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Choose the right keywords

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As with most things in life, search engine optimization (SEO) – the art and science of making sure content is easily available on tablets and smartphones – comes with a carrot and a stick. All people who browse the Web and use apps on their mobile browsers are often highly motivated to take action, such as buying a product or service from your site. For example, Mobile Marketer estimates that 70% of all mobile searches result in user action within an hour. Nine out of 10 mobile searches lead to some action, and more than half the time, it's a purchase, according to Search Engine Land. Making sure your content is easily available to mobile users and rendered well on their screens could provide a boost to the bottom line. Now, the stick. If you don't optimize your site for mobile users, you may fall behind. According to Gartner, mobile devices are expected to surpass PCs as the most popular Web-Access devices worldwide by 2013, while a BIA/Kelsey report predicts that mobile local search volume will surpass desktop local search for the first time in 2015. Some estimates suggest that mobile search now accounts for 25% of all U.S. search traffic. Users are increasingly tapping keyword searches on touchscreen keyboards. They're also asking questions from Siri, Apple's virtual assistant that launched multiple iOS devices in September. 19, and Google Now, the virtual assistant that debuted in Android 4.1 Jelly Bean. The good news is that mobile SEO doesn't require significant changes compared to desktop SEO strategies, says Vanessa Fox, author of Marketing in the Age of Google and founder of Nove By Blue, which provides SEO research analysis and training software. SEO best practice uses relevant keywords in title tags and H1 headers, develop great content that people can interact with, attract quality links from other sites, and so on are essentially the same with mobile and desktop devices, he adds. All of this, Google has Googlebot-Mobile, which scans and indexes content specially optimized for phones and smartphones to serve the mobile user the best content based on the device (phone vs smartphone functionality) they are using. Googlebot-Mobile works in addition to Google's desktop crawling and indexing technology. As a result of Googlebot-Mobile, a Google query executed on a mobile device may receive different search results from the same query executed on a desktop computer. Google will also likely develop Googlebot-Tablet to browse and index content designed for tablets, says Michael Martin, SEO manager at Covario, an SEO and SEM agency for business customers. Tip: Why your company should hire an SEO specialist Here are five strategies, tips and best practices to make sure you get the most targeted mobile users by giving them the best experience. 1. Know your options for delivering web content to mobile users You can follow the best SEO practices in the world but if mobile users find your site through a search, visit it on their device, have a bad experience and then click away, all your SEO work has been useless, at least as far as the growing mobile contingent concerned, Fox says. How: 25 Link-Building Tips to Drive Traffic to Your Website According to Limelight networks, 80% of people leave a mobile site if they have a bad user experience. "You worked hard, and you lost that client again", Fox adds. You need a plan to deliver your content to mobile users in a way that delivers a positive experience. There are three ways to deliver web content optimized for viewing on phone and tablet screens, says Bryson Meunier, director of SEO strategy at digital marketing agency Media Resolution. Mobile URLs. In this scenario, every desktop URL has an equivalent, different URL, such as m.yoursite.com, which serves mobile-optimized content. Dynamic service. With Dynamic Service, the server responds with different HTML and CSS on the same URL, depending on the device requesting the page. Even if you don't change the URL, you can create content specific to mobile users, Meunier explains. For example, if you're a sports site that a mobile searcher reached by typing the latest tennis scores into Google, you could provide a simplified mobile-only page that simply lists the scores. When someone Google the same phrase using a desktop browser, on the other hand, the page you serve could have a lot more information, such as photos of players and teams, in addition to the latest scores. Reactive design. This is the method that Google suggests for webmasters for three main reasons. Use a single URL. According to Google, this "makes it easier for users to interact with, share and link to your content", and "helps Google's algorithms assign indexing properties to content". Having a URL also helps build and maintain the equity link for that URL, Meunier adds. The loading time of the page is reduced, as no redirection is involved to get to a page optimized for the device. Plus, Google warns, "user agent-based redirection is prone to errors and can degrade your site's user experience". The responsive design saves resources for your site and for Google crawlers. "For responsive design web pages", Google says, "any Googlebot interpreter must scroll the pages [only] once, instead of scrolling multiple times with different interpreters, to retrieve content. This improved scanning efficiency can indirectly help Google to index more site content and keep it properly fresh". How to do: Top 10 things to look for in an SEO expert responsive design is good for Google and for users. But there are exceptions, as you'll see. 2. Choose an option that makes sense for your target audience. Knowing which option is best requires understanding your mobile user's needs and intentions, Meunier says. The