
<span>+</span> Czech Republic	<div><div></div></div>	170	€1.28	<div><div></div></div>
<span>+</span> Italy	<div><div></div></div>	140	€0.34	<div><div></div></div>
<span>+</span> Sweden	<div><div></div></div>	110	€0.00	<div><div></div></div>
<span>+</span> Switzerland	<div><div></div></div>	390	€0.00	<div><div></div></div>
<span>+</span> Netherlands	<div><div></div></div>	210	€0.00	<div><div></div></div>
<span>+</span> Finland	<div><div></div></div>	2,290	€0.00	<div><div></div></div>
<span>+</span> Spain	<div><div></div></div>	1,140	€0.00	<div><div></div></div>

Due to low volume, we've removed the following locations from your target regions: Belgium, Bosnia And Herzegovina, Bulgaria, Croatia, Cyprus, Denmark, Estonia, Faroe Islands, France, Greece, Hungary, Iceland, Latvia, Liechtenstein, Lithuania, Luxembourg, Monaco, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Ukraine. [Learn more](#)

**Important Note:** We cannot guarantee that these keywords will improve your campaign performance. Additionally, since keywords were generated using Google Translate, they are not always perfect so be sure to confirm them.



### Are you ready to go global?

Reach new customers worldwide with Google AdWords.

### Are you ready to translate?

Design



Speed



Content

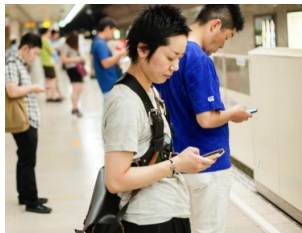
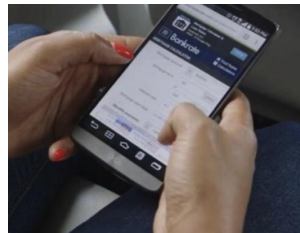
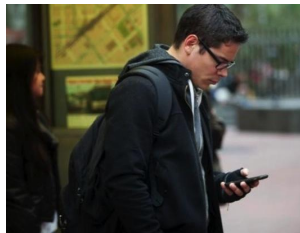


Advertiser needs





# Thinking about Mobile, like an Advertiser.

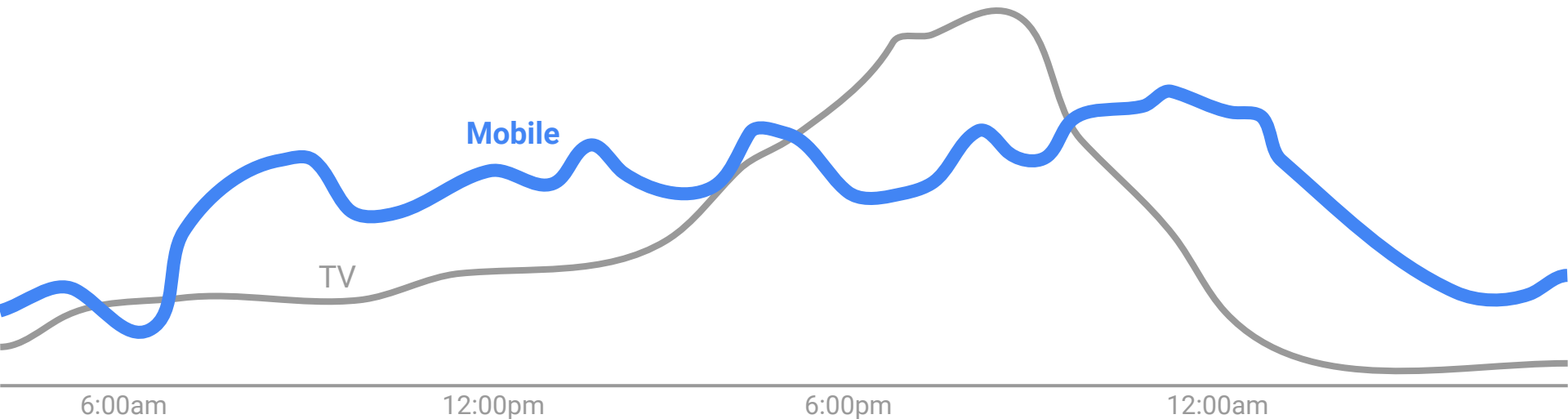






# Connect with users throughout the day

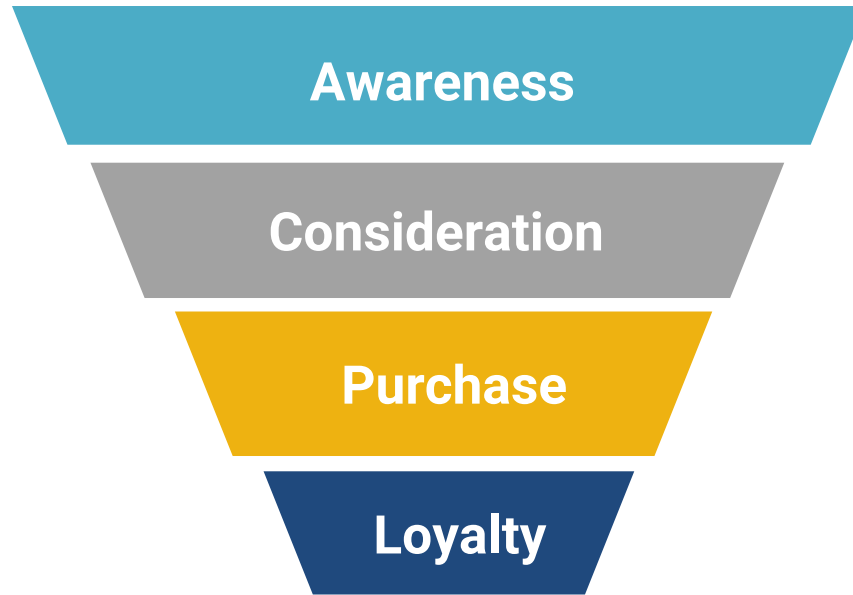
Mobile has shifted consumption habits



A photograph of four young adults standing in a row against a rustic stone wall. From left to right: a woman with dark hair in a ponytail wearing a light green tank top, a man with dark hair in a white and grey striped long-sleeve shirt, a woman with blonde hair in a grey short-sleeved top, and a man with dark hair in a brown V-neck t-shirt. All four are looking down at their smartphones. A semi-transparent white banner with red vertical borders on the left and right sides is positioned across the lower half of the image, containing text.

**24%** User time spent  
**8%** Advertiser budget

# See, Think, Do, Care



# Question Time!



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# Thank you!

Looking forward to seeing  
you next time.



Google AdSense

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