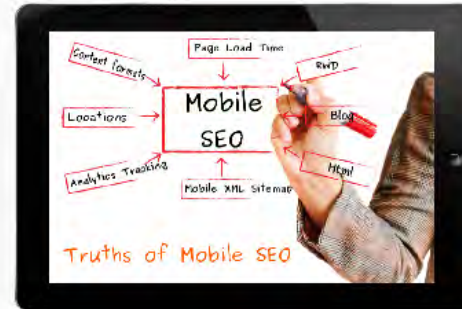


# SEO Mobile

## The Truths of Mobile SEO



Let's start with 4 tips  
how to improve your Mobile SEO

Be Social, stay Social

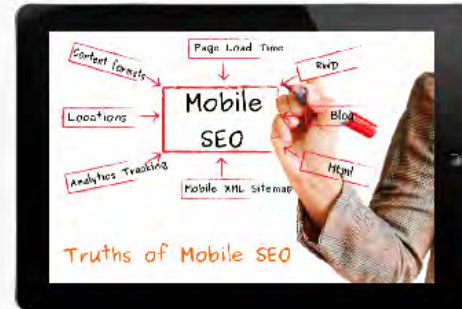


Create content by  
**Roy Sigman**  
- Joomla! Website development  
- Joomla! Joomla! Joomla!  
- Joomla! Joomla! Joomla!  
- Joomla! Joomla! Joomla!  
<http://www.roy-sigman.com>



# SEO Mobile

## The Truths of Mobile SEO



Let's start with 4 tips  
how to improve your Mobile SEO

What is Penguin?  
Google Penguin 2.0

Create content by  
**Roy Sigman**  
- Joomla! Website developer  
- Blogger  
- Freelance web designer  
- Security geek  
http://www.roy-sigman.com

What is Mobile SEO?

Be Social, stay Social

Case Studies: Performance (Optimize search)

Tip 1: Research your audience

Tip 2: Design mobile-friendly content

Tip 3: Optimize your content

Tip 4: Use your mobile device





Truths of Mobile SEO

# What is Mobile SEO?

Mobile SEO is often treated like a very different animal when it's compared to the more standard SEO practices.....

Is this true?

## Mobile SEO



<http://www.seochat.com/c/a/Search-engine-optimization-help/what-is-mobile-SEO/>

# what is Penguin?

## Google™ Penguin 2.0



Penguin 2.0 rolled out today  
Posted May 22, 2013 in Google/SEO



#### 2013 updates

Hummingbird - August 20, 2013  
In-depth Articles - August 6, 2013  
Unnamed Update - July 26, 2013  
Knowledge Graph Expansion - July 19, 2013  
Panda Recovery - July 15, 2013  
Multi-week Update - June 27, 2013  
Panda Dance - June 11, 2013  
Payday Loan Update - June 11, 2013  
Penguin 2.0 (\*) - May 22, 2013

<http://moz.com/google-algorithm-change>

<http://www.mattcutts.com/blog/penguin-2-0-rolled-out-today/>

SEO



Google™  
Collector's Card

Real name:  
Matt Cutts

Alias:  
Spam-man

Agility: 7  
Charisma: 9  
Speed: 5  
Geek factor: 8

Special weapon:

