

The AdSense Guide to Mobile Web Success



Google AdSense

Mobile Web Best Practices

21%

of internet users globally only use their smartphone to access the internet.

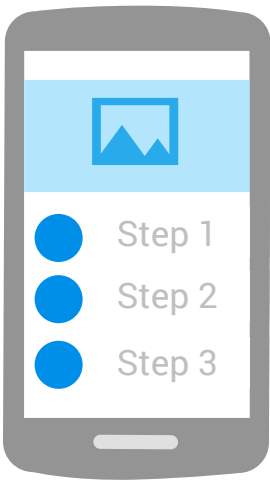
Google Search has adapted its algorithms to help users find mobile-friendly web pages and apps. Mobile is critical to your business, and will continue to be, so make sure visitors have a good experience on your site when visiting from their mobile devices. Leverage these best practices to provide your visitors a good user experience and to make most of your mobile traffic.



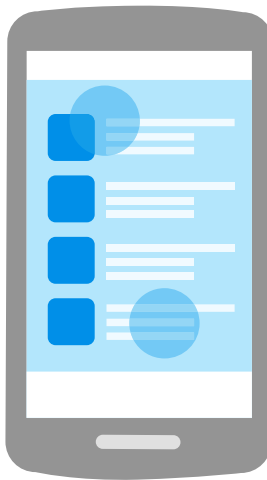
61% of people will leave a mobile site if they don't see what they are looking for straight away

Tip #1

Make it easy for your users



Ease of use



Touch friendly



Font size

- Include logo or company name on every page that links back to the home page
- Reclaim space by hiding the URL bar
- [Configure the viewport](#) & [Size tap targets](#)

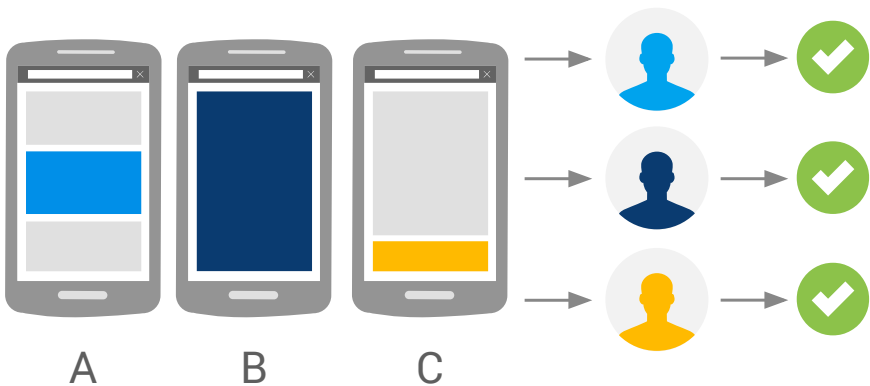


Many publishers have trouble identifying areas of their sites that need work.

Tip #2

Test your site

Pick the metrics that are most important to you and your users and experiment with them



Consider looking at metrics like:

Social Sources

- Shares
- Page Speed and load time
- Engagement

Direct Traffic

- Page Speed and load time
- Time on site
- Page views per visit

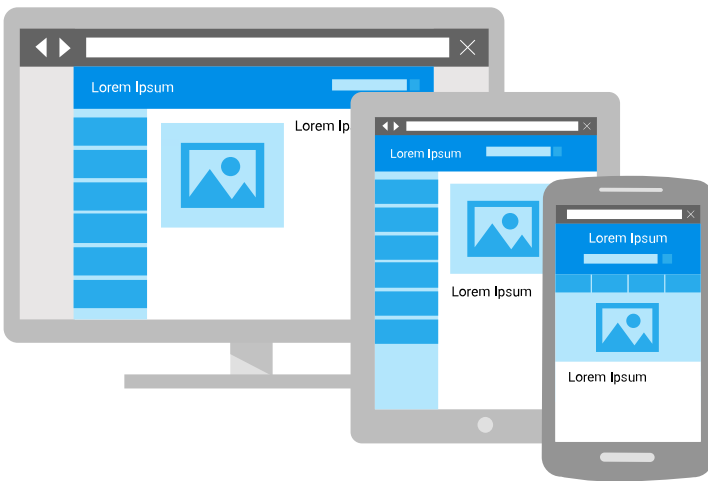


From smartphones and tablets to laptops and television, 90% of all media interactions today are on a screen. Businesses that allow users to interact with their brand across all platforms and on all devices are able to generate more engagement.

