

Uh oh! Is your site mobile-friendly? If not, you may be a victim of 'Mobilegeddon.'

You may have heard the latest scary news. Google, which dominates online search, is launching an algorithm to favor sites that are "mobile-friendly." This means that people who use Google to search on their smartphones may not find many of their favorite sites at the top of the rankings.

If your site hasn't been updated, it could be ranked way lower in the search engine, which in turn could mean a huge loss of business.

Read more about it here.

To stay in Google's good graces, websites must be designed so they load quickly on mobile devices. Content must also be easily accessible by scrolling up and down – without having to also swipe to the left or right. It also helps if all buttons for making purchases or taking other actions on the website can be easily seen and touched on smaller screens.

In other words, you need a responsive website.

Palmerworks designs affordable responsive websites. If you already have a website and it isn't mobile-friendly, give us a call and we'll revamp it for you quickly and economically.

Go ahead and see for yourself. Check out a few of our clients' mobile-friendly websites using your tablet or mobile phone, then call 734-252-9321 to discuss your new site.

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