Spam-man can turn anyone invisible by use of his Googleaxe

## 2013 Updates

Hummingbird - August 20, 2013

In-depth Articles - August 6, 2013

Unnamed Update - July 26, 2013

Knowledge Graph Expansion - July 19, 2013

Panda Recovery - July 18, 2013

Multi-Week Update - June 27, 2013

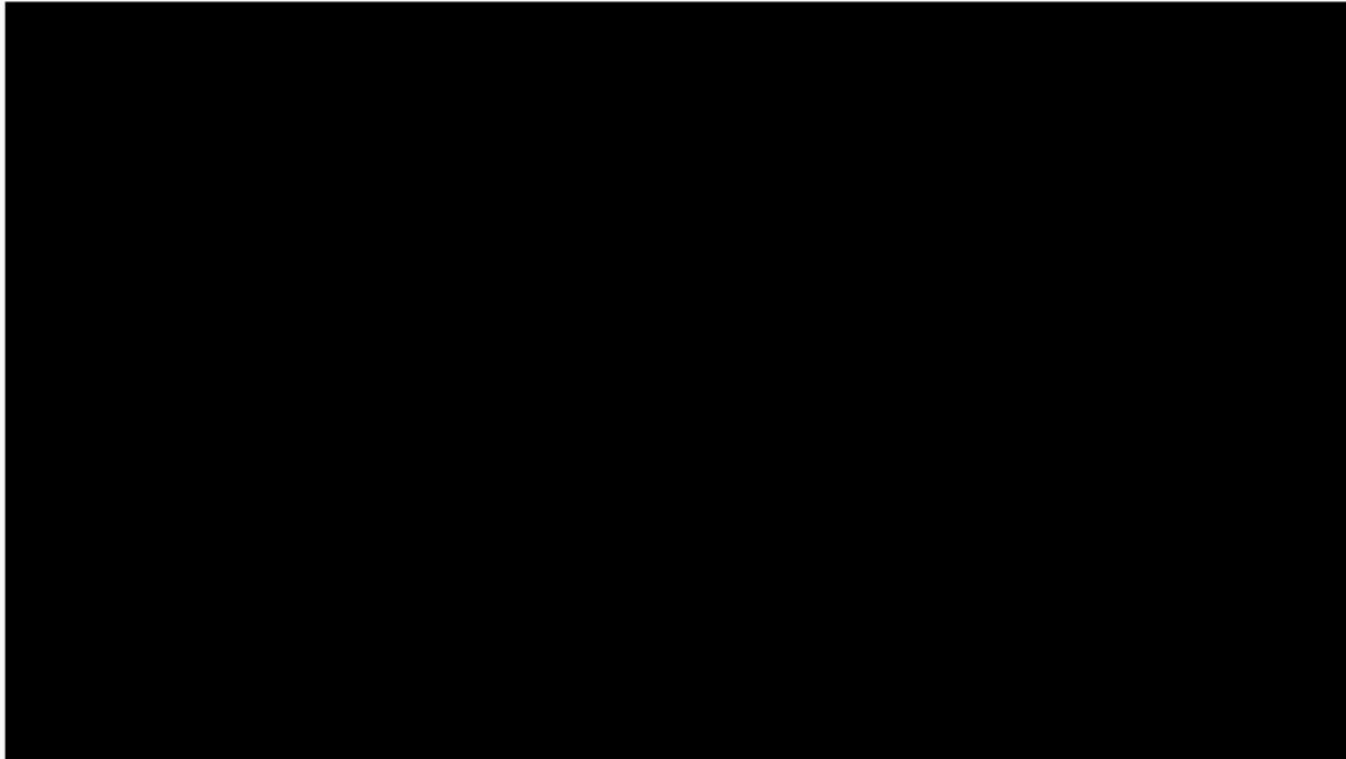
Panda Dance - June 11, 2013

Payday Loan Update - June 11, 2013

Penguin 2.0 (#4) - May 22, 2013

<http://moz.com/google-algorithm-change>

*Let's start with 4 tips*



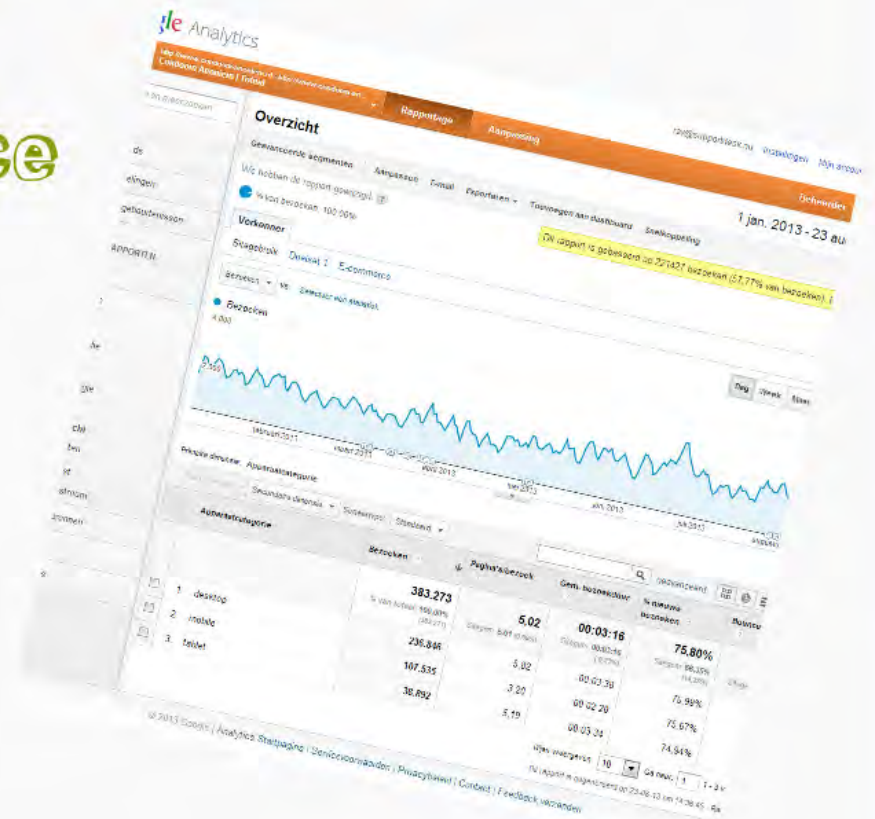
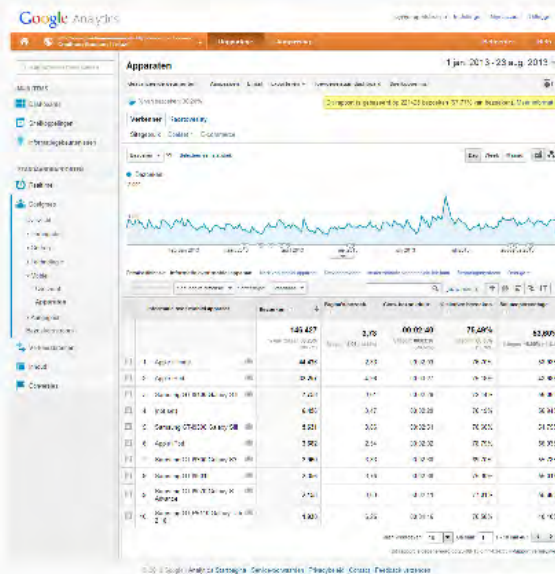
*how to improve your Mobile SEO*



# Tip 1: Google analytics -> device overview

Go to Google Analytics

Look for -> mobile device



- 1 en meer zoeken
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- elingen
- gebeurtenissen
- APPORTEN
- 3
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- s

## Overzicht

1 jan. 2013 - 23 aug

Geavanceerde segmenten | Aanpassen | E-mail | Exporteren | Toevoegen aan dashboard | Snelkoppeling

We hebben dit rapport gewijzigd. ?

Dit rapport is gebaseerd op 221427 bezoeken (57,77% van bezoeken). M

100% van bezoeken: 100,00%

### Verkenner

Sitegebruik | Doelset 1 | E-commerce

Bezoeken vs. Selecteer een statistiek

Dag Week Maan

### Bezoeken

4.000



Primaire dimensie: Apparaatcategorie

Secundaire dimensie | Sorteertype: Standaard

geavanceerd

Apparaatcategorie	Bezoeken	Pagina's/bezoek	Gem. bezoekduur	% nieuwe bezoeken	Bounce
	<b>383.273</b> % van totaal: 100,00% (383.271)	<b>5,02</b> Sitegem: 5,01 (0,08%)	<b>00:03:16</b> Sitegem: 00:03:16 (-0,23%)	<b>75,80%</b> Sitegem: 66,35% (14,23%)	Sitege
1. desktop	236.846	5,82	00:03:38	75,99%	
2. mobile	107.535	3,20	00:02:20	75,67%	
3. tablet	38.892	5,19	00:03:34	74,94%	

Rijen weergeven: 10 Ga naar: 1 1 - 3 v

Dit rapport is gegenereerd op 23-08-13 om 14:36:45 - Ra



Primaire dimensie: Apparaatcategorie

Rijen weergeven

Secundaire dimensie

Sorteertype: Standaard



geavanceerd



<input type="checkbox"/>	Apparaatcategorie	Bezoeken ? ↓	Pagina's/bezoek ?	Gem. bezoekduur ?	% nieuwe bezoeken ?
		<b>383.273</b> % van totaal: 100,00% (383.271)	<b>5,02</b> Sitegem: 5,01 (0,08%)	<b>00:03:16</b> Sitegem: 00:03:16 (-0,23%)	<b>75,80%</b> Sitegem: 66,35% (14,23%)
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Rijen weergeven: 10 Ga naar: 1

Dit rapport is gegenereerd op 23-08-13 om 14:30

Rapporten en meer zoeken

- MIJN ITEMS**
- Dashboards
  - Snelkoppelingen
  - Informatiegebeurtenissen
- STANDAARDRAPPORTEN**
- Realtime
  - Doelgroep
    - Overzicht
    - Demografie
    - Gedrag
    - Technologie
    - Mobiel
      - Overzicht
      - Apparaten**
      - Aangepast
      - Bezoekersstroom
  - Verkeersbronnen
  - Inhoud
  - Conversies

