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LMB Media Group Provides Details On Upcoming Mobile Responsive Website Penalty

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LMB Media Group has provided the details on the upcoming penalty that Google will impose on websites that are not mobile-friendly. In addition, the company has also announced that they will be able to help businesses in such a way that they will not be hurt by the forthcoming Google algorithm update that includes the mobile responsive website penalty.

"Google frequently releases updates and this forces people to make changes to their website in order not to be negatively affected," explains Larry Brooks from LMB Media Group. "However, this often requires strong technical knowledge, something that most businesses do not have, as they focus on their own business instead. At LMB Media Group, we want to make sure that we can help them avoid the latest penalty."

LMB Media Group is a company that focuses on providing businesses with increased visibility and leads. In doing so, they can help to increase overall business as well. To achieve this, the company offers a number of services, including a local presence report, website design and redesign, local business listings, Search Engine Optimization, social media, reputation management and marketing, Search Engine Marketing, video marketing and display advertising. As an advertising agency, they have won a number of awards for their

services. Their goal is to ensure dramatic growth for local businesses through their online presence. This also means that they have to stay constantly up to date with the Google algorithm changes and ensure their customers are ready to take on these changes without losing visibility, authority or ranking. To date, they have achieved great success in this, and their customers have left raving reviews.

"Thanks to LMB Media and their website design services, we went from unknown to being a household name," said one of their customers. "Not just that, however, their service didn't stop when the project had been completed. Now, whenever there is a change in Google or other algorithms, LMB contacts us so that we have a chance to make changes ourselves and maintain our local market domination."

"Mobilegeddon," as it has been named, will start on April, 21 2015. It effectively means that there will no longer be a ranking benefit just for being mobile responsive. Additionally, the Googlebot must be able to crawl Javascript and CSS in order for something to be classed as mobile friendly. Also, each page will be assessed for mobile friendliness, rather than the site as a whole. Finally, Google is currently working on creating an index dedicated to mobiles only. The one saving grace at present is that tablets will not be affected.

These changes are pretty massive, particularly for those who have been working on mobile responsive design according to the past updates. This requires true expertise and knowledge, something that LMB Media Group is happy to provide. For further information, the company urges those who are interested to "contact us" using this link or through the contact information below.

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LMB Media Group is an Award Winning full service Advertising Agency. We help local businesses and companies looking to market to a local audience leverage proven marketing systems for Dramatic Growth.

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