



## Mobilegeddon's Big Impact Through 2016

Google's overhaul of its mobile search algorithm in 2015 made some huge waves that left mobile-friendly SMBs riding high with an outstanding boost in traffic. Here's a look back at what Mobilegeddon has meant to small businesses over the past year.

On average, we found that websites that were mobile-friendly saw an

## 11% Increase in Mobile Traffic

And lower-traffic sites saw an even bigger increase

Post-Mobilegeddon Increases by Average Site Traffic

Post-Mobilegeddon Increase 11.2% 6.6% 5.3%

> **500-1000 O** 100-200 **200-500 O** 1000+

Average Page Views per Week Pre-Mobilegeddon

to see an improvement in your search ranking as your contemporaries.

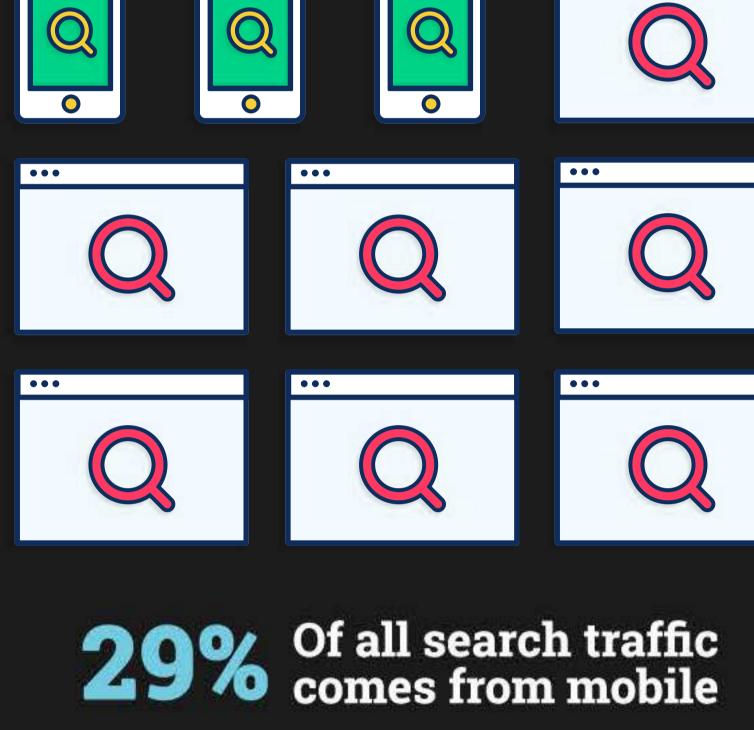
This means that if your site was prepared for Mobilegeddon, you were probably going

Fact: Only 6% of SMB websites are mobile-friendly!

## Mobile Traffic Matters.

For SMBs,

People make A LOT of mobile searches.



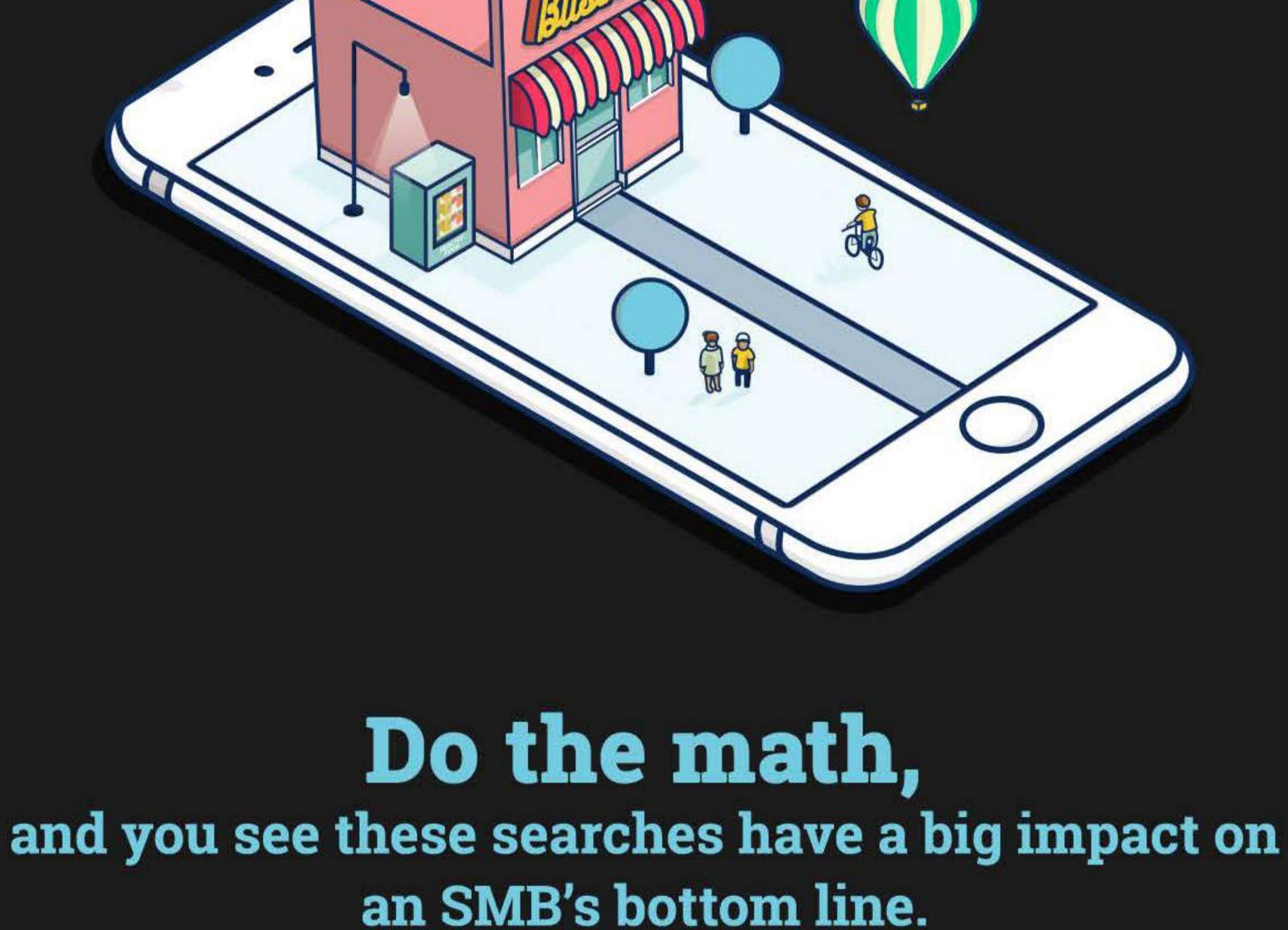
These searches are often aimed at local

small businesses.



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50% of mobile searches is local



## mobile-friendly, you could expect a post-Mobilegeddon increase of:

Pre-Mobilegeddon, if you had 200 visits a week on mobile and we're

 $26 \times 52 = 1352$ Additional Visits a Week **Weeks Per Year Extra Visits on Mobile** 

This adds up to a lot of customer actions.