## Apparaten 1 jan. 2013 - 23 aug. 2013

Geavanceerde segmenten [Aanpassen](#) [E-mail](#) [Exporteren](#) [Toevoegen aan dashboard](#) [Snelkoppeling](#)

% van bezoeken: 38,20% Dit rapport is gebaseerd op 221428 bezoeken (57,77% van bezoeken). [Meer informatie](#)

Verkenner **Kaartoverlay**

Sitegebruik [Doelset 1](#) [E-commerce](#)

Bezoeken vs. [Selecteer een statistiek](#) 
[Dag](#)
[Week](#)
[Maand](#)



Primaire dimensie: [Informatie over mobiel apparaat](#) [Merk van mobiel apparaat](#) [Serviceprovider](#) [Invoermethode voor mobiele telefoon](#) [Besturingssysteem](#) [Overige](#)

Filter [geavanceerd](#) [Geavanceerd](#) [Geavanceerd](#) [Geavanceerd](#) [Geavanceerd](#) [Geavanceerd](#)

	Informatie over mobiel apparaat	Bezoeken	Pagina's/bezoek	Gem. bezoekduur	% nieuwe bezoeken	Bouncepercentage
		<b>146.427</b> <small>% van totaal: 38,20% (383.271)</small>	<b>3,73</b> <small>Sitegem: 5,01 (-25,69%)</small>	<b>00:02:40</b> <small>Sitegem: 00:03:16 (-18,50%)</small>	<b>75,49%</b> <small>Sitegem: 66,35% (13,75%)</small>	<b>53,60%</b> <small>Sitegem: 45,99% (16,50%)</small>
<input type="checkbox"/>	1. Apple iPhone	44.436	2.83	00:02:03	76,70%	58,98%
<input type="checkbox"/>	2. Apple iPad	32.257	4.98	00:03:27	75,18%	42,98%
<input type="checkbox"/>	3. Samsung GT-I9100 Galaxy S II	7.758	3.61	00:02:28	72,44%	56,08%
<input type="checkbox"/>	4. (not set)	6.456	3.47	00:02:29	76,19%	56,94%
<input type="checkbox"/>	5. Samsung GT-I9300 Galaxy SIII	5.631	3.86	00:02:51	70,66%	54,75%
<input type="checkbox"/>	6. Apple iPod	3.682	2.54	00:02:02	78,79%	56,93%
<input type="checkbox"/>	7. Samsung GT-I9300 Galaxy S3	2.960	3.83	00:02:38	69,70%	55,78%
<input type="checkbox"/>	8. Samsung GT-I9001	2.356	3.76	00:02:38	75,30%	55,01%
<input type="checkbox"/>	9. Samsung GT-I9070 Galaxy S Advance	2.153	3.63	00:02:11	77,01%	55,88%
<input type="checkbox"/>	10. Samsung GT-P5110 Galaxy Tab 2 10.1	1.930	6.26	00:04:16	76,58%	40,10%

Rijen weergeven:  Ga naar:  1 - 10 van 467

Dit rapport is gegenereerd op 23-08-13 om 14:34:33 - [Rapport vernieuwen](#)

Primaire dimensie: [Informatie over mobiel apparaat](#) [Merk van mobiel apparaat](#) [Serviceprovider](#) [Invoermethode voor mobiele telefoon](#) [Besturingssysteem](#) [Overige](#)

Rijen weergeven

Secundaire dimensie

Sorteertype:

Standaard



geavanceerd



<input type="checkbox"/>	Informatie over mobiel apparaat	Bezoeken <sup>?</sup> ↓	Pagina's/bezoek <sup>?</sup>	Gem. bezoekduur <sup>?</sup>	% nieuwe bezoeken <sup>?</sup>	Bouncepercentage <sup>?</sup>
		<b>146.427</b> % van totaal: 38,20% (383.271)	<b>3,73</b> Sitegem: 5,01 (-25,69%)	<b>00:02:40</b> Sitegem: 00:03:16 (-18,50%)	<b>75,49%</b> Sitegem: 66,35% (13,76%)	<b>53,60%</b> Sitegem: 45,99% (16,53%)
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<input type="checkbox"/>	10. Samsung GT-P5110 Galaxy Tab 2 10.1	1.930	6,26	00:04:16	76,58%	40,10%

Rijen weergeven: 10



Ga naar: 1

1 - 10 van 467

Dit rapport is gegenereerd op 23-08-13 om 14:34:33 - [Rapport vernieuwen](#)

# Tip 2: Google webmaster tools

## Fetch like a Google Mobile bot

Hulpprogramma's voor webmasters

www.condoom-anoniem.nl Help

Sitedashboard  
Siteberichten  
↳ Uiterlijk van Site Search  
↳ Zoekverkeer  
↳ Google-index  
↳ Crawlén  
Crawlfouten  
Crawlstatistieken  
**Fetchen als Google**  
Geblokkeerde URL's  
Sitemaps  
URL-parameters  
Malware  
Aanvullende hulpprogramma's  
↳ Labs

### Fetchen als Google

Resterend aantal fetches: **500**  
Resterende inzendingen voor URL en gekoppelde pagina's: **10**

URL:

Laat de URL leeg om de startpagina op te halen. Het kan enkele minuten duren voordat verzoeken zijn verwerkt.

Web  
Mobiel XHTML/MML  
Mobiel cHTML  
Mobiel: smartphone

URL	Googlebot-type	Status van ophalen	Ophaaldatum
<input checked="" type="checkbox"/> http://www.condoom-anoniem.nl/	Mobiel: smartphone	✓ Succesvol	26-08-13 02:50
<input checked="" type="checkbox"/> http://www.condoom-anoniem.nl/	Mobiel: smartphone	✓ Succesvol	26-08-13 02:28
<input checked="" type="checkbox"/> http://www.condoom-anoniem.nl/	Mobiel: smartphone	✓ Succesvol	23-08-13 08:04
<input checked="" type="checkbox"/> http://www.condoom-anoniem.nl/durex-play-toys	Web	✓ Succesvol URL ingediend bij index	09-08-13 03:35
<input checked="" type="checkbox"/> http://www.condoom-anoniem.nl/durex-play-toys	Web	✓ Succesvol URL ingediend bij index	09-08-13 03:35

1-5 van 5

66.249.75.238 - - [25/Aug/2013:08:09:15 +0200] "DoCoMo/2.0 N905i(e100;TB;W24H16) (compatible; Googlebot-Mobile/2.1; +http://www.google.com/bot.html)"

