

Making the Most of Mobile SES Chicago 2006 By: Cindy Krum



Overview

Observations

- Many aspects of Mobile Optimization follow traditional SEO Wisdom
- Device Independence: Traditional sites being viewed on Mobile Technology (Device Independence: <http://www.w3.org/2001/di/>)
- An Optimal Mobile Experience = Return Mobile Traffic = Better Results in Mobile Search Engines

Overview

What is Different About Mobile

- Industry in its Infancy
- Less Traffic = Traffic More Important
- More Opportunity to Get in Early
- Different Bots/Crawlers
- Different Browsers

Overview

Outline

- Code Best Practices
- Navigation Best Practices
- Basic Best Practices

Code Best Practices

Code Best Practices:

Code in XHTML

1. Traditional browsers are forgiving - Mobile browsers are not
2. XHTML has rigid accessibility standards that make it ideal for mobile.
3. Avoid Unnecessary Code
4. Separate Content from Design with CSS-it's Critical

Code Best Practices:

Use an External CSS

5. External CSS is ideal for mobile
 - Separates content from design for easy design updates
 - Minimizes code required to render the page
 - Decreases load time (External vs. Embedded)
 - Ensures correct display on different screen resolutions
 - Allows you to specify rendering based on the device

Code Best Practices:

Have a Mobile Specific CSS

6. With multiple device stylesheets, put the “handheld” stylesheet **after** the “screen” stylesheet

```
<link rel="stylesheet" type="text/css" media="screen" href="screen.css"/>  
<link rel="stylesheet" type="text/css" media="handheld" href="handheld.css"/>
```

7. Use "display: none " to hide elements in either rendering
8. Use the <link> element to attach stylesheets-Some handhels don't recognize @media or @handheld
<http://mezzoblue.com/tests/mobile/>

Code Best Practices:

Use Appropriate Headers

9. Use a combination of the following to return the correct content based on the device being used to access the content

- ❑ HTTP User-Agent header-(<http://www.w3.org/Protocols/rfc2616/rfc2616-sec14.html>)
- ❑ HTTP Accept Headers (<http://www.w3.org/Protocols/rfc2616/rfc2616-sec14.html#sec14.1>)
- ❑ UAProf - (http://w3development.de/rdf/uaprof_repository/)

10. Use the appropriate MIME type

`"text/html"` or `"application/xhtml+xml"`

11. These all clarify which content should be given to the browser/crawler/user based on the agent/technology accessing the content.

Traditional



Log In Omitted

Ads Omitted

Features Omitted

Ads Maintained

Mobile



Mobile Only Ad



Navigation Best Practices

Navigation Best Practices:

People Won't Learn Your Site

1. Organize Buttons Logically and Consistently
2. Name Buttons Clearly / Use good Calls to Action
3. Include Text Links for the main navigation on the page
4. Have a Site Map
5. 3 Clicks From the Homepage

Navigation Best Practices:

Make Navigation Appear Below Main Content

6. On Mobile Navigation will appear in it's entirety, including Menus and Sub Menus
 - Adjust the Physical Order of Source Content – Use CSS for Positioning on the Traditional Site
 - This Keeps the more Optimized and Unique Content at the Top
 - Easier to see that you have Reached a New Page

Navigation Best Practices: Use Optimized Jump Links

7. Optimized Internal Jump Links

- Hide on Traditional site with CSS
- Less Room 'Above the Fold' - Preview Content
- Avoids Scrolling

- **Due Diligence Reviews**
- **Plan Creation**
- **Program & Advertising Management**
- **Performance Check-Ups**

You want your website to be as visible, comprehensive, and productive as possible. The difficulty lies in the details. What exactly do the search engines look for? How can my website rank in the top five results on Google, Yahoo! or Ask.com? There is a world of opportunity for great Internet marketing and Search Engine Optimization within the content and structure of your site. Blue Moon Works asks the tough questions that will help put your website on the map, whether you want to optimize an existing program or develop a new marketing strategy.

Due Diligence Review

Through in-depth analysis of your website and current marketing program, we:

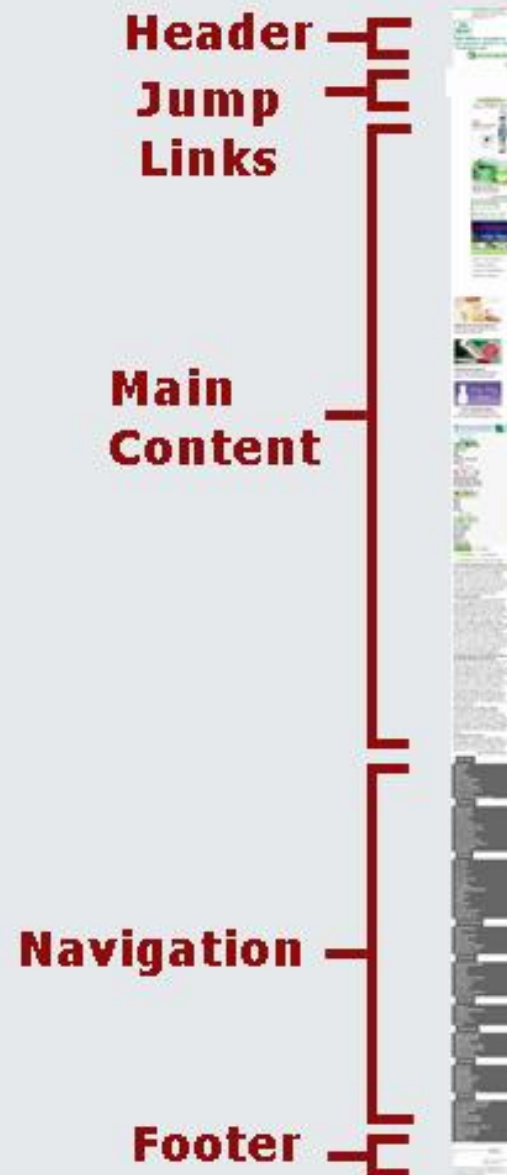
- *Complete an assessment of your Web presence in the major search engines, determining what factors limit you from consistent high rankings.*
- *Assess other existing marketing programs, identifying areas of opportunity for optimization.*
- *Evaluate your strengths and weaknesses in comparison to your competition.*
- *Make "quick-fix" recommendations on how to optimize your current online business and marketing plan.*
- *Develop a tactical road map that accelerates your online marketing programs.*

