



Mobile Search SEO Best Practices White Paper

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About ExpressPro

ExpressPro is a full-service search traffic agency, focused on managing and optimizing traffic from the major search engines for Adult websites. ExpressPro is a certified partner in Yahoo's Paid Inclusion program, and a strategic partner in Yahoo's Sponsored Search product.

Founder / President: Gregory Dumas

Mr. Dumas brings over 11 years of experience in working on Adult websites. During his career, he has held the title of VP of Marketing for Hustler, among other leadership roles.

Director of Business Development: Tela Andrews

Prior to joining ExpressPro in 2007, Mr. Andrews was in charge of running the Adult category for Sponsored Search at Yahoo. Combine this with his previous experience in software design and the corporate world, as well as running an Adult DVD retail site, and his experience is invaluable to ExpressPro's advertisers. Mr. Andrews current focus is new customer acquisition, business strategy and system development.

Managing Director: Benoit Le Chevalier

Mr. Le Chevalier brings a wealth of experience and knowledge of online Adult businesses. He brings nearly 4 years of experience as an affiliate manager for Adult sites, buying traffic, as well as two years managing ExpressPro's operations selling traffic. Mr. Le Chevalier is the core of our operations team, and focuses on maintaining our high levels of customer service and client account performance.

Visit us at: <http://www.expresspro.com>



State of Mobile SEO

Mobile search algorithms, and the best practices for optimizing these sites for search engine traffic, are in a hybrid state. On the one hand, the major search engines have not started from scratch when developing their mobile algorithms. Considerations such as site structure, as well as internal and external linking schemes appear to have similar weight in mobile algorithms as they do in their cousins, non-mobile web search algorithms.

However, it appears that the search engines are making an effort to customize the algorithms to put a greater emphasis on usability, particularly when it comes to navigation. This makes sense given the high cost of effort involved in navigating mobile sites.

The search engines are recognizing that the usability of their mobile search products hinges upon their ability to provide accurate Titles and Descriptions in the SERPs. To aid this, expect to see further refinements to the Mobile Meta Tag specification and its weighting.

As Google and Yahoo further emphasize local search results we can anticipate greater gains for those companies that provide optimized localized pages of their offerings to line up with searches for those products, and in particular for products that are consumed locally.

Contrasted with web search, it is the minority of high volume search queries that have deep search results from highly optimized mobile web pages. This situation is expected to change in the next twelve to eighteen months. Given the limited number of search results in the mobile SERPs, this is the window of opportunity to become a player in the mobile marketplace.



Mobile Best Practices

The biggest barrier to generating traffic and monetizing the traffic you do get on mobile devices is ensuring a quality user experience. Users who are not connected with the content promised in a SERP will be quicker to abandon a site than on a web search. Mobile search algorithms have a significant focus on usability as well.

Further, you need to ensure the search engine spiders have no trouble finding and reading your mobile content. Follow these guidelines to ensure your sites provide the best possible user experience and are readable by search engines:

- Develop your site in fully-compliant XHTML code. Guides
- Ensure your site adheres to the Mobile Web accessibility standards as defined by the W3C: <http://www.w3.org/TR/mobile-bp/>

Mobile SEO Basics

- Optimize for keywords and short phrases that are known to have high search volume through mobile carriers.
- Include keywords in the Title Tag, H1 and H2 tag as you do for traditional web SEO.
- Keywords and phrases do not need to include words such as “mobile” or “cell” – the platform is implicit.
- Develop Titles that will read well and stick in surfers’ memories as mobile bookmarks.
- Anchor text for internal and external links should be optimized for those phrases with high mobile search volume.
- Provide Google and Yahoo site maps to ensure you get indexed.
- Link from your web experience to your mobile site using optimized anchor text that tells the search engines that there is a relationship between the two sites.
- Use a sub-domain of your site for the WAP experience. For example: <http://wap.mysite.com>.



Mobile Meta Tag Best Practices

- `<meta name="description" content="short page summary in less that 160 chars from the page content">`
- `<meta name="keywords" content="short few keywords from the page content">`
- `<meta name="contactNumber" content="+1 617 224 4792">` // if site is a local specific site & contacting over phone makes sense
- `<meta name="targetCountry" content="UK IE">` // if site is targeted to specific country then list ISO country codes of the same



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