66.249.73.151 - - [25/Aug/2013:12:18:01 +0200] "Mozilla/5.0 (iPhone; U; CPU iPhone OS 4\_1 like Mac OS X; en-us) AppleWebKit/532.9 (KHTML, like Gecko) Version/4.0.5 Mobile/8B117 Safari/6531.22.7 (compatible; Googlebot-Mobile/2.1; +http://www.google.com/bot.html)"

66.249.73.151 - - [25/Aug/2013:12:30:45 +0200] "SAMSUNG-SGH-E250/1.0 Profile/MIDP-2.0 Configuration/CLDC-1.1 UP.Browser/6.2.3.3.c.1.101 (GUI) MMP/2.0 (compatible; Googlebot-Mobile/2.1; +http://www.google.com/bot.html)"

### Hulpprogramma's voor webmasters

Sitedashboard  
Siteberichten  
↳ Uiterlijk van Site Search  
↳ Zoekverkeer  
↳ Google-index  
↳ Crawlén  
Crawlfouten  
Crawlstatistieken  
**Fetchen als Google**  
Geblokkeerde URL's  
Sitemaps  
URL-parameters  
Malware  
Aanvullende hulpprogramma's  
↳ Labs

### Fetchen als Google

Dit is het resultaat nadat Googlebot de pagina heeft opgehaald

URL: http://www.condoom-anoniem.nl/  
Datum: maandag 26 augustus 2013 02:50:14 GMT-7  
Googlebot-type: Mobiel: smartphone  
Downloadtijd (in milliseconden): 646

HTTP/1.1 200 OK  
Date: Mon, 26 Aug 2013 09:49:05 GMT  
Server: Apache  
Set-Cookie: frontend=q93rq3lll1n8l170c0lbrgvruu6; expires=Tue, 27-Aug-2013 09:49:05 GMT; path=/; domain=www.condoom-anoniem.nl; HttpOnly  
Expires: Thu, 19 Nov 1981 08:52:00 GMT  
Cache-Control: no-store, no-cache, must-revalidate, post-check=0, pre-check=0  
Pragma: no-cache  
Age: 185  
Vary: User-Agent, Accept-Encoding

Content-Encoding: gzip  
Content-Length: 3777  
Connection: close  
Content-Type: text/html; charset=UTF-8

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML Mobile 1.2/EN" "http://www.openmobilealliance.org/tech/DTD/xhtml-mobile12.dtd">
<html lang="nl">
<head>
  <script type="text/javascript">var NRREQQ=NRREQQ||{};NRREQQ.push({"mark","firstbyte","new Date().getTime()});</script>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, user-scalable=no">
  <meta name="description" content="Condoms Durex en andere merken. alledaags en nou: condomeer dan in de w 13.194.88
```

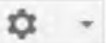


# Fetch like a Google Mobile bot

Hulpprogramma's voor webmasters

www.condoom-anoniem.nl

Help



- Sitedashboard
- Siteberichten
- Uiterlijk van Site Search
- Zoekverkeer
- Google-index
- Crawlen**
  - Crawlfouten
  - Crawlstatistieken
  - Fetchen als Google**
  - Geblokkeerde URL's
  - Sitemaps
  - URL-parameters
- Malware
- Aanvullende hulpprogramma's
- Labs

## Fetchen als Google

Resterend aantal fetches:  
**500**

Resterende inzendingen voor  
URL en gekoppelde pagina's:  
**10**

<http://www.condoom-anoniem.nl/>

Laat de URL leeg om de startpagina op te halen. Het kan enkele minuten duren voordat verzoeken zijn verwerkt.

- Web
- Mobiel: XHTML/WML
- Mobiel: cHTML
- Mobiel: smartphone**

1-5 van 5

URL	Googlebot-type	Status van ophalen	Ophaaldatum
<a href="http://www.condoom-anoniem.nl/">http://www.condoom-anoniem.nl/</a>	Mobiel: smartphone	✓ Succesvol	26-08-13 02:50
<a href="http://www.condoom-anoniem.nl/">http://www.condoom-anoniem.nl/</a>	Mobiel: smartphone	✓ Succesvol	26-08-13 02:28
<a href="http://www.condoom-anoniem.nl/">http://www.condoom-anoniem.nl/</a>	Mobiel: smartphone	✓ Succesvol	23-08-13 08:04
<a href="http://www.condoom-anoniem.nl/durex-play-toys">http://www.condoom-anoniem.nl/durex-play-toys</a>	Web	✓ Succesvol URL ingediend bij index	09-08-13 03:35
<a href="http://www.condoom-anoniem.nl/durex-play-toys">http://www.condoom-anoniem.nl/durex-play-toys</a>	Web	✓ Succesvol URL ingediend bij index	09-08-13 03:35

1-5 van 5

Hulpprogramma's voor webmasters

Sitedashboard

Siteberichten

Uiterlijk van Site Search

Fetchen

Dit is het res

URL: http://w

## Hulpprogramma's voor webmasters

Sitedashboard

Siteberichten

▶ Uiterlijk van Site Search ⓘ

▶ Zoekverkeer

▶ Google-index

▼ Crawlén

Crawlfouten

Crawlstatistieken

**Fetchen als Google**

Geblokkeerde URL's

Sitemaps

URL-parameters

Malware

Aanvullende hulpprogramma's

▶ Labs

### Fetchen als Google

Dit is het resultaat nadat Googlebot de pagina heeft opgehaald.

**URL:** <http://www.condoom-anoniem.nl/>

**Datum:** maandag 26 augustus 2013 02:50:14 GMT-7

**Googlebot-type:** Mobiel: smartphone

**Downloadtijd (in milliseconden):** 646

HTTP/1.1 200 OK

Date: Mon, 26 Aug 2013 09:49:59 GMT

Server: Apache

Set-Cookie: frontend=q93rqil1114m817c0r1bvqgbvuu6; expires=Tue, 27-Aug-2013 09:49:59 GMT; path=/; domain=www.condoom-anoniem.nl; HttpOnly

Expires: Thu, 19 Nov 1981 08:52:00 GMT

Cache-Control: no-store, no-cache, must-revalidate, post-check=0, pre-check=0

Pragma: no-cache

Age: 185

**Vary: User-Agent, Accept-Encoding**

Content-Encoding: gzip

Content-Length: 3777

Connection: close

Content-Type: text/html; charset=UTF-8

```
<!DOCTYPE html PUBLIC "-//WAPFORUM//DTD XHTML Mobile 1.2//EN" "http://www.openmobilealliance.org/tech/DTD/xhtml-mobile12.dtd">
```

```
<html lang="nl">
```

```
<head>
```

```
  <script type="text/javascript">var NREUMQ=NREUMQ||[];NREUMQ.push(["mark","firstbyte",new Date().getTime()]);</script><title>Condoom-Anoniem.nl Condooms</title>
```

