

National Journal Communications Council

**Media  
University**

AMU 102

# Adapting to the Mobile Web

July 31, 2015

# Our Time Together

Setting the Foundation: Why Everyone's Talking About Mobile

└─ How Media Companies Are Thinking Through Mobile

└─ (Painful?) Lessons Learned in the Association Space

└─ Considering the App Rationale

└─ Other Mobile Considerations: Video, E-Newsletters

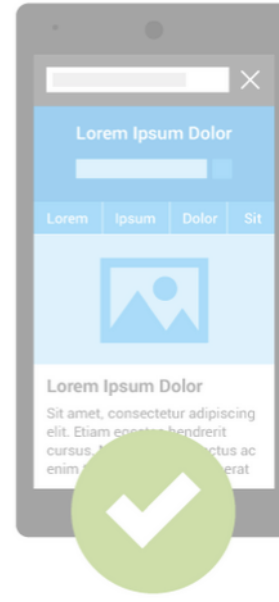
# Google Continues to Change the Mobile Game

Mobile-Friendly Sites Now a Requirement for Higher Mobile Search Rankings

## From “Un-Optimized” to Mobile-Friendly

February 2015

- Google announces that mobile-friendly websites will get a rankings boost in searches come April
- Google starts using indexed apps as a search factor, allowing app content to appear in search queries for users

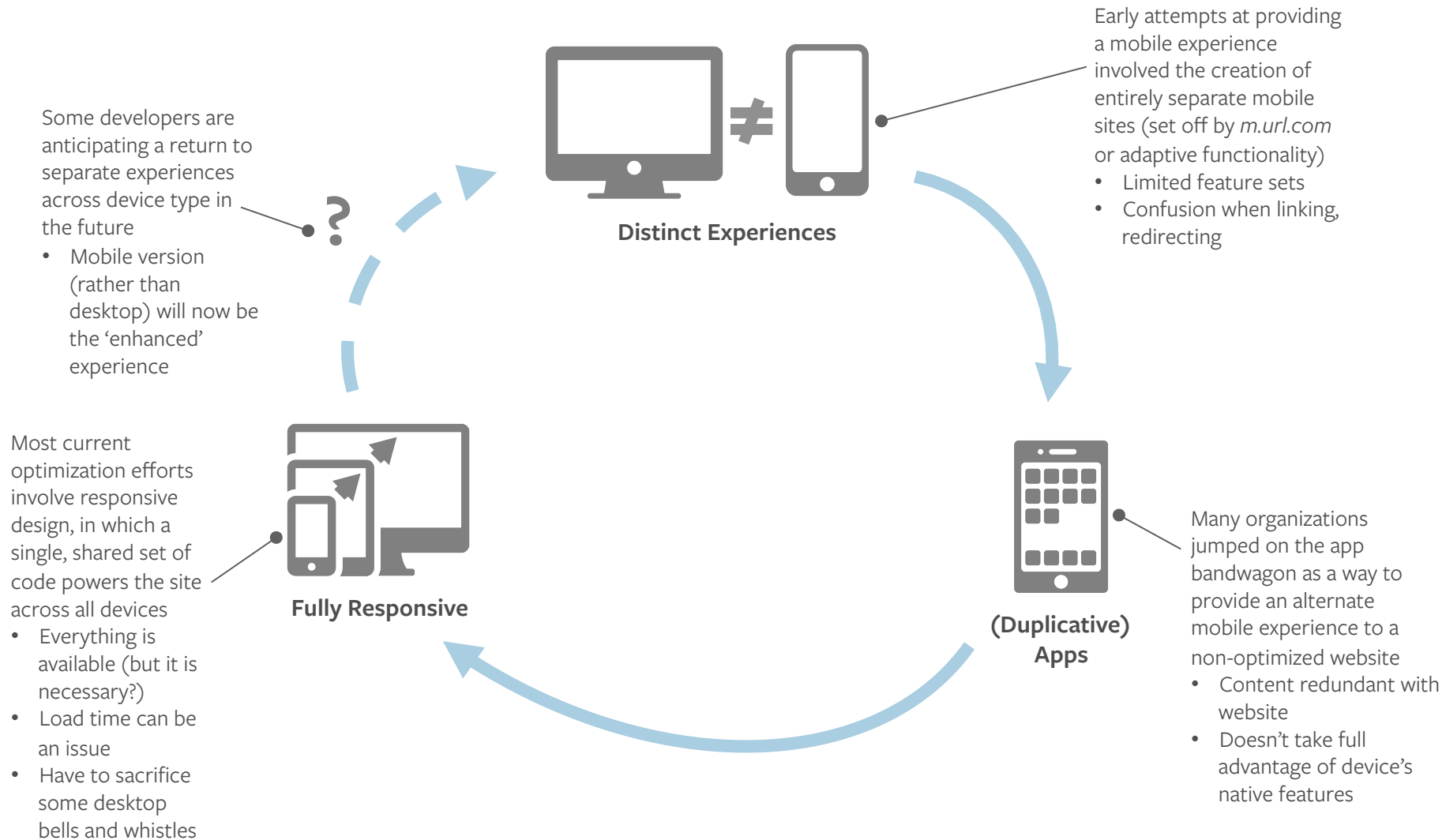


April 2015

- ✓ New Google guidelines for mobile sites go into effect internationally, affecting mobile search results in all languages
- ✓ All individual pages must be optimized (not just the website homepage)
- ✓ Un-optimized sites will not be penalized on traditional desktop browsers

