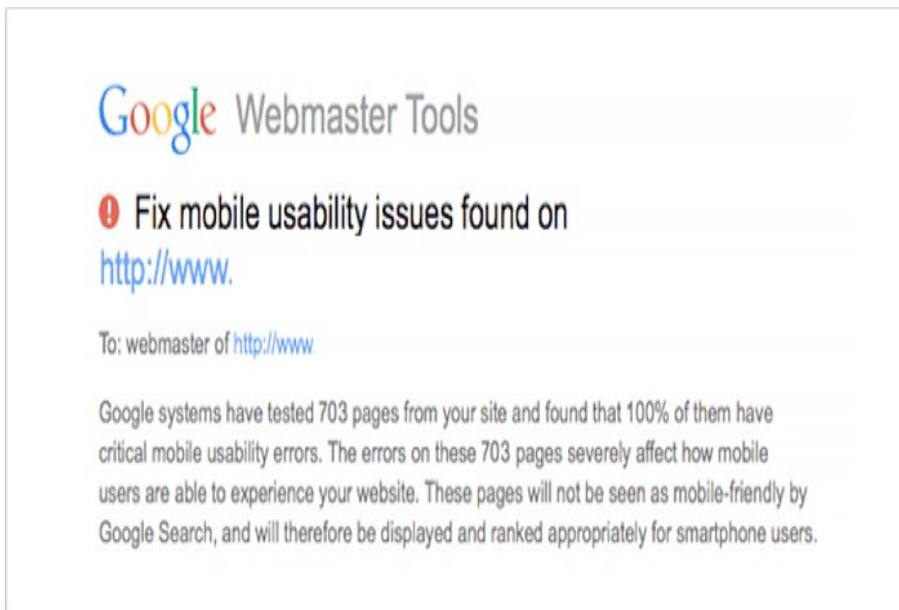


Google sends warnings to mobile-unfriendly sites

Get a mobile plan today — leave your competition behind tomorrow! Last week, Google sent tons of warnings to websites that have "critical mobile usability errors".



Although these were just warnings and they don't mean a penalty, it may be high time to refresh your knowledge of what makes for a mobile-friendly site and get a mobile plan before Google gets more serious about it (before it adds more weight to the mobile-friendliness ranking factor).

Why is mobile so important to Google?

Over the recent years, it has become obvious that the multi-screen Web will be the future (that is, the average Internet surfer will use several devices to complete a goal).



For Google, nearly **50% of all traffic** is now mobile



This holiday season, **22.5% of all online sales** were conducted on mobile devices



Over **80% of Americans** second-screen using smartphones/tablets while watching TV



90% of users move between devices to accomplish a goal (which is mostly shopping)

Is mobile-friendliness affecting Google ranking yet?

No doubt, Google is deeply invested in motivating webmasters to step up their mobile optimization efforts.

- Google now **labels mobile-optimized sites "mobile-friendly"** in mobile SERPs



- "Mobile-friendly" sites get a **slight ranking boost** (Google is believed to be testing this now)
- Google said they were ready to **downgrade sites misconfigured for smartphones**

So, why wait? With all these signals coming straight from Google, it's best to get a mobile strategy now — and stay ahead of the curve in the future!