```
<meta charset="UTF-8">
```

```
<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, user-scalable=no">
```

```
<meta name="description" content="Condooms Durex en andere merken. Gliimiddelen en tova. goedkoper dan in de w 173.194.66
```





 <a href="http://www.condoom-anoniem.nl/durex-play-toys">http://www.condoom-anoniem.nl/durex-play-toys</a>	Web	 Succesvol	URL ingediend
 <a href="http://www.condoom-anoniem.nl//durex-play-toys">http://www.condoom-anoniem.nl//durex-play-toys</a>	Web	 Succesvol	URL ingediend

66.249.75.238 - - [25/Aug/2013:08:09:15 +0200] "DoCoMo/2.0 N905i(c100;TB;W24H16) (compatible; Googlebot-Mobile/2.1; +http://www.google.com/bot.html)"

66.249.78.151 - - [25/Aug/2013:12:18:01 +0200] "Mozilla/5.0 (iPhone; U; CPU iPhone OS 4\_1 like Mac OS X; en-us) AppleWebKit/532.9 (KHTML, like Gecko) Version/4.0.5 Mobile/8B117 Safari/6531.22.7 (compatible; Googlebot-Mobile/2.1; +http://www.google.com/bot.html)"

66.249.78.151 - - [25/Aug/2013:12:30:45 +0200] "SAMSUNG-SGH-E250/1.0 Profile/MIDP-2.0 Configuration/CLDC-1.1 UP.Browser/6.2.3.3.c.1.101 (GUI) MMP/2.0 (compatible; Googlebot-Mobile/2.1; +http://www.google.com/bot.html)"

## Tip 3: Choose your mobile solution





ONE URL / SAME HTML  
[www.hannascakes.com](http://www.hannascakes.com)



Responsive



Serve content  
depending on  
device

Create  
URLs  
containing



[www.hannascakes.com](http://www.hannascakes.com)

[www.hannascakes.com](http://www.hannascakes.com)



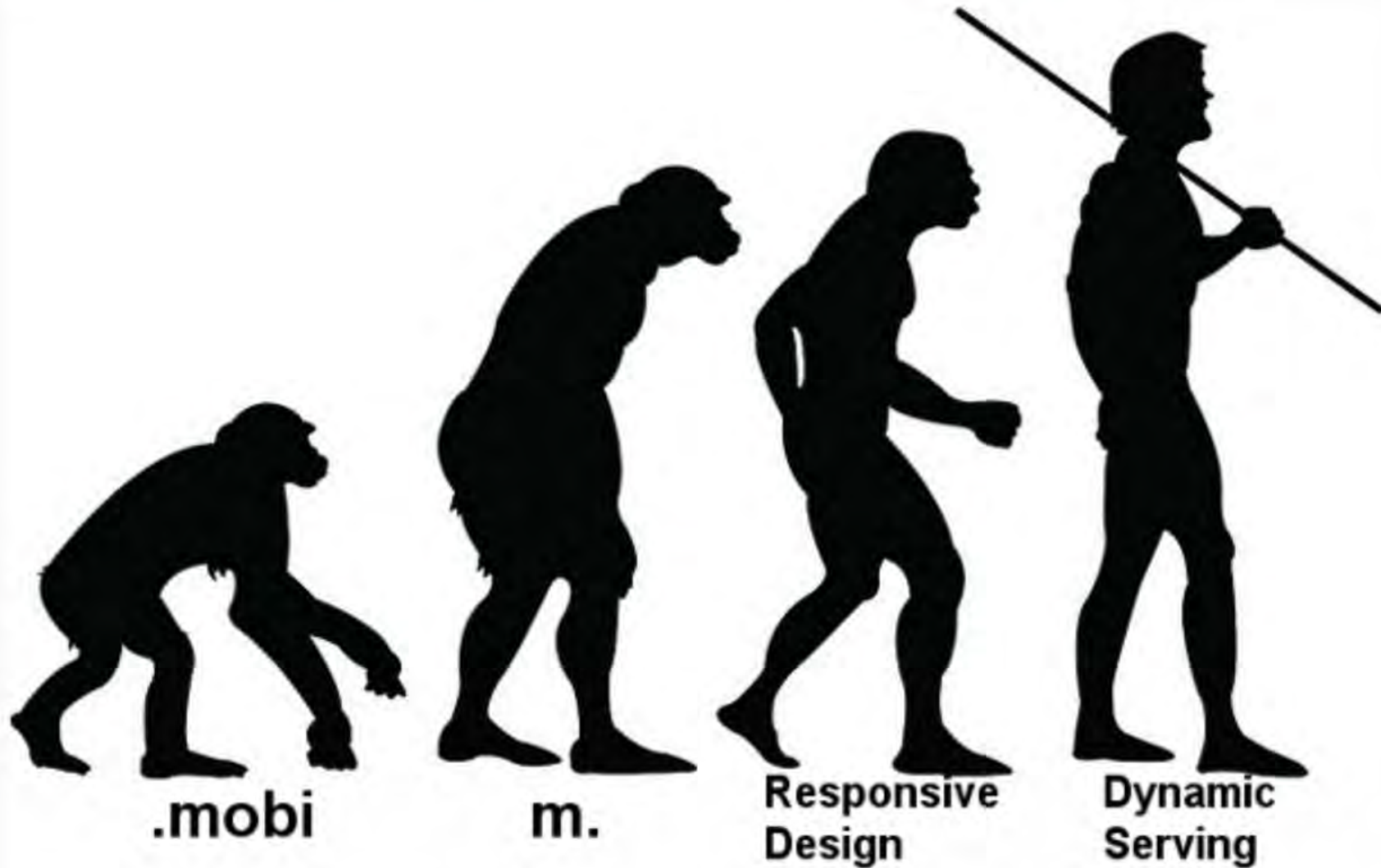
www



Create new  
URLs for mobile  
content



## Tip 4: How can Google find my mobile site



# Extra Tip: Mobile performance

- Server must render the response (< 200 ms)
- Number of redirects should be minimized
- Number of roundtrips to first render should be minimized
- Avoid external blocking JavaScript and CSS in above-the-fold content
- Reserve time for browser layout and rendering (200 ms)
- Optimize JavaScript execution and rendering time



Google Webmaster Central Blog  
Official news on crawling and indexing sites for the Google index

**Making smartphone sites load fast**  
Thursday, August 08, 2013 at 2:24 PM  
Webmaster level: Intermediate

Users [tell us](#) they use smartphones to search online because it's quick and convenient, but today's average mobile page typically **takes more than 7 seconds to load**. Wouldn't it be great if mobile pages loaded in under one second? Today we're announcing new [guidelines](#) and an updated [PageSpeed Insights tool](#) to help webmasters optimize their mobile pages for best rendering performance.

**Prioritizing above-the-fold content**

Research [shows](#) that users' flow is interrupted if pages take longer than one second to load. To deliver the best experience and keep the visitor engaged, our guidelines focus on rendering some content, known as the above-the-fold content, to users in one second (or less!) while the rest of the page continues to load and render in the background. The above-the-fold HTML, CSS, and JS is known as the [critical rendering path](#).

We can achieve sub-second rendering of the above-the-fold content on mobile networks by applying the following best practices:

- Server must render the response (< 200 ms)
- Number of redirects should be minimized
- Number of roundtrips to first render should be minimized
- Avoid external blocking JavaScript and CSS in above-the-fold content
- Reserve time for browser layout and rendering (200 ms)
- Optimize JavaScript execution and rendering time

These are explained in more details in the [mobile-specific help pages](#), and, when you're ready, you can test your pages and the improvements you make using the [PageSpeed Insights tool](#).

As always, if you have any questions or feedback, please post in our [discussion group](#).

Posted by [Bryan McCord](#), Software Engineer, and [Shane Far](#), Webmaster Trends Analyst

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<http://googlewebmastercentral.blogspot.nl/2013/08/making-smartphone-sites-load-fast.html>



## Making smartphone sites load fast

Thursday, August 08, 2013 at 2:24 PM

Webmaster level: Intermediate

Users [tell us](#) they use smartphones to search online because it's quick and convenient, but today's average mobile page typically [takes more than 7 seconds to load](#). Wouldn't it be great if mobile pages loaded in under one second? Today we're announcing new [guidelines](#) and an updated [PageSpeed Insights tool](#) to help webmasters optimize their mobile pages for best rendering performance.

### Prioritizing above-the-fold content

Research [shows](#) that users' flow is interrupted if pages take longer than one second to load. To deliver the best experience and keep the visitor engaged, our guidelines focus on rendering some content, known as the above-the-fold content, to users in one second (or less!) while the rest of the page continues to load and render in the background. The above-the-fold HTML, CSS, and JS is known as the [critical rendering path](#).

We can achieve sub-second rendering of the above-the-fold content on mobile networks by applying the following best practices:

- Server must render the response (< 200 ms)
- Number of redirects should be minimized
- Number of roundtrips to first render should be minimized
- Avoid external blocking JavaScript and CSS in above-the-fold content
- Reserve time for browser layout and rendering (200 ms)
- Optimize JavaScript execution and rendering time

These are explained in more details in the [mobile-specific help pages](#), and, when you're ready, you can test your pages and the improvements you make using the [PageSpeed Insights tool](#).

As always, if you have any questions or feedback, please post in our [discussion group](#).

Posted by [Bryan McCaule](#), Software Engineer, and [Pierre Far](#), Webmaster Trends Analyst

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### Useful links

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[Webmaster Central Japanese Blog](#)

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### Labels



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# Extra Tip: Mobile p

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**85%** OF MOBILE USERS expect sites to load at least as fast or faster than sites on their desktop.