TOP

Bad



Good



Basic Best Practices

Basic Best Practices:

Quick Wins

1. Follow all SEO Best Practices
2. Interchangeable Elements = More Bonus Phrases = More Chances to Rank for Shorter Keyword Searches
3. Submit your site to Major Mobile Search Engines
4. Send Confirmations
5. Test with Mobile Devices & Device Simulators
 - Opera: <http://www.opera.com/download/>
 - Skweezer: <http://www.skweezer.net/>
 - Google: <http://www.google.com/gwt/n>
6. Validate your Site with Mobile Code Checkers
 - Mobi Ready: <http://mr.dev.mobi/>
 - W3C Mobile Web Best Practice : <http://validator.w3.org/mobile/>

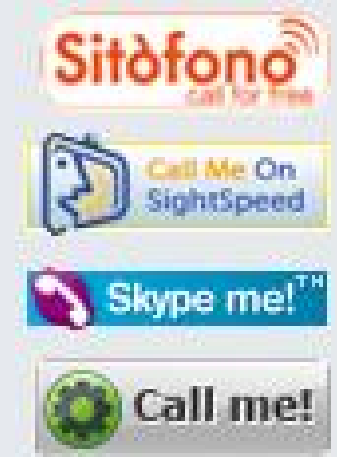
Basic Best Practices: Initiate Mobile Visibility Campaign

7. Begin a traditional linking campaign. Don't forget to:
 - Get links from other Mobile Sites
 - Submit to Mobile Directories
 - Submit to Local Directories
8. Offer an RSS feed for Mobile RSS readers
9. Purchase Text Links from Mobile and Traditional Sites
10. Consider mobile PPC with Google
11. Offer Social Tagging/Bookmarking Icons
12. Mention Mobile in Press Releases

Basic Best Practices:

Embrace the Flexibility of Mobile Sites

13. Provide information that would be important to people who are mobile
14. Make Phone Numbers Click-able
15. Offer “Send Me this Page” links
16. Include your Main Address in the Footer
17. Optimize Videos and Podcasts for Mobile too



Traditional Web



[WESTWOOD COLLEGE ONLINE]
A part of Westwood College Denver North

Call Us: 1.888.996.6546

Home | Why Westwood | Programs | Admissions | Financial Aid | Student Services

Home / [Westwood Programs](#) / Institute of Technology

INSTITUTE OF TECHNOLOGY

Westwood College Online's Technology Institute provides you with skills to help you thrive in today's technology-driven world—a world that needs specialized technical skills.

Technology Programs

- Computer Network Engineering
- Information Systems Security
- Game Software Development
- Computer Network Management
- Software Engineering

Westwood Advantages

- A Career-Focused Curriculum
- Our Commitment to Your Career
- The Convenience of Online Learning
- A Fast-Track Education
- Faculty with Real-World Experience
- An Ongoing Education
- A Real Classroom Feel

Request information about our Career-Focused Programs
Call Us: 1.888.996.6546

© 2006 Westwood College | [Disclaimers](#) | [Privacy Policy](#)

Mobile Web



REQUEST INFO

APPLY NOW

[About Westwood](#) | [Student Login](#) | [Contact Us](#) | [Campus Options](#)

Home | [Why Westwood](#) | [Programs](#) | [Admissions](#) | [Financial Aid](#) | [Student Services](#)

Home / [Westwood Programs](#) / Institute of Technology

Technology Programs

- Computer Network Engineering
- Computer Network Management
- Information Systems Security
- Software Engineering
- Game Software Development

A Career-Focused Curriculum
Our Commitment to Your Career
The Convenience of Online Learning
A Fast-Track Education

Faculty with Real-World Experience
An Ongoing Education
A Real Classroom Feel

[Read More >>](#)

REQUEST INFO

APPLY NOW

© 2006 Westwood College | [Disclaimers](#) | [Privacy Policy](#)

Image Image

“So if you’re someone who happens to design things for the web, well, I think you can see that you can either start designing now with mobile viewing in mind — instead of designing exclusively for the un-mobile web — or you can play catch-up later, after you finally get hip.”

-Michael Smith, Oreillynet.com You're a Fool to Design only for the Un-Mobile Web, December 22, 2005.