

Monday Morning Mobile: The Mobile Consumer & the Right Response to Responsive Design

By Seth Kaplan



There is no better place to be than at the top of Google's search rankings; for marketers and businesses alike, it's the Holy Grail. The key component in reaching that milestone is SEO (Search Engine Optimization), a process by which your site and content is ranked based on relevance. Now, with so much search traffic coming through Google from mobile devices, they are taking a firm stance on mobile SEO and what is required to ensure consumers have the proper experience. While following these guidelines is important so your sites are

not demoted, the real opportunity lies elsewhere in mobile.

The underlying premise of Google's mobile SEO guidelines is the user; they want the user to "experience the full richness of the web" under all circumstances—especially smartphones—according to their Webmaster Central Blog. The two biggest components to their SEO rankings from what's been published thus far are 1) the formatting of content and 2) the way in which users are redirected.

When it comes to content, there are two recommended solutions for ensuring smartphone users have the proper access to content on their mobile devices. The first is Responsive Web Design, which we examined last week, where the same content is resized based on the device type. The alternative, which we recommend for real estate, is having separate desktop and mobile configurations, where the purpose of the pages is the same, respectively, but the experience is different based on the user.

According to Ramon Peralta, Principal of Peralta Designs, "we are tasked with finding the best solutions to meet the needs and challenges of our clients and their audience. With regard to the hyper-competitive [real estate](#) industry, there is no replacement for a user experience that maximizes the ability for the client to be able to navigate and search with ease and precision on their mobile device while leveraging all the features of the device within the real world."

As for the proper methods of redirection, this premise is fairly straight forward: deliver to the mobile user the corresponding content which was requested via web URL. In other words, avoid faulty redirects. A faulty redirect is when a desktop page redirects a smartphone user to an irrelevant page on a mobile optimized website. Google frowns upon this because it disrupts the user experience; remember, they're all about the user. The best practice is always to redirect smartphone users to the equivalent mobile page for the content they are looking for. If that page doesn't exist for mobile, send them to the desktop page so they can view the content they want as opposed to irrelevant content.

If you follow the guidelines above, you should feel pretty confident that your site's SEO rankings will not be demoted. Unfortunately, you're not going to gain much ground, even if you implement all of these Mobile SEO guidelines with the utmost perfection. In fact, if you haven't already won the top spot in your market with SEO, the chances of you climbing that mountain against the likes of Trulia, Zillow and Realtor.com are slim to none. Instead, what you should be focusing your efforts on is the biggest opportunity in mobile and in the real estate market today. "Real Estate is a local business, yet many of REALTORS® I speak with are still extremely concerned on where they are listed on the WORLD wide web.

This might have been important pre smartphone, however now that you can be online in the offline world, with the same information in your hands, your focus should lie in the areas where the large portals cannot compete with you; your physical listings. By leveraging 'for sale' signs and print publications, Realtors® can not only ensure they do not have to fight the SEO battle for a lead, but they capture leads that give them the chance to earn the most revenue. This opportunity happens when they use text message lead generation in their marketing," says John Lim, Co-Founder & CEO of Life in Mobile.

By utilizing text message lead generation on your listings not only do you put yourself in a position where the big portal cannot compete, but you give yourself the opportunity to earn the max commission dollars from the leads you receive. When consumers text in, they get specific info about your listings, you get the lead and the chance to represent both sides of the transaction if it's your listing. This is the single biggest mobile opportunity for [real estate](#) professionals in today's market hand down.

Join us again next week as we further explore the details of text message and mobile lead generation within the real estate market.

To see how your websites formats on mobile devices visit www.TestMySiteNow.com.

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