# Where the Mobile Attention is Spent

Strategies for Adapting to Mobile Have Evolved From Duplicative Systems to More Uniform Ones

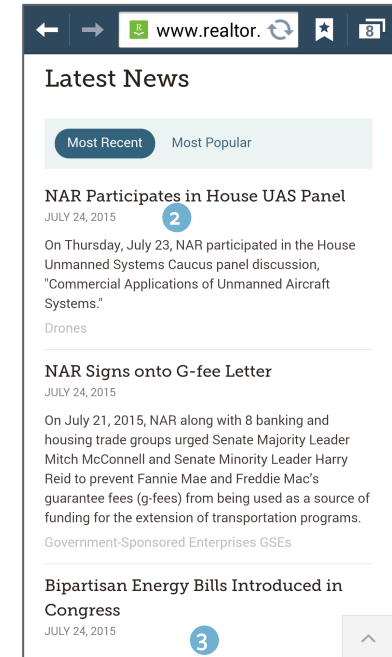
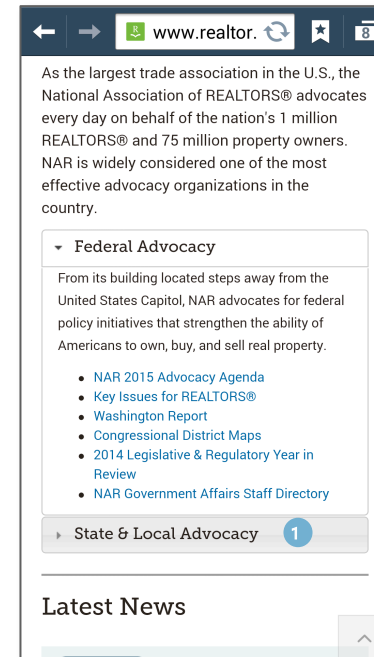
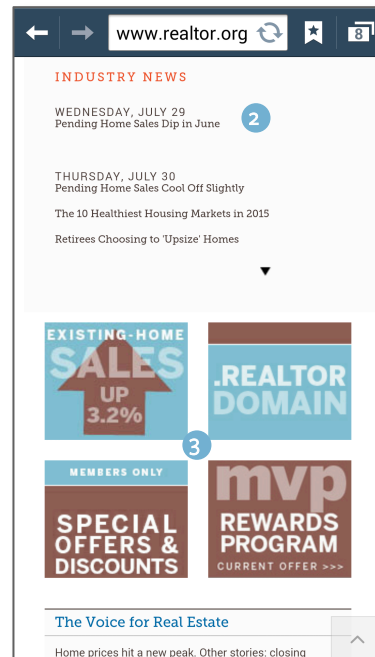
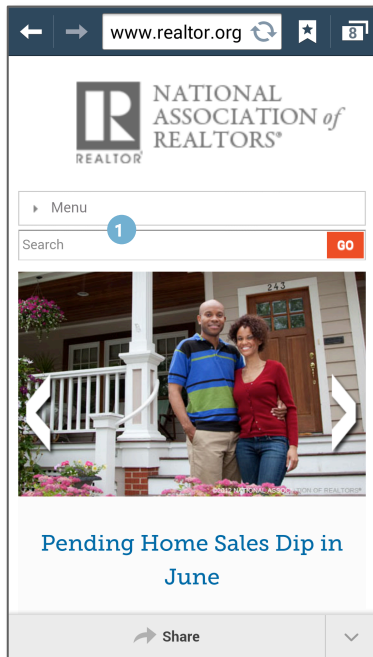


# Mobile-Optimized Site in Action: NAR

Too Much Reliance on Default Settings Results in an Inconsistent User Experience

Everything Fights for “Real Estate”  
on the Homepage

...And Internal Pages Lack a Consistent Identity  
Throughout



- 1 Navigation options indicate that they didn't take the time to figure out how users were looking for content, so they prioritized both methods
- 2 Functionality suffers when a “font rainbow” is employed, making it difficult to discern hierarchy or set expectations on linking
- 3 Features like “hover state” don't carry over to mobile; images lack suitable context or calls-to-action to set expectations

- 1 Progressive enhancement feature (collapsible menu) doesn't allow users to fully hide content, hindering skimming capabilities
- 2 Pages lack internal cohesion; fonts, links, and colors are inconsistent, and as a result, users don't know what is clickable
- 3 Little visual definition between primary and related page content, making it difficult for readers to skim and assess length

# On Establishing Hierarchy

Veteran Designers and Developers Emphasize the Importance of Getting the First Step Right



**DO:**

**Study analytics of the current site**



- What are the most read pages?
- What generates the most excitement? What's shared the most?



**DO:**

**Talk to people closest to the users**



- What questions get asked the most?
- Which resources are most popular?



**DON'T:**

**Feel like the homepage has to show everything**



- Mobile users are OK with clicking
- Utilize clear navigation and related content to create pathways



**DON'T:**

**Ask the CEO for homepage recommendations**



- Users are seeking specific pieces of information on mobile – not the mission statement, welcome letter, etc.