BelfastSEO.org Has Issued a Warning to All Belfast and N.I. Businesses of Major Google Penalty Coming November 1 for All Websites Not Properly Mobile Optimised

September 14, 2015

September 14, 2015 -

BelfastSEO.org are the #1 rated Mobile Optimisation experts for Belfast and Northern Ireland businesses and have just issued a warning of a pending Google Penalty for all businesses that have websites that are not properly Mobile Optimised. Google has announced that as of November 1st if a site is not properly optimised and able to pass the Google Mobile Friendly test it will risk losing significant positioning in the Google rankings. As of this notice 50% or more of all businesses are still not properly mobile optimised in Google's eyes.

The world has changed the way it is searching for goods, services and information online. Early on in the history of the web people would search using their PC or laptop typically either from work or from home and so websites were built to look good and function properly on these devices. Now things have changed.

2015 marked the first time in history that searches form mobile devices such as tablets and mobile phones

have surpassed those of Laptops and PCs. And the trend is only growing more powerful worldwide as more and more people adopt the mobile device as their primary searching tool online.

This trend has become so powerful that Google has now taken notice and as of April 21st 2015 Google has changed the way it ranks websites in its search results now heavily favoring mobile friendly websites over traditional sites. These new more modern sites have the ability to adjust to the different size screens offered through tablets and smart phones or iPhones. This allows the mobile user to more easily see and consume the information provided on the site as the traditional sites are not flexible enough to re-size themselves and adjust to the newer mobile screen sizes.

?Google wants their users to have the best experience possible when searching through Google while using a mobile device... and there are so many people doing that now that Google has no other option but to issue a penalty if your website is not able to pass the Google mobile friendly test.? says Darren, owner of BelfastSEO.org.

?The challenge for Belfast and Northern Irish businesses is that if they are not properly mobile optimized, Google will notice and move them lower in the search results causing many businesses to lose a large amount of future customers as a result.?

Obviously this Google change is significant impacting millions of businesses worldwide. To help local businesses avoid a serious Google Mobile Penalty the professionals at BelfastSEO.org are offering a free mobile friendly Google test to any business that wants to try to avoid a Google penalty.

To take advantage of this free test simply visit belfastseo.org and click on the banner that offers the free test and within 24 hours they will provide a full report showing exactly where a site stands from a mobile perspective as well as what other issues it may have that are preventing the site from moving higher in the rankings and getting more business as a result.

To learn more about the pending Google Penalty go to: http://siteladder.com/blog/google-issues-warning-about-falling-rankings-on-november-1st/

Business owners in the Belfast or Northern Ireland area can speak to the professionals at BelfastSEO.org about a free Mobile friendly test for their websites using the contact details below.

###

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