Tip #3

Be consistent across screens

Make it easy for your users to find what they're looking for no matter what device they're using



- [Web Fundamentals: Best practices for a great multi-device web](#)
- [Multi-screen Guidelines Overview](#)



74% of people will abandon a mobile website that takes more than 5 seconds to load

Tip #4

Make it fast



- [PageSpeed Insights](#): A free tool that analyzes the content of a web page then generates suggestions to make that page faster.
- [Device Mode and Mobile Emulator](#): Device mode brings the insights of mobile testing to your browser tab through the power of mobile emulation
- Make images zoomable on tap or pinch to zoom & use lazy loading

Mobile Web Ad Placement Best Practices

The placement of your ads is important. Focus on creating a flow between your content and the ad placements for the ultimate user experience. Consult your analytics data to set events and understand where your users are most receptive.

Tip #1

When using enhanced features in text ads, decrease accidental clicks by moving the ad units a minimum of 150 pixels away from content

Tip #2

Peek ATF* for a great UX while maximizing revenue potential

Tip #3

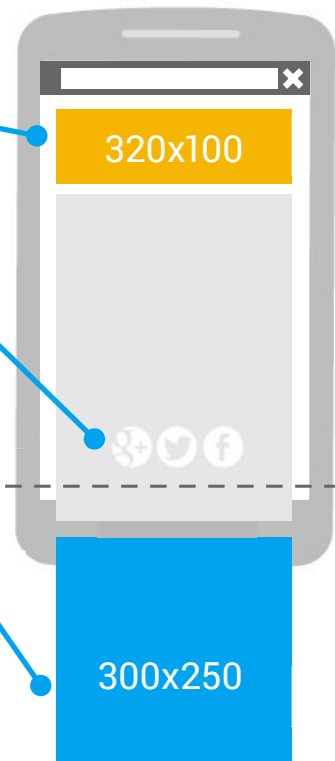
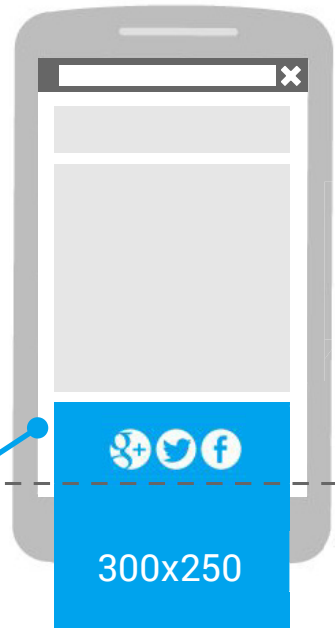
Potential eCPMs increase when you swap 320x50 for 320x100 ad units

