

Mobilegeddon: Why Google Forcing Websites to go Mobile-Friendly

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Abstract: Mobile search engine optimization is the method by which we are able to get better page ranking for your websites in search engine result pages. Many of the users use Google to look for something, and if they're lucky they're going to catch on at intervals the highest of few results came back by the google search engine. With the rise in mobile devices, the search on mobile devices ought to even be relevant and in a timely manner. During this analysis, a shot has been created to grasp the consequences of the mobilegeddon's logic of mobile-friendliness for search ranking, which changes the method your website is hierarchic in mobile search. During this study, a close understanding of the search analytics report that was found within the Google search console and totally different net surveys taken by organizations taken into thought to grasp however the changes in mobile search ranking drastically modified thanks to the advancement within the mobilegeddon rule. This study helps to spot totally different aspects of the Mobilegeddon rule that causes massive updates to mobile search ranking and results and formally paves the way for the mobile-first era.

Keywords: Mobilegeddon, mobile first-era, google's plan to go mobile-friendly, why google forcing websites to go mobile-friendly, mobile Ad market, conversion rate, PPC revenue.

1. Introduction

Millions of individuals go around to google for all their searches like what, where, when, near me, how, who, etc., and with the rise in mobile devices, users value more highly to use their smartphones for looking. Therefore creating it as simple as attainable for users to act together with your website or app may be a key component of success for any website. User experience is directly impacted by the devices users use to search like desktops, laptops, Tabs, mobile phones, etc. On May 5, 2015, Google proclaimed that "many Google searches manifest themselves on mobile devices than on desktops in many countries including U.S.A. and Japan".[1], by discerning the significance of mobile devices, Google tries to make the smartphone friendlier for mobile shoppers. As a shot thereto google proposes a brand new ranking factor known as mobile-friendliness within the mobile ranking rule named Mobilegeddon.

"Mobilegeddon was launched on Gregorian calendar month 21, 2015, and also the term was initially coined by Chuck Price within the post written for computer program Search Engine

Watch on March 9, 2015."[2] "The term "Mobilegeddon", was punched, to encapsulate, the forecast that this new ranking factor is going to alter the entire search architecture."[3] With this study, we tend to are attempting to grasp the rationale why Google goes mobile-friendly and forcing organizations to adopt mobile responsiveness to their websites.

2. Related Work

Many of the folks tried to grasp the changes created by mobilegeddon on the mobile search ranking and what's sensible and dangerous concerning it. Amy Riegelmon[4] in her study mentioned the numerous visits traffic to government websites. In line with the information collected from Digital Analytics Program, few of the far-famed government websites were lacking within the mobile-friendliness side of mobilegeddon as these websites were having issues like contents wider than the screen, text too little to scan, and links to approximate. creating them is thrown out of the search ranking. Within the total count of no. of individuals on the govt web site, mobile users share is 56.9% and if we have a tendency to area units having an internet site that's non-mobile responsive then this alteration will build the positioning effectively disappear.

Page ranking is one of the very necessary aspects of search engine optimization that makes your web page stand tall within the crowd. Pasko Bilic[5] in his study mentioned that advertisers pay Google for the placed ads on the other hand SEO techniques to target website content and create them to get a better rank for his or her websites in organic search results. However with the appearance of mobilegeddon, "an algorithmic modification proclaimed by google in 2015, to extend the ethnicity of websites with transportable versions is an endeavor by Google to tap into the increasing market of mobile phones for net search." Patrick Reinhart.[6] mentioned in his study that, with the launch of mobilegeddon on April 14, 2015, Google has given 3 vital key points of what the update would impact:

- Solely affects search ranking on mobile devices only not on desktop.
- The searches will be affected by all the languages globally.
- The changes will be applicable to individual pages of

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the site, and not the entire website.

With these points, Google mentioned that your website is either mobile-friendly or not, there's no partial worth for knowing this, thus, in brief, this suggests that your website ought to be viewed regardless of the device or the screen sizes. Dr. Peter J. Meyers [7], aforesaid that the algorithmic changes are on the far side of the rankings. The mobile search result pages are completely different from desktop search result pages, and also the vital distinction is their style. Most of the studies were done and revealed on this subject however folks were accentuation a lot of on however it'll work and the way it'll modification the rankings for mobile versions, who are benefited and who won't, however, Google extremely desires this modification for his or her customers solely or anything else is hidden behind the box. Is mobile-friendliness simply another ranking considering the list of two hundred factors? Or Google has one thing that might profit them in addition. Thus during this study, we tend to be attempting to grasp why Google is forcing the websites to travel mobile-friendly.

