



**SIMPLY**  
Online Marketing



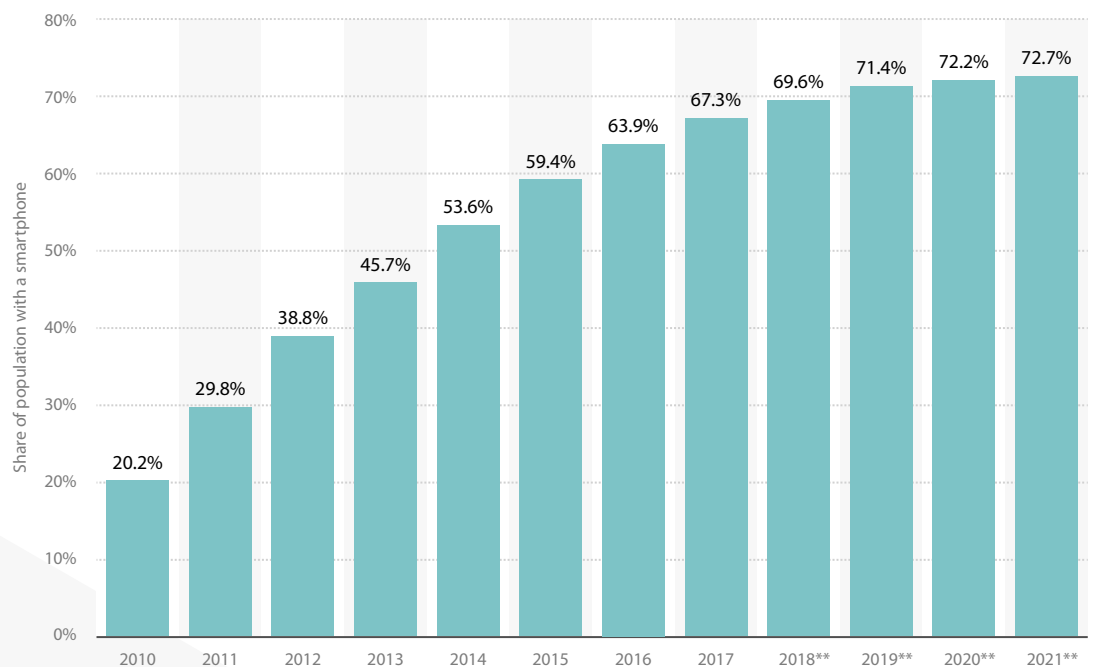
# MARKETING INSIGHTS

July 2021

## Why Your Website Must Be Mobile Friendly and Secure

We are a population that is tethered to our phone. We call, text, message, post, play games, do our banking, pay our bills, check email, schedule events, take pictures, and shop.

Look at the chart below to see the share of the population with a smartphone.



Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month | \*\*Forecast | © Statista 2021

### Did You Know:

- At the end of 2020, Google began indexing based on mobile.
- As of April 21, 2021, Google began using mobile friendliness as a ranking signal.
- 75% of people use their smartphones for visiting websites.<sup>1</sup>

According to the announcement, Google said:

*“Starting April 21, we will be expanding our use of mobile-friendliness as a ranking signal. This change will affect mobile searches in all languages worldwide and will have a significant impact in our search results. Consequently, users will find it easier to get relevant, high quality search results that are optimized for their devices.”*

<sup>1</sup> <https://techbullion.com/why-it-is-important-to-have-mobile-friendly-website-in-2021-detailed/>

In the last few years, mobile device searches have taken over desktop searches. We know that in the past, Google has used desktop user experience, load time, relevance, and content to determine ranking on search results. Effective now, Google is exclusively switching to only looking at the mobile version.

Yes. In 2021, your website must be mobile friendly. Being mobile friendly is not just being able to view your website on your phone; it means it must be user friendly, load quickly, and be designed properly. Is your text too small? Are images partially off screen? Is your contact information visible? Is it clear who you are and what you do? Can your potential clients click on your phone number and generate the call?

## Google Prefers Mobile

This decision was driven by the fact that most users are searching on mobile devices. Google wants to ensure that the search results they are displaying first are going to be high quality and really meet the needs of the majority of searchers.

### Is Your Website Mobile Friendly?

Use Google's free website testing tool below and find out.


[TEST MY WEBSITE](#)


If your results look like our example on the right, it's time to update your website.

Tested on: Jul 19, 2021 at 10:17 AM

## Page is not mobile friendly

This page can be difficult to use on a mobile device

 [LEARN ABOUT MOBILE DESIGN](#)



Fix the following 4 issues

- ✘
**Text too small to read**
- ✘
**Clickable elements too close together**
- ✘
**Uses incompatible plugins**
- ✘
**Viewport not set**

Above is an example of failed results for a website that is not mobile friendly.