Tip #4

Anchor social links to make sharing easy

Tip #5

Use the 300x250 ad unit for a potential increase in fill rates and eCPM

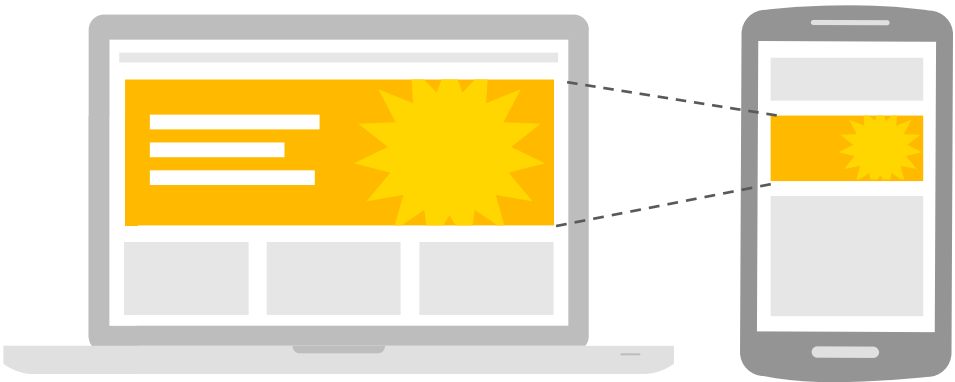


Mobile Web Ad Format Benefits

Your site is designed for your mobile users, and your ads should be too. The next section will cover the various ad sizes and formats specific for your mobile site.

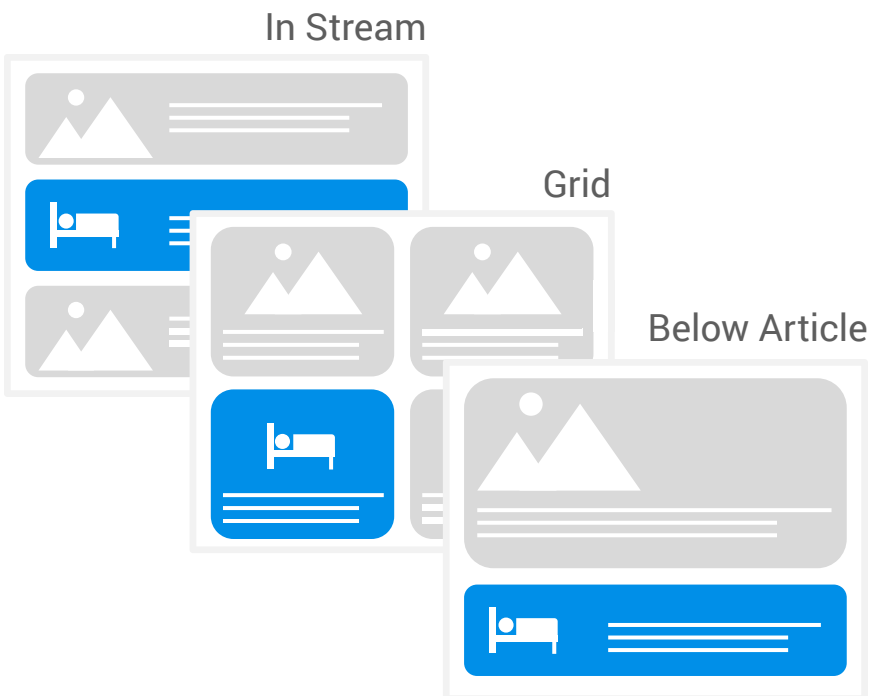
Responsive Ads

- Optimize ad size to screen size
- Works seamlessly with your responsive site



Native Ads*

- Ads that complement the content of your site
- Focus on both apps and web



Page Level Ads

Anchor Ads

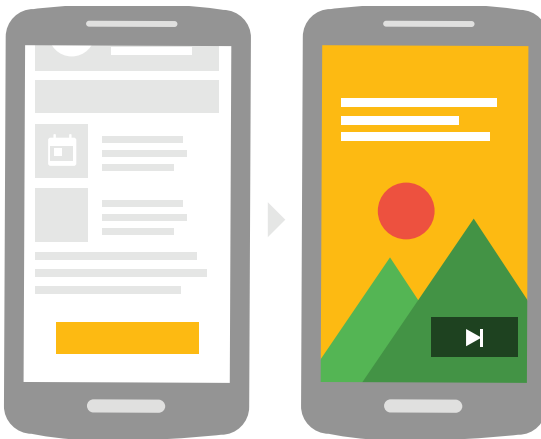
- Smooth, dismissible, smart
- Reserved for high CPM ads
- Ads truly stick to the bottom of the page



