



If you're recruiting website and job postings are not mobile optimized you will likely lose leads.

On April 21, 2015 Google made a major algorithm change which boosts the rankings of mobile-friendly websites.

Does this directly impact your website?

While preparing an analytics report for a Ki client we received this Webmaster message:

Important message from Google:

Fix mobile usability issues found on ... March 18, 2015

To: webmaster of ...

Google systems have tested 152 pages from your site and found that 100% of them have critical mobile usability errors. The errors on these 152 pages severely affect how mobile users are able to experience your website. These pages will not be seen as mobile-friendly by Google Search, and will therefore be displayed and ranked appropriately for smartphone users.

But, are our clients/candidates really mobile?

We examined the analytics for this client further to see if this would have any real impact. We found that 25.76% of their traffic in the first half of 2015 came from mobile devices; an increase of 61.49% from the last half of 2014.

What does Google have to say?

Google's April 21, 2015 Mobile-Friendly Algorithm Update:

As we noted earlier this year, today's the day we begin globally rolling out our mobile-friendly update. We're boosting the ranking of mobile-friendly pages on mobile search results. Now searchers can more easily find high-quality and relevant results where text is readable without tapping or zooming, tap targets are spaced appropriately, and the page avoids unplayable content or horizontal scrolling.

What does all that really mean?

This will not affect your website ranking for candidates who still use a desktop or tablet to do their searches. But, the data clearly indicates the number of candidates doing mobile searches, and discovering our client's recruiting website and job postings, is rapidly growing.

Web pages that aren't mobile-friendly will begin to lose ranking position when a candidate conducts a search through a mobile device.

Are there other mobile-friendly indicators?

Consider email campaigns.

95% of online users have email. 91% checks their email at least once per day; nearly ½ of them through a smartphone or tablet. If it's not designed to be mobile-friendly, 69% will delete the email without reading it!

Conclusion:

It's no secret that PC sales are at a record low; more and more people are accessing the Internet through apps and mobile devices. In 2014 more people accessed the Web through devices other than a PC for the first time ever.

Google wants to make sure their users have a good experience. Over the years their algorithms have had some major updates with the goal of delivering only quality results. For Google, if your potential clients are accessing information through a smartphone, the website needs to be mobile-friendly. If it isn't, to Google, you aren't delivering content with your users in mind.

One of the number one rules in Web development: Write your website with your users in mind! Period! A website that isn't discovered is rather pointless.

Not to worry, KontaktIntelligence can help!

Our custom physician recruitment portal, KiNetics, is now designed with mobility in mind. In addition to building new KiNetics portals, we are also busy updating previous KiNetics versions for our clients.

When you couple KiNetics and our KiBSender automated mobile candidate sourcing solutions, you have a complete mobile strategy!

Call us! 850-477-2475