



HCB HEALTH PRESENTS:

MOBILEGEDDON SURVIVAL GUIDE

SIMPLE STEPS TO OPTIMIZE YOUR WEBSITE

*“Wherever there is a mobile signal
there is the capability for delivering
better health care.”*

— **Eric J. Topol¹**
Director of Scripps
Translational Science Institute

*“Come with me if
you want to live.”*

— **The Terminator**
Terminator 2:
Judgment Day

RISE OF THE mHEALTH ERA

The landscape has shifted. Health care professionals and consumers are searching for businesses like yours on smartphones and tablets in growing numbers. The businesses that are most visible on mobile platforms will reap the rewards.

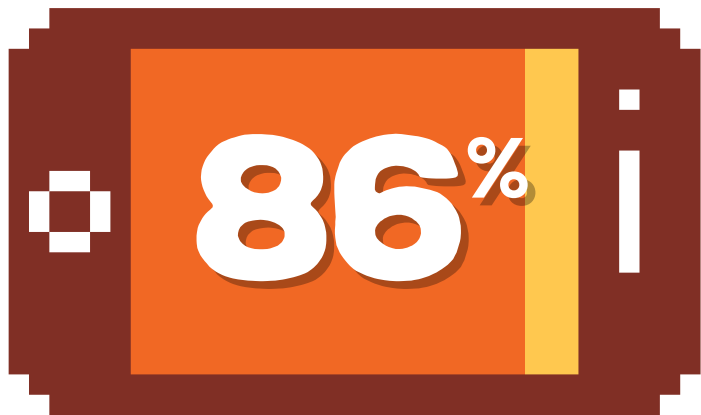
Mobile devices > Computers



Google searches on smartphones now outnumber searches on desktop computers.²



Google's "Mobilegeddon" search algorithm update strongly favors mobile-friendly websites; search results on smartphones now differ by 2/3 from rankings you'd see on a desktop computer.³



86% of doctors and nurses use smartphones in their everyday practice.⁴

48% Searches

38% Professional Apps

14% Other



Searches are doctors' most common smartphone activity.⁵

IS GOOGLE PENALIZING YOUR SITE?

FIND OUT — AND PUT A STOP TO IT

Is your website Google-approved? If not, it's like having an anchor tied to your ankle — you're not going anywhere no matter how hard you try.

Log in to www.google.com/webmasters/tools/ to see if your website's search ranking is being held back by a Google penalty (known as a manual action).

MANUAL ACTION-WORTHY OFFENSES	RESOLVE THESE ISSUES AND IMPROVE YOUR RANKING
Hidden text and/or keyword stuffing	Remove text hidden via CSS styling or positioning Publish thorough posts that naturally incorporate keywords
Content with little or no added value	Remove low-quality/duplicate content
Unnatural links to or from your site	Remove broken links and links to "bad" websites
User-generated spam	Ask the webmaster of "bad" sites to remove links to your site

COMMIT TO A MOBILE PLATFORM

RESPONSIVE DESIGN VS. MOBILE SITE⁶



RESPONSIVE DESIGN

Pros:



- A single website that's viewable on any device
- Better ROI with minimal future maintenance
- Google's official recommended configuration

Cons:



- Higher upfront cost
- Lower conversion rate

MOBILE SITE

Pros:



- A parallel, mobile version of your company's website
- Simpler and cheaper to create
- Higher conversion rate

Cons:



- Expensive to maintain and update both mobile and desktop sites
- May need to be redesigned for future browsers

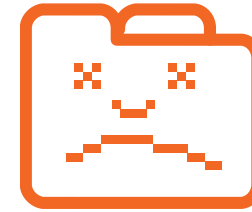
Both platforms have their advantages, but at HCB Health we prefer to publish once and update everywhere. Implement **responsive design** now to avoid update hassles later.