responsive design is appropriate if your and desktop users are usually looking for the same things as they are with a news site. Comparison, responsive design might not work well when your mobile users are looking for one or two specific things, while your desktop audience might be interested in learning a lot more. For example, mobile users looking for a particular fast food chain might simply be looking for the nearest location. Desktop visitors may want menu, power, or other information. This would only be achieved by way of a mobile user and slow it down. Also, responsive design may not be the best option if your company hopes to grow its international customer base, he adds. Main phones are still widely in use in many countries outside the United States, and responsive-designed sites don't display properly, or at all, on phones' features. For the public, you need to develop a separate mobile site. Don't worry that Google will see a mobile site as duplicate content to your desktop site and penalize it in the ranking, Meunier says. "If you follow Google's smartphone guidelines, you should be fine." I don't know how your current site will look on a small screen of your device? Last year Google released an online tool, GoMoMeter, which shows how your site looks on a mobile browser. You can also find a mobile site developer using the Google tool. For \$25 a month, Mobile Moxie offers online tools for keyword search, mobile site emulation and mobile search engine simulation. 3. Knowing when to use short, and long keyword Phrases Searchers using mobile devices often type in shorter sentences. After all, who wants to pull out a long phrase on a touchscreen keyboard? On the other hand, those who use Siri, Google Now or other forms of voice recognition search tend to use longer sentences. So, how should you optimize your Web content? For now, at least, many SEO experts recommend sticking with your current keyword optimization strategies. Use shorter sentences for content you particularly want to appeal to mobile users or for mobile-specific site pages, and use longer "natural language" keyword phrases for content users might search using Siri or Google Now. For example, you might want to create a FAQ page on your site with natural language questions people are likely to speak out or do other research. In any case, voice research is still a small minority of general research, both Fox and Meunier say. "From now on, most of the time, Siri doesn't know how to answer your question, so he just searches the Web. You would have done you," says Fox. "It makes the search easier, but all the stuff that happens behind the scenes is the same." 4. Make your keyword search as with any SEO effort, pay attention to the keywords that people use to reach your site. Note the language they use to talk about your product or service, says Fox. For Example, depending on your business, you can discover a growing number of specific key terms of the location in the analysis of your site. This is typical typical Mobile research, he says. You might also notice an increase in partial keyword phrases, since mobile users tend to rely even more on Google's automatic completion function to finish their queries. site analytics packages are increasingly providing data on mobile search traffic, Meunier says. An example is the company SEO platform BrightEdge, which has a function that separates the mobile keywords that visitors used to get to a site from the keywords placed on the desktop. The Google AdWords Keyword Tool is also useful for brainstorming key phrases to attract mobile users, adds Meunier. In "Advanced options and filters", there is a drop-down menu for "Show ideas and statistics for", which allows you to filter key words statistics from "Room and laptop devices" (default choice) as well as "All mobile devices", "WAP mobile devices" and "Full Internet browser mobile devices". News: Google Adds Traffic Search Notices to its SEO service Google also recommends Google Webmaster Tools, which can show where you are positioning for some keywords. 5. Make sure you are listed on Mobile User Sites Tap Into Local corporate directory and review sites like Yelp tend to rank well for local business searches, Fox says. Since many mobile searches are local, it is increasingly important that local companies are listed in these directories and services. News: Bing, Google Learn more about social integration in research Even reviews and directories sites like Urbanspoon often have dedicated apps that smartphone and tablet owners use to conduct research. And when iOS users ask Siri to locate a local business, Apple's virtual assistant often searches Yelp, providing an extra reason to be listed there. Of course, if you are listed on Yelp, TripAdvisor or other sites where customers leave reviews, it is important to continuously monitor what is told of you, says Fox. "Responding well to customer reviews, both positive and negative, is becoming more important than ever." To be where your customers are Ultimately, the best strategy is to keep an eye on the direction of technology and understand if you need to act. "In a few years, it could become important to ensure that your site's page can be easily transcribed in words pronounced by the car's computer system," says Fox. For now, the best mobile SEO strategy is simple. "You know where people are looking for you from an app, phone, tablet or desktop," says Fox. «Be sure you are there where they are looking for you and being easily accessible, regardless of how they are looking for you». James A. Martin is a SEO and social media consultant and writes the blog CIO.com Martin on Mobile Apps. Follow him on Twitter. Follow everything from on Twitter @CIOonline, on Facebook and on Google+. Copyright © 2012 IDG Communications, Inc. Inc.

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