Whitehat SEO Publishes Blog Post On The Importance Of The Mobile Web And Responsive Web Design

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Whitehat SEO, a firm based out of London, UK, has recently updated their blog with information which relates to the recent rise in the mobile web and its impact on businesses. The post can be found at http://www.whitehat-seo.co.uk/newsletter/responsive-web-design-businesses-risk-losing-customers-ignoring-googles-recommended-mobile-friendly-configuration/ and it covers topics such as how the changes to mobile websites can effect businesses, why these mobile sites are trumping non-mobile sites, and why these types of sites are better than just creating a simple phone application.

The team at Whitehat SEO writes: "Many companies have made the mistake of assuming that they need an app to reach customers. An app may lead to greater sales as apps deliver coupon codes and deals that drive increased sales and better customer loyalty. However, mobile website users are unlikely to stay on a website that isn't mobile friendly, much less download your app."

Much of the blog post relates to the fact that Google and other search engines have changed their algorithms over this past year to rank mobile websites differently, especially when individuals are searching via mobile devices. This means that many companies could be missing out on sales and new clients due to a lack of

mobile responsiveness in their online store or website. The blog article explains why this is so, how these odds can be overcome, and a multitude of other information which directly relates to building a better business and preventing the loss of current customers.

Along with the information which the blog post supplies, Whitehat SEO has also added a list of bullet points which explain why mobile sites are a requirement of modern business. This breakdown of the article helps to underline the most important aspects of the text above.

Those interested in learning more about the importance of mobilizing a website, how it can affect search engine rankings, and other points related to SEO and online marketing are encouraged by the company to check out their latest blog post. The team at Whitehat SEO also invites readers to subscribe to their blog and follow their site for updates and new blogs as they are posted.

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Whitehat SEO Ltd

Our company Whitehat is a full service agency with a team of experienced experts with knowledge of every aspect on online marketing: SEO (both local, national and international), reputation marketing and management, social media, PPC and web design.

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