OPTIMIZE USER EXPERIENCE

AVOID COMMON MOBILE INTERFACE MISTAKES⁷

Say no to unviewable content

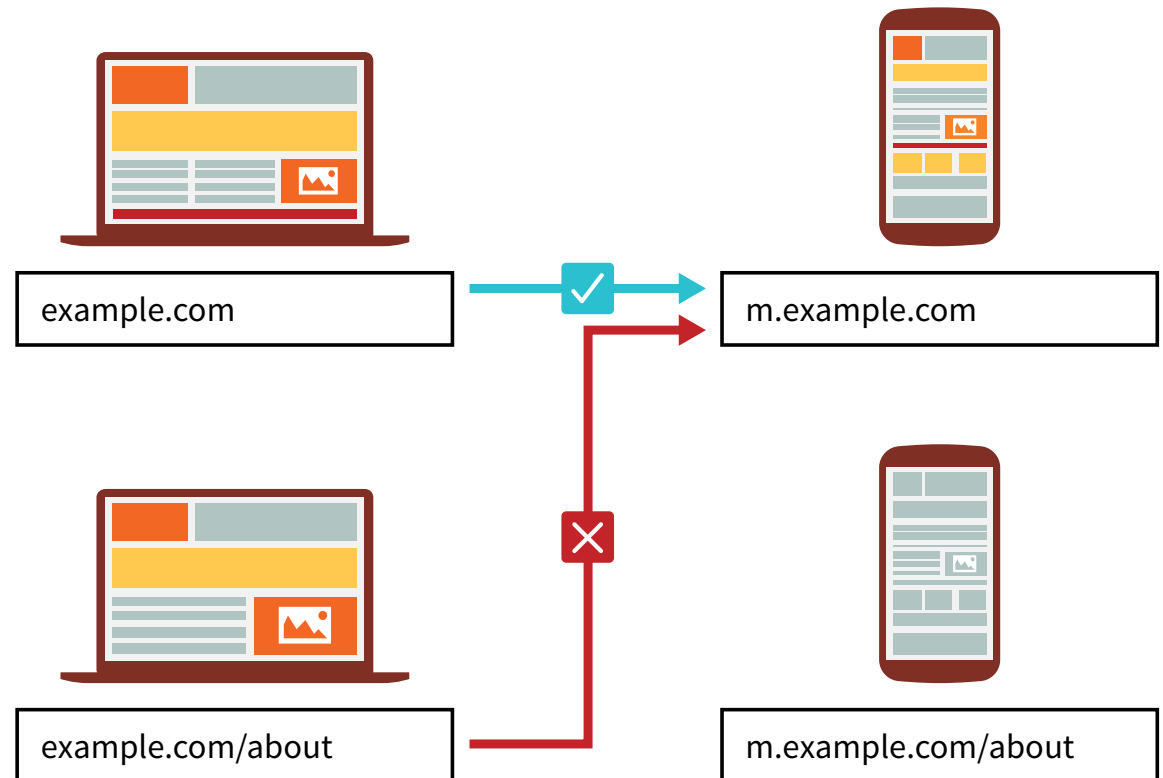
Make sure to use programs that are accessible on mobile devices. Blocked JavaScript, Flash, CSS and image files will make many visitors click away immediately.



Eliminate faulty redirects

If you have distinct URLs for mobile versions of your web pages, configure your server to redirect searchers to the specific mobile page they're trying to view. Don't just send everyone from the search engine to your mobile homepage — or even worse, to a dreaded 404 error.

Similarly, leaving a desktop link on a mobile page can spoil a mobile visitor's journey.

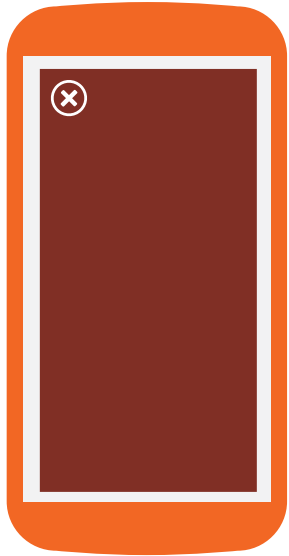


OPTIMIZE USER EXPERIENCE

AVOID COMMON MOBILE INTERFACE MISTAKES⁶

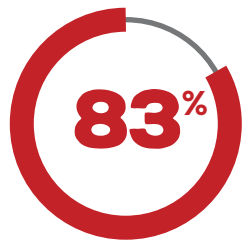
Don't hog the screen

With limited real estate on mobile screens, overlay messages known as interstitials — e.g., app promos, sign-up forms and ads — can severely disrupt user experience. Use simple banners instead.