**57%** HAVE HAD A PROBLEM when trying to access a mobile site.



**SLOW LOAD TIME** was the number one issue faced by more than one third of them.



**ALMOST HALF** of these people are unlikely to return to a site that performs poorly.

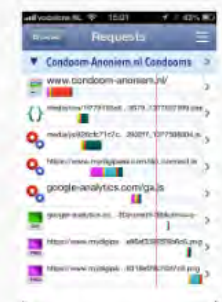
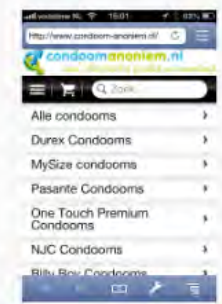


**33%** would go to a **COMPETITOR'S SITE NEXT.**

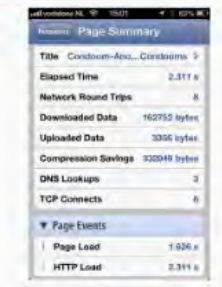


# Case: Condom-Anoniem.nl

## [dynamic-serving]

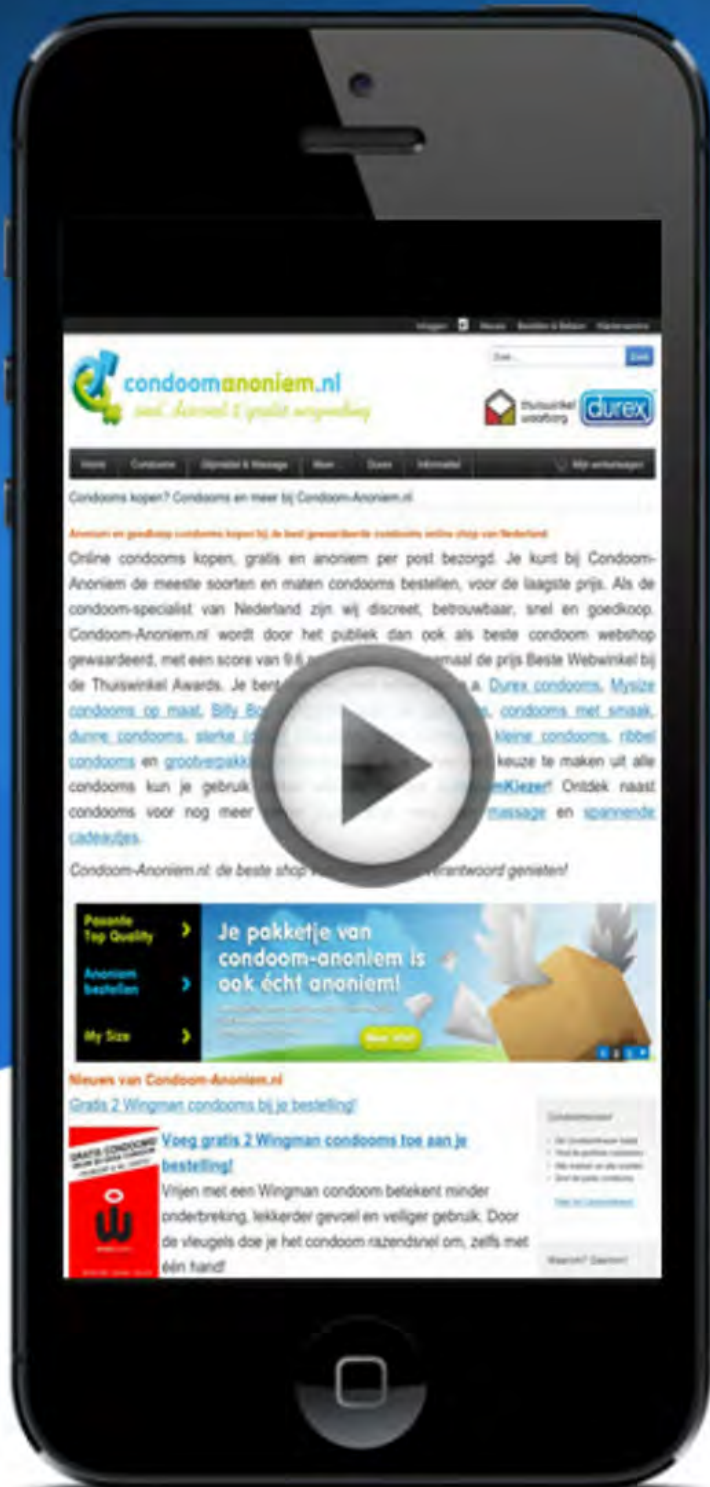


Resource	Size	Transfer	Response Time	Waterfall
1. http://www.condoom-anoniem.nl/	163.02 KB	163.02 KB	1.00s	95.1%
2. http://www.condoom-anoniem.nl/media/10791806_107918070088966	2.44 KB	2.44 KB	0.00s	67.4%



Test 1	Load Time	Page Size	Waterfall Chart	Screenshot
Test 1	2.31s	879.87kb		
Test 2	2.36s	868.76kb		
Test 3	2.31s	879.80kb		

Test 1	Load Time	Page Size	Waterfall Chart	Screenshot
Test 1	1.00s	163.02kb		
Test 2	1.04s	169.83kb		
Test 3	2.02s	163.02kb		



# Mobitest

## Mobile Performance Results for:

<http://condoom-anoniem.nl>

on iPhone 5, iOS 6, Verizon



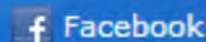
Your website's results:

Average Load Time

**3.66s**

Average Page Size

**872.84kb**



Facebook



Tweet



ShareThis

[View HAR file](#)

[Register Now >](#)

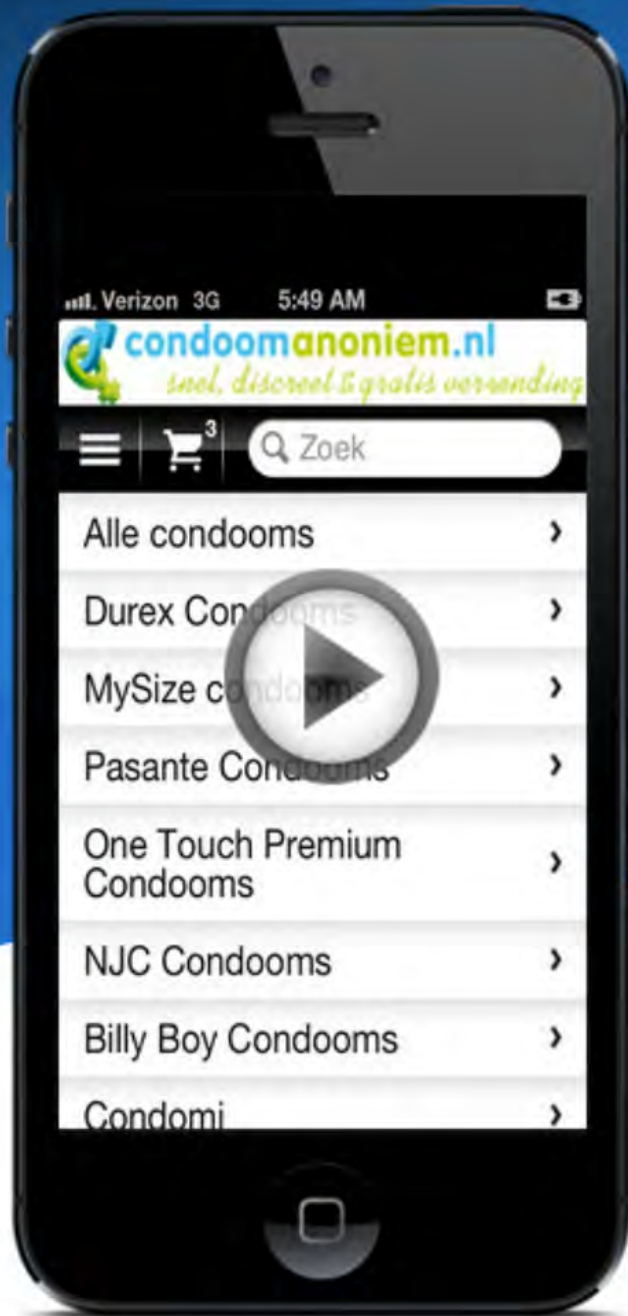
[Already Registered? >](#)

# Test 1

Load Time	Page Size	Waterfall Chart	Screenshot
6.31s	879.97kb		

# Test 2

Load Time	Page Size	Waterfall Chart	Screenshot



Mobitest

Mobile Performance Results for:

<http://www.condoom-anoniem.nl/>

on iPhone 5, iOS 6, Verizon




Your website's results:


Average Load Time


**2.25s**

Average Page Size

**160.27kb**

 Facebook

 Tweet




 ShareThis

[View HAR file](#)

[Register Now](#)

[Already Registered?](#)

## Test 1

Load Time	Page Size	Waterfall Chart	Screenshot
2.88s	158.83kb		 <p>Verizon 3G 5:49 AM</p> <p><b>condomanoniem.nl</b> <i>veel plezier &amp; gratis verzending</i></p> <p>☰  Zoek</p> <ul style="list-style-type: none"><li>Alle condoms &gt;</li><li>Durex Condoms &gt;</li><li>MySize condoms &gt;</li><li>Pasante Condoms &gt;</li><li>One Touch Premium Condoms &gt;</li><li>NJC Condoms &gt;</li><li>Billy Boy Condoms &gt;</li><li>Condomi &gt;</li></ul>

## Test 2



Load Time	Page Size	Waterfall Chart	Screenshot
			



- Alle condoms >
- Durex Condoms >
- MySize condoms >
- Pasante Condoms >
- One Touch Premium Condoms >
- NJC Condoms >
- Billy Boy Condoms >

Browser Requests

Condoom-Anoniem.nl Condooms

	www.condoom-anoniem.nl/		>
	media/css/1f779192e8...9579_1377507999.css		>
	media/js/826cfc71c7c...3932f7_1377508004.js		>
	https://www.mydigipass.com/dp_connect.js		>
	google-analytics.com/ga.js		>
	google-analytics.co...3D(none)%3B&utm= q~		>
	https://www.mydigipa...e86af3392f29b6c6.png		>
	https://www.mydigipa...9318ef29c70d7c9.png		>

Requests Page Summary

<b>Title</b>	Condoom-Ano...Condooms >
<b>Elapsed Time</b>	2.311 s
<b>Network Round Trips</b>	8
<b>Downloaded Data</b>	162752 bytes
<b>Uploaded Data</b>	3356 bytes
<b>Compression Savings</b>	332049 bytes
