

Productive Insights Presents

041. Mobilegeddon Is Here! Is Your Site Mobile Responsive? - with Eric Enge



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Resources Mentioned:

- <https://www.stonetemple.com/>
- <https://www.stonetemple.com/blog/>
- <https://www.stonetemple.com/googles-gary-illyes-discusses-mobile-as-a-ranking-factor/>



- <https://www.google.com.au/webmasters/tools/mobile-friendly/>

Related Podcast Episodes:

- Chris Garrett (Copyblogger) on Content Marketing
- Content Marketing Tutorial (Youtube video also available)
- SEO and how to integrate it with Content - David Jenyns
- Dan Norris new book Content Machine
- Rand Fishkin on Content and key trends in search today

Books Mentioned:

- The Art of SEO (Theory in Practice)
- Atlas Shrugged
- Made to Stick: Why Some Ideas Survive and Others Die

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Key points (with timestamps)

- 2:57 - Eric's take on how SEO has evolved over the years
- 5:43 - Mobilegeddon (April 2015 google algorithm) update and why you need to understand its implications
- 6:09 - Growth in mobile traffic isn't at the expense of desktop traffic. It's in addition to desktop traffic!
- 10:51 - Two studies that talk about the scope of Mobilegeddon
- 12:00 - How a drop of a couple of positions in google rankings can affect your traffic by up to 50%
- 14:29 - Five (5) years from now, we're going to see completely different search experiences on mobile.
- 16:51 - Eric's study on Mobilegeddon update showed that 50% of sites dropped in rankings following the update.
- 17:22 - The impact of Mobilegeddon hasn't been fully experienced yet.
- 21:04 - Why the user's search experience is so important to google
- 24:27 - Actions listeners can take to improve their content's performance in search engines
- 27:18 - The days of black hat SEO are over.
- 31:22 - How to quickly tell if a website is mobile responsive - Google's mobile-friendly tool
- 34:36 - The key indicators that your site is mobile responsive
- 36:51 - Books that have had great impact on Eric
- 40:11 - How to find out more about Eric



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