Google’s bots crawl the pages on your website and rank them in their search results.

The better a website has been optimized for search engines, the higher it will be in Google’s search results.

Google used to only base its search results on the desktop version of a website.

In 2016 mobile web usage overtook desktop.

52.2%

In 2018 mobile usage accounts for 52.2% of all web traffic worldwide, with 3.7 billion unique users.

It’s estimated that mobile data traffic will increase nearly 7x between 2016 and 2021.

In 2017, 96% of people aged between 16 and 24 in the UK owned a smartphone.

Mobile devices are increasingly being used to search, shop, bank and access social media.

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WHAT IS MOBILE-FIRST INDEXING?

This rise in mobile usage, means that Google will now see the mobile version of your website as the primary one and will index it instead of your desktop.

In July 2018, Google will change, so that slow-loading mobile sites will drop down the search rankings.

If your website is already responsive. You might not need to do anything.

If your mobile site isn’t responsive, ensure that it contains the same amount of valuable content as your desktop version.

Ensure that it’s indexable, including alt-attributes on images.

WHAT TO DO?

Ensure that your mobile load time is optimized.

Titles, links to sitemap, meta descriptions, structured data markup and social metadata should be included on your mobile and desktop website.

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SOURCES

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8 – https://www.statista.com/topics/2614/mobile-banking/