## Updating Your Website

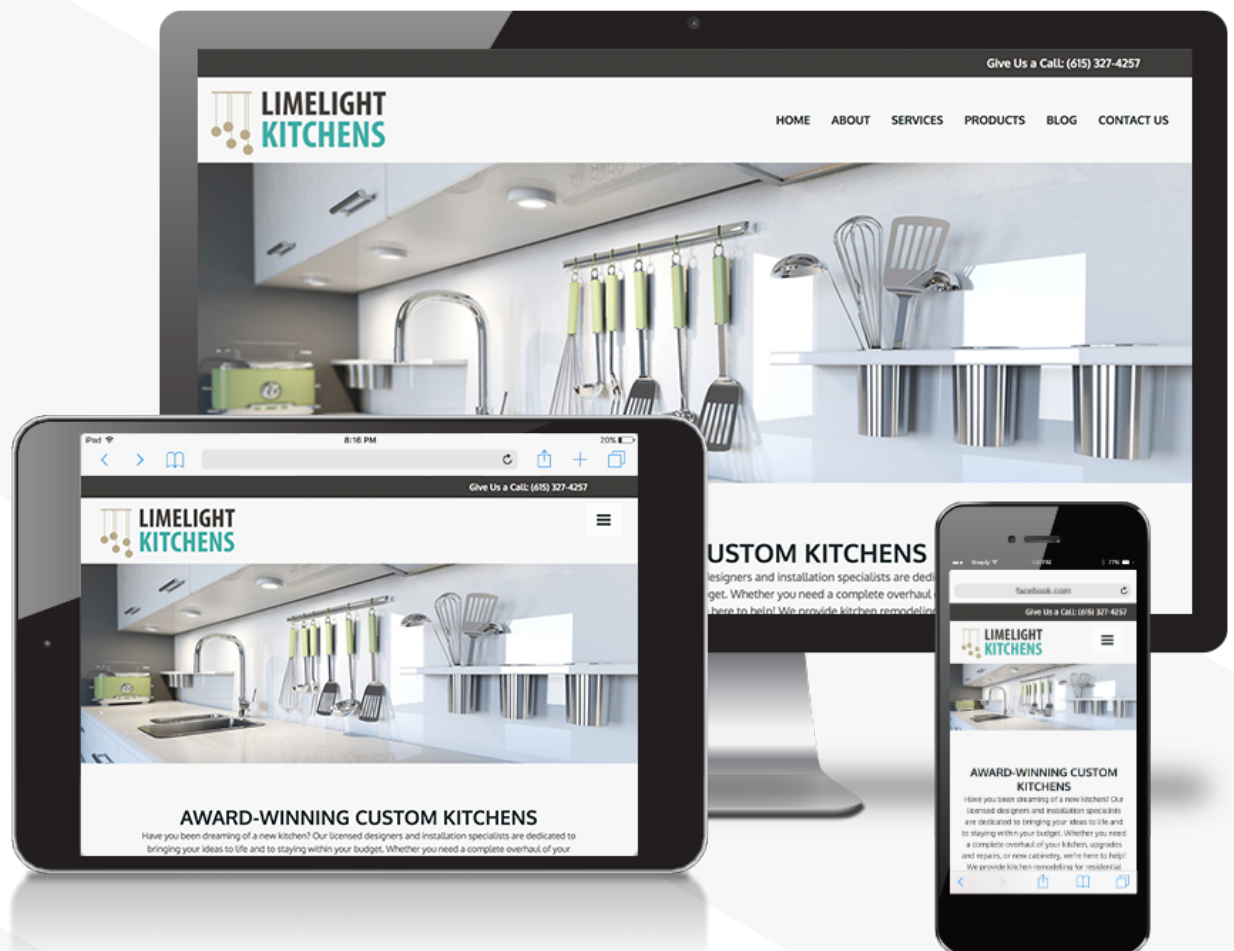
As a digital marketing *and* website design firm, we've already helped many of our clients update their old websites to new, mobile friendly ones built on the trusted Squarespace platform.

Our websites provide Security and Privacy. Every domain that points to a Squarespace site comes with a free SSL certificate so your visitors can see that your website is secured using trusted communications protocols. WHOIS privacy is also automatically included for Squarespace domains.

The bottom line is: Your website **MUST** be mobile friendly. If it is not, your visibility will plummet.

As a full-service digital marketing firm, we can help you with your website, as well as SEO, local solutions, Google and Microsoft PPC ads, social media ads, and much more. You can see all of our services at <https://www.get-simply.com/>

We are a friendly, hands-on team. You will talk to us directly, not a machine. You can reach our Client Success Manager, Susan, at (503) 263-8417.



# Simply Spotlight

## Rachel

Each summer Simply takes on an intern. We are thrilled to have Rachel back as our intern for 2021. Rachel currently attends University in Arizona and is studying entrepreneurship.

She is certified in all areas of Google Ads and brings with her a new perspective on current market trends from a Gen Z and Millennial standpoint. Her business ideas are fresh and modern. She is a perpetual learner and a good technical teacher. She is a top-notch account manager, providing audit checks, cost checks, client account optimization, new approaches to ad text, and researches the newest trends in digital marketing.

Rachel spends her spare time drawing, writing fiction, video editing, gaming, volunteering, sharing her faith, and listening to music. In addition to English, she speaks Japanese and Mandarin Chinese.

*"I love researching the ongoing trends of online marketing and finding new platforms to advertise on."*





# SIMPLY

Online Marketing

## Online Marketing for Your Business

The team at Simply Online Marketing has been helping businesses like yours get noticed since 2002. We are proud to be an Internet Marketing Agency whose services include pay-per-click advertising, search engine and local search optimization, building websites, social media marketing, and so much more.

Contact Simply Online Marketing now to discuss your goals and learn about how we can help you grow your business.



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