

CHEAT SHEET

TABOOLA'S WEBINAR: "SURVIVING MOBILEGEDDON: ARE YOU READY?"

March 26 2015. [View the full webinar recording.](#)

Beginning **April 21**, Google will promote mobile-friendly pages in mobile searches above non-mobile pages. 40-60% of publisher traffic is now mobile, and increasing every month. Here is what you need to know.

More [details of Google's change](#). If you need any please help contact your Account Executive.

3 WAYS TO CONFIGURE YOUR SITE FOR MOBILE:

1. Responsive (same url, same html) *(Taboola preferred)
2. Adaptive/Dynamic (same url, different html)
3. Mobile redirect (different url, different html)

6 TIPS TO MAKE YOUR SITE MOBILE FRIENDLY IN GOOGLE'S EYES:

1. Render content in <1 second for mobile devices. Minimize redirects and respond quickly. Optimize images and JavaScript.
2. Use a font size that is easily readable. Start with 16px font, and use increments of +/- 25 for smaller/ bigger text.
3. Create a "viewport" container for content, and size all content to that viewport.
4. Size and space buttons for mobile. Buttons should be at least 48px (10mm) on each side and spaced appropriately.
5. Don't use hover menus. Make sure menus are easy to click.
6. Don't use flash embed your videos from YouTube or another service that's mobile friendly.

USE THESE HELPFUL TOOLS:

1. [Google's mobile-friendly test](#)
 2. [Webmaster Tools Mobile Usability](#)
 3. [Google Page Speed Insights](#)
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BONUS: 7 QUICK TIPS TO CAPTURE THE MOST VALUE FROM MOBILE VISITORS

1. Turn on browser auto-fill for all fields (mobile and desktop).
2. For complex forms, give users the ability to email themselves a link for later completion.
3. Add the ability to sign up with Facebook/Twitter rather than entering information directly.
4. Make your social "follow" and sharing buttons prominent on mobile content.
5. Consider page layout on mobile - don't use walls of text or groups of images before your content starts.
6. Remember to optimize newsletters and associated landing pages - half of your recipients will open them on phones.
7. Work with your Taboola rep to make sure your sponsored content layout is optimized for mobile - consider our new escalator widget!

Taboola is the world's leading discovery platform, serving **200B** recommendations to over **550M** unique visitors each month on the web's most innovative publisher sites, including NBC, USA Today, The Weather Channel, The Atlantic and Fox Sports.