<b>DNS Lookups</b>	3
<b>TCP Connects</b>	6

Page Events

Page Load	1.626 s
HTTP Load	2.311 s

Mobiel

74 / 100

Desktop

81 / 100

## Overzicht van suggesties

### ❗ JavaScript en CSS in inhoud boven de vouw die het weergeven blokkeren, verwijderen

Uw pagina heeft 1 blokkerende scriptbronnen en 1 blokkerende CSS-bronnen. Dit veroorzaakt vertraging bij het weergeven van uw pagina.

### ✅ Gebruikmaken van browsercaching

Wanneer u in HTTP-headers een vervaldatum of maximale leeftijd voor statische bronnen instelt, geeft u de browser opdracht eerder gedownloade bronnen van de lokale schijf te gebruiken in plaats van deze via het netwerk te laden.

### ✅ Comprimeren inschakelen

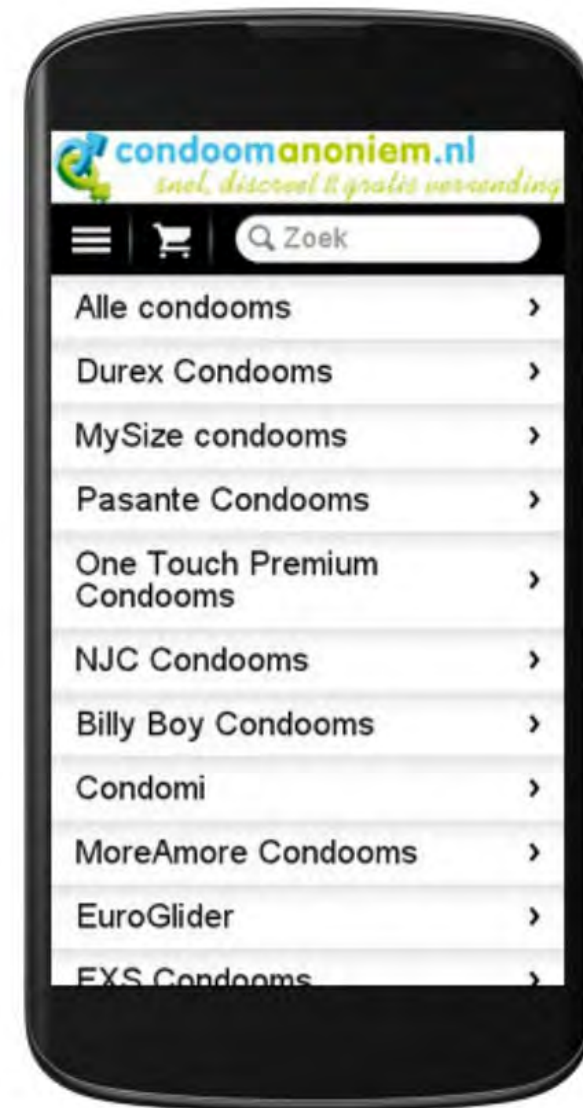
Wanneer u bronnen comprimeert met `gzip` of `deflate`, kan het aantal bytes worden verlaagd dat via het netwerk wordt verzonden.

### ✅ JavaScript verkleinen

Wanneer u JavaScript-code comprimeert, kunt u vele bytes aan gegevens besparen en het downloaden, parseren en uitvoeren versnellen.

### ✅ Reactietijd van server beperken

▶ 5 uitgevoerde regels



\*De resultaten worden 30 seconden in het cachegeheugen opgeslagen. Als u wijzigingen heeft aangebracht aan uw pagina, wacht u 30 seconden voordat u de test opnieuw uitvoert.

<https://developers.google.com/speed/page-speed/insights/?url=www.condoom-anoniem.nl>

Apparaatcategorie	↑ Bezoeken ?	Pagina's/bezoek ?	Gem. bezoekduur ?	% nieuwe bezoeken ?	Bouncepercentage ?
2. mobile					
26-aug-2013 - 8-okt-2013	23.151	5,01	00:02:26	76,00%	53,48%
26-aug-2012 - 8-okt-2012	17.232	2,80	00:02:00	80,85%	62,39%
<b>Wijzigingspercentage</b>	<b>34,35%</b>	<b>79,06%</b>	<b>21,38%</b>	<b>-6,00%</b>	<b>-14,29%</b>

### Afrekenen

#### Betaalgegevens

[Al een account? Log hier in](#)

\*Voornaam

\*Achternaam

\*E-mailadres

**Adresvalidatie**  
Vul uw postcode en huisnummer in en uw adres wordt automatisch en foutloos aangevuld. Handmatig invullen kan natuurlijk ook.

\*Postcode

\*Huisnummer

Handmatig adres invullen

\*Postcode

\*Land  
Nederland

Account aanmaken

Naar dit adres verzenden

Naar ander adres verzenden

\* Verplichte velden

Ga verder

#### Verzendgegevens

#### Verzendwijze

#### Betalingsgegevens

#### Controleer uw bestelling

Contact / Over ons      Waarom Condoom-  
Anoniem.nl?  
Informatie & contact      Privacy Policy  
Mail ons

Abonneer je op onze nieuwsbrief.  
Vul email in      **Inschrijven**



Zoek

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\*Postcode

\*Huisnummer

Handmatig adres invullen

\*Postcode

\*Land

Account aanmaken

*Be Social, stay Social*





Creative contributions by:

## Ray Bogman



- Joomla/Magento evangelist
- Trainer
- Performance nerd
- Security geek

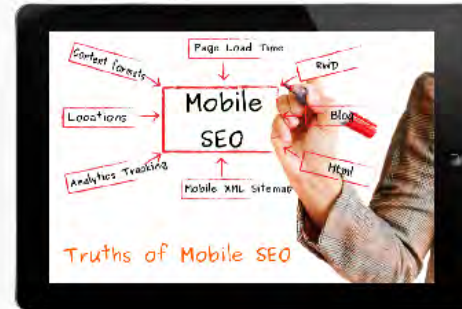
@SupportDeSk.nu

@raybogman

<http://www.linkedin.com/in/raybogman>

# SEO Mobile

## The Truths of Mobile SEO



Let's start with 4 tips  
how to improve your Mobile SEO

Be Social, stay Social



Create credibility by  
**Roy Sigman**  
- Joomla! Magazine contributor  
- Blogger  
- Entrepreneurial mind  
- Locality guru  
@royalsigman  
<http://www.royalsigman.com>

