Mobile Optimisation Belfast Business Services Available Through BelfastSEO.org

July 27, 2015

July 27, 2015 -

Mobile Optimisation Belfast Business services are now available through BelfastSEO.org. The company specialises in helping Belfast, Northern Ireland and UK businesses become mobile friendly and seen on page 1 of Google for their websites.

The global trend of searchers going from lap top and PC's to tablets and Mobile phones is one of the most powerful the world has ever seen and Google has been watching and taking notes. Today, hundreds of millions of searchers wake up every day and begin searching online using their tablets, IPads and mobile phones. They look for local news, local services they desire, and local goods they want to purchase.

All of these local searches and mobile searches have caused Google to make it's largest change in history that now impacts tens of millions of businesses around the globe as it pertains to their websites online. In the past 15 years, the majority of websites were build to look and perform properly on PC's and Laptops as that was how everyone was accessing the internet. The challenge has become that while the trend moved to local/mobile, tens of millions of websites that worked properly on pc's and laptops look horrible and don't perform properly on tablets, IPads, and mobile phones.

This has forced Google to change the ranking rules as they see the trend that more and more searchers wil be using local searches and mobile devices. On April 21, 2015, Google announced it's now mobile friendly rules.

"Google has changed the game for every business on the world. They have made it clear that unless your busness website can pass Google's mobile friendly test, it will be ranked lower in the search results behind websites who have taken the initiative to become mobile optimised. This means if you have not confirmed and made the changes required by Google to become Mobile friendly, you are at serious risk of losing your online new customer flow," says Darren Founder and CEO of BelfastSEO.org.

This is not a maybe change for Irish and UK businesses, this is a must do as the Google penalties have already started to take hold around the Globe as businesses websites that are not mobile frindly are already dropping in the rankings according to the Wall Street Journal. It's only a matter of a short while before it starts here in Belfast.

Google has long had a reputation for making sweeping changes to the way they rank websites online but this mobile change has been the most wide spread and impactful of all of the google updates combined. As such the news has been featured on the cover of many global magazines and newspapers in cluding recently in the Belfast Telegraf who stated: "Businesses must be careful to become mobile optimised or risk dropping to page 27 in the rankings."

So if you are a business owner in Belfast, Northern Ireland or the UK and you are not sure if your website is Mobile friendly or will pass the Google Mobile Optimisation test, feel free to contact BelfastSEO.org using the details below to schedule a free Mobile and SEO analysis of your website to make sure you avoid a costly Google penalty.

###

For more information about BelfastSEO.org, contact the company here:BelfastSEO.orgDarren McErlean07835818866darren@belfastseo.orgNorthern Ireland

BelfastSEO.org

BelfastSEO.org offers Mobile Optimisation and SEO services to Belfast and any Business located in Northern Ireland or the UK.

Website: http://BelfastSEO.org

Email: darren@belfastseo.org

Phone: 07835818866