Check your mobile speed with [Google PageSpeed Insights](#)

Make sure your pages load ASAP



More than 83% of people expect a web page to load within three seconds. Even a one-second page delay has been shown to decrease page views and conversions.⁷

If your site takes too long to load, many users simply won't wait.



LOADING...



GO BEYOND THE BASICS

Web apps: The most fun you can have in a browser

Let your visitors enjoy all the interactivity of an app without the hassle of a download. Web apps are an HTML experience that feature the functionality of a specially designed mobile app. Web apps allow mobile users to:

- Use your app in any browser
- Always see the latest version of the app
- Avoid potentially dangerous, data-consuming downloads
- Interact with your brand anywhere, anytime

Check out the HCB Health designed web-app for [THANC Kids](#).

Optimize the cross-device journey

Three-fourths of adults connect to the internet on 2+ devices. Two-thirds switch devices while completing common tasks.⁹ Unifying visitors' experience across platforms will maximize your reach and help you guide them toward conversion.



1

Dr. Stubbs sees a billboard for a new allergy drug and emails herself the URL.



2

Later, Dr. Stubbs reads the email on her desktop and researches the drug. She fills out the contact form on the website.



3

She sets up an appointment with her local rep and marks it on her tablet calendar.



4

A push notification on her phone reminds Dr. Stubbs about the meeting.



5

After meeting with the rep, Dr. Stubbs is sold on the allergy drug ... and she barely had to lift a finger.

MAKE FRIENDS WITH GOOGLE

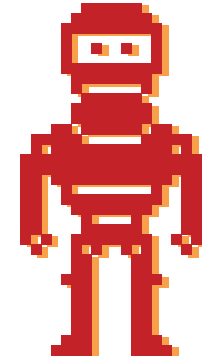
KEEP RESOURCES CRAWL-ABLE

Stay out of Google's blind spot¹⁰

If the Googlebot doesn't have access to a page's resources, such as CSS, JavaScript or images, it may not detect that it's mobile-friendly and won't display it to mobile searchers.

Draw attention to mobile-optimized pages

[Signal to Google](#) when a web page is mobile-optimized. Telling Google your pages are mobile-friendly helps it display your content in mobile search results.



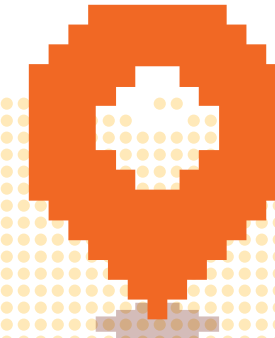
PUT YOURSELF ON THE MAP

CLAIM YOUR GOOGLE PLACES PAGE

Visit www.google.com/business to start this simple yet important process to:

- Improve search traffic exposure
- Link your website to your Google Maps listing
- Allow customers to easily pull up driving directions
- Ensure searchers see accurate information about your business

Google[™] places



OWN THE FUTURE

Stay on top of your mobile game

- 1 Design mobile-friendly with either responsive design or an independent mobile site.
- 2 Optimize the user experience by avoiding common mistakes.
- 3 Go beyond the basics with web apps and a unified cross-device journey.
- 4 Make friends with the Googlebots.
- 5 Put yourself on the map via your Google Places page.

No one knows what the search algorithm update has in store, but HCB Health can help you prepare for whatever the future throws your way. We're dedicated to meeting the evolving needs of modern health care brands, and with the HCB Health team on your side, you can keep your winning streak alive and become stronger than ever.

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