

# **MOBILE-FRIENDLY AND BEYOND**

**Russell Charles Tworek**

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### **Beyond Mobile-Friendly: Optimizing Your Customers' Mobile Experiences**

Understanding strategy and mobile web design approaches so that your site can go beyond Google's mobile friendly label and reach more.

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A lot of brands have made the shift from the mobile-friendly to mobile-first mentality. Mobile design, and web design in general, is constantly evolving to find better ways to serve the user. Finally, after realizing that mobile users really wanted mobile experiences that were.

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Google has even begun new mobile-first indexing, which means it will start looking at what content and keywords users first have on their mobile device. Your brand should be evident in your website. Recent trends in web design address .

Engage: Throughout my presentation at SMX West I confirmed pattern knowledge for Google. Got Foo foevents. Actions Shares. As mobile website traffic became a reality, companies started to realize the necessity of designing browsing experience that were functional on mobile, and the solution that we ended up with was mobile sites. This is the principle of optimization. It is not mobile user testing. The last three years were transitional years in marketing technologies in many ways.