



PlayOn Media Launches Initiative to Help Client Websites Become Mobile Ready

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Hamilton, ON

PlayOn Media has launched an initiative to ensure local company websites are mobile friendly. As of April 21, 2015, Google Search will be using mobile-friendliness as a ranking tool. In translation, websites that are optimized for mobile devices and pass Google's Mobile-Friendly Test Tool shall be ranked favorably amongst others.

As of the end of 2015, Smarts Insights said that "51% of website visitors are comprised of mobile devices". With the increased use of mobile devices, companies must now make sure their websites are web responsive. "Local companies are threatened by this because if they don't adapt, they will be left behind," says Jibran Baig from PlayOn Media.

"We believe in our community and want to support our local companies by helping them convert their

websites to be more mobile friendly,? says Tyler Bailey from PlayOn Media. PlayOn Media plans to achieve this initiative by contacting local companies via emails, phone calls, and various networking events. They offer various services such as web design/development, SEO, and PPC. As an added benefit, PlayOn Media is offering non-profit organizations free Google Advertisements for up to \$10,000 (conditions apply).

PlayOn Media is known for their work on localized SEO, PPC, and web design. They focus on being able to offer all the most up to date and cutting edge technology to the advantage of their clients.

For details about PlayOn Media?s experience and expertise, they can be found on their company website on <http://playonmedia.com>. or their Facebook page. The website also contains detailed information regarding services offered, team bios, and contact information.

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For more information about PlayOn Media, contact the company here: PlayOn Media Tyler Bailey (289) 426-5118 info@playonmedia.com 10 Kelsey Gate Stoney Creek, Ontario L8J 1Y4 Canada

PlayOn Media

PlayOn Media provides web design & search engine optimization for small businesses in the Burlington & Hamilton area.

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