Custom Website Design Agency Trackable Results Says, ?Mobile Websites Are More Important Now Than Ever Before?

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Elmhurst, IL based Trackable Results, Inc. said Google?s coming search engine algorithm changes for mobile websites will effect business owners websites ability to show up in the search results. According to a recent Search Marketing Summit in Sydney, Google will be updating the page speed ranking factor to specifically look at the page speed of mobile pages in their mobile-friendly algorithms.

After analyzing these changes combined with mobilegeddon, Brian Saviano from Trackable Results said, ?businesses that have not upgraded to mobile responsive websites will have very little chances of appearing in mobile search results. With more than half of all searches performed on mobile devices, having a mobile responsive website is now more important than ever before.?

Page speed became a factor in 2010 when Google began measuring desktop websites page speed. Saviano said, ?With the coming mobile page speed ranking factor, those businesses that have not adapted to mobile may want to jump on the bandwagon.? Gary Illyes from Google reportedly said on his Twitter account that the change is in its planning phase and could be months away.

Those whose websites are not mobile friendly, still have a chance to avoid the next Google slap by adapting now. The whole idea behind mobile searches, is that Google wants to provide users of their search engine with the most user friendly experience.

Those who would like more information on mobile websites can visit www.trackableresults.com.

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Trackable Results

Trackable Results is a full service online marketing agency that focuses on proven marketing systems to help our clients get more business. Our focus is to design a sales funnel to help you attract more of the clients you truly desire.

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