Page Level Ads

Vignettes

- Appear between page navigation
- Reserved for the highest paying impressions
- Ad is pre-loaded
- Doesn't slow the user experience on the page

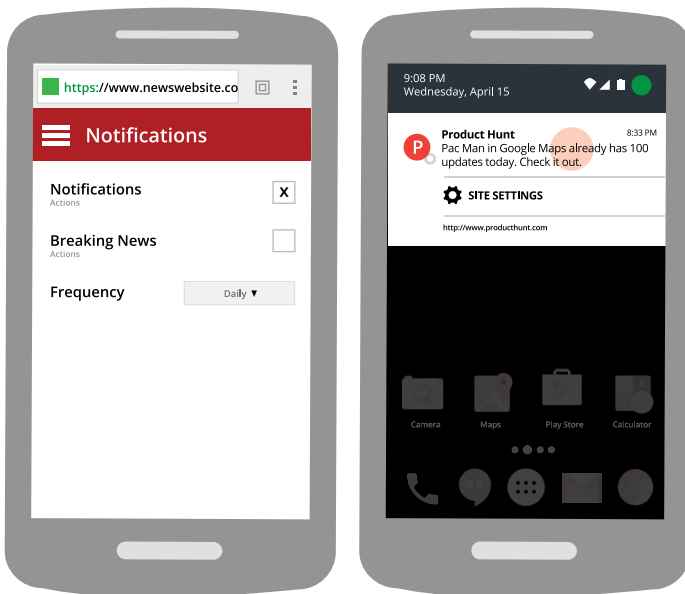


Mobile Web Engagement

'Push notifications' and 'Add to Home Screen' allow users to build deep, engaged relationships with the mobile experiences they love. Take advantage of these advanced features directly on the web without the friction associated with installing an app.

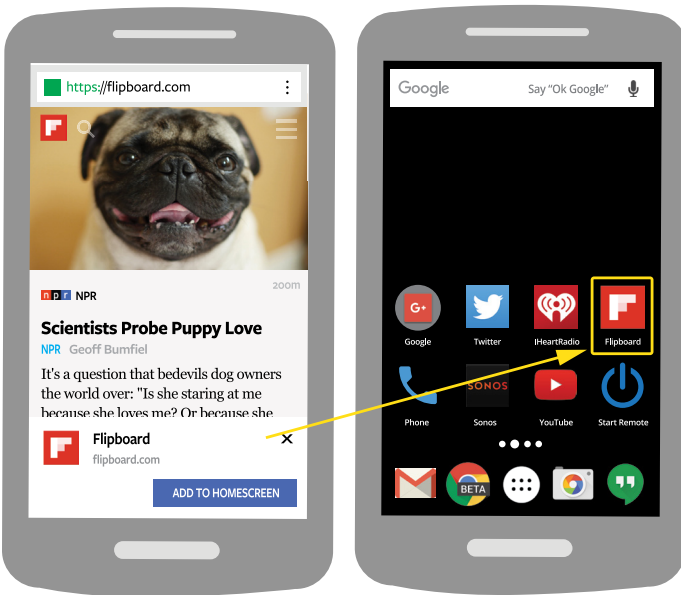
Push Notifications

- Timely, personalized notifications
- Make it easy to return to your site
- Increase frequency of engagement with your users



Add to Home Screen

- Single tap to access your site
- Keep your users engaged
- Build your brand



Find out more
about AdSense
for mobile

Design

- [Principles of Mobile Web Design: Delight users and drive conversions](#)
- [Mobile Ads for Branding](#)
- [Mobile SEO Best Practices](#)
- [Optimize images](#) for performance improvements

Development Tools

- [Network Panel](#): The Network Panel helps you answer questions about the network performance of your web application
- [Google News Lab](#): Tools, data, programs and experiments

Thank you!

For additional resources about mobile web and how you can grow your multi-screen audience, visit the [AdSense Blog](#), [G+](#) and [Twitter](#) pages.



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