3. Methodology

Google is one in all the world's extremely valuable corporations battling with the world's high brands like Microsoft, Walmart, Amazon, General electrical, etc. all of this from a corporation that was started during a garage barely last twenty years ago, and providing most of the services freed from the charge or with a nominal charge to customers. Then a matter conjointly arises in mind that how Google could be affording these expenses? Even supposing Google is a technological company having countless services and products however Google's main business is Advertising. in keeping with Google's 2020 revenue report, In 2020, Alphabet Google's parent company, generated nearly \$183 billion in revenue and \$147 billion i.e. over 80% comes from Google's ads business.[8] and as a common fraction of website traffic comes from mobile devices, Google is putting additional concentrate on mobile devices.

Mobile search engine optimization is the strategy which will be went to improve the page ranking of your website by optimizing the contents so they will be best viewed on your smartphone. The method can facilitate organizations to grow their organic traffic and facilitate them to not go for paid ads for page ranking. Google is one in all the foremost necessary search engines in terms of mobile SEO because it covers 95% of the mobile search market, and redoubled use of mobile devices for net looking out makes Google cares the way to generate the revenue from the mobile search market and the way to push paid ads on the little screens of mobiles that leads them to conclude that if a website isn't properly seen on a mobile screen therefore because the ads also can be not seen properly, and customers will not get them simply therefore if creating web content appearance properly visible on the mobile screen can build customers see the contests simply and conjointly ads placed by Google on these web content. the subsequent figure shows the worldwide mobile data traffic from 2017 to 2022.[9]

In the year 2021, we all are aware of the generality of advertisements in our day to day life, whether or not it's

traditional Google search, look videos on youtube, shopping for anything online, or maybe checking your Facebook updates, ads are everyplace, and that we got to tackle with them either pleasantly or unpleasantly. Even now that the ads have gone personalized, you'll be able to see solely the ads of the merchandise or service that you just often look for. Google started this customizing search in late 2009, by which you'll be able to not simply get the generally well-liked results however Google tries to predict what you're possibly getting to click on and may show you the connected things only[10]. Google Adwords and Facebook Ads are 2 widely used and tailored ad networks. These 2 firms cowl virtually half of all advertising market and Google's share during this is a quarter-mile. Thus because the world leader within the advertising trade, Google forever rules the sport.

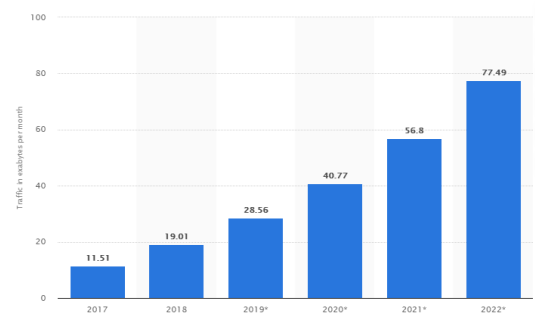


Fig. 1. Percentage of global mobile traffic

When we take into account the technical aspects of Mobilegeddon, Google clearly explained that your website is taken into account to be mobile-friendly, if its text is decipherable while not zooming or sound, its faucet target must be spaced out suitably, and also the page avoids horizontal scrolling. Therefore the websites that are losing during this criteria are losing their visibility within the search ranking. And because the searches on a mobile device are exaggerated and surpassed the searches on computers, several websites started taking their steps towards the mobile-first generation. Thus Google additionally needs that the majority of shoppers ought to access the web through their mobile phones rather than victimization desktops or mobile apps. Google sells ads that time to the websites, however typically cannot directly look for content within apps.”[11] Advertisers will never pay additional for the clicks from mobile devices and most of the time it'll not result in sales. Thus forcing websites to upgrade their contents in order that the website ought to be properly visible on the movable and might result in additional sales and interns can result in higher costs for google mobile ads.

As we have a tendency to all understand that the conversion rate is one among the necessary factors of SEO, the high is that the conversion rate additional is helpful for your website and because the conversion rates are terribly low on mobiles devices, Google is doing its best to lift the low conversion rates by victimization techniques like showing services or merchandise ads on mobiles. thus let's take into account a state of affairs, you're going to get any product online and search it through Google search, you may see tiny boxes begin showing

at the highest of the searches which have merchandise with their pictures, price, and also the company merchandising that product, the same as online booking websites like Amazon, Flipkart, etc., however, we have a tendency to have gotten the results on Google’s looking page that isn’t an internet store to shop for the merchandise however AN advertising place for vendors to push their brands. Thus it’s obvious that product homeowners will cash in to urge additional customers to their websites. Thus once we begin shopping for and selecting the merchandise, you may be taken into a microsite at intervals Google that appears constant because of the distributor web site and from there you’ll be able to get the merchandise or opt for another product search. This is often the straightforward method most of the retailers are victimization and it’s most victorious, thus in brief “more clicks + higher mobile responsiveness once the clicking + additional sale = a winning equation for everybody involved”[12] including Google itself as they get the revenue as pay per click for that ads.

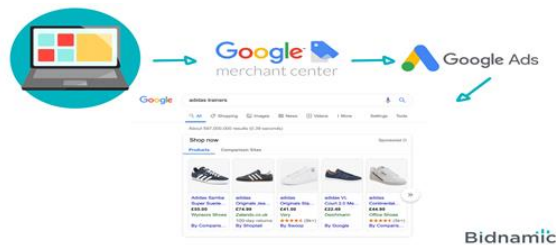


Fig. 2. Google ad search

The speedy shift to mobile devices compact most online businesses and also the advertising trade is not any additional left behind. Meanwhile, a number of the opposite companies like Facebook additionally started taking an interest within the ad market. In line with eMarketer, Google held 1/2 the mobile ad market in 2013, however, that went right down to 46.8% in 2014, on the other hand, Facebook’s share grew from 5.4% in 2012, to 21.7% in 2014[13]. That is inflicting a significant loss in revenue to Google, thus Google started implementing some recursive changes to their search criteria to force websites to go mobile-friendly, as they will begin obtaining additional revenue from the mobile advertising market yet as obtaining additional ads from the companies that cannot afford to take position scores of dollar to convert their website into a mobile responsive site and still needs their page ranking ought to be adequate to be listed in high search results. Therefore the moral of the story is, Google’s call to force websites to go mobile-friendly, isn’t close to creating the shoppers happier, it’s additionally concerning retentive the highest position of Google within the mobile ad market yet.

4. Results and Discussion

Mobilegeddon isn’t simply an associate update of Google’s mobile search formula, it’s a whole shift from desktop to mobile-first era and that modified the whole search market. Google makes it obligatory for raising the user experience of internet sites and positioning it with user behavior and dynamical trends within the market that was dynamical within

the direction of mobile. This call isn’t almost about creating shoppers pleased with the great look and feel of internet sites on mobile screens however conjointly an accurate call for them in terms of obtaining additional paid ads and not simply this they conjointly wish this transformation as a result of they need to supply the simplest page read experience to their customers, therefore, users will click on the ads denote by Google on the highest search results and that they will get as several PPC revenue out of it to form them stand tall within the advertising market. The below table[14] shows Google’s revenue before and after the mobilegeddon that clearly states that Google’s plan to add mobile responsiveness as a ranking factor, got in for them in terms of their mobile ad revenue.

Table 1. Google’s Net Revenue from Mobile Ads

| Worldwide Net Mobile Ad Revenue of Google | | |
|---|------|------------------|
| Sr. No. | Year | Revenue in \$USD |
| 1. | 2014 | 16.27 |
| 2. | 2015 | 24.31 |
| 3. | 2016 | 37.57 |
| 4. | 2017 | 49.72 |
| 5. | 2018 | 61.62 |

5. Conclusion and Future Scope

Herewith this I’d wish to conclude that, Mobilegeddon may be a trendsetter and if your web site is lacking behind the factors mentioned by Google i.e. Mobile-friendly, then it merely means your website hasn’t been optimized for mobile devices then you’re at high risk of losing your customers who searches your website on their mobile devices. This could place you at a giant loss, therefore either select a mobile-friendly version of your website or purchase Google’s advertising plans to sustain the search ranking. Also, I’d wish to add that, with this update, Google’s clear intention of sustaining within the ad market associated obtaining additional and additional take advantage of it involves a finish with a good answer for all users, businesses, and for itself conjointly. During this study, although we’ve got tried to show most of the items still, there are many unsolved and unclear queries square measure there that an additional scope of analysis is needed. The points like how Google can assign top ranking for all the paid ads? will this mobile-friendliness apply to the paid version? how two pages will be ranked if both of them have paid ads and a mobile-friendly view? does Google show only the searches that are in their favor in terms of ad revenue? therefore an additional effort has to be done on these inquiries to be answered and presently not enclosed during this study.

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