BRIGHTEDGE RESEARCH

BrightEdge 2018 Mid-Year Mobile Research Roundup

Mobile share continues rapid expansion

BrightEdge Research

Introduction

BrightEdge tracks topics important to the community monthly to keep customers ahead of the fast-evolving digital and SEO market. In this mid-year update, we recap some of the more significant mobile findings.

Mobile

BrightEdge research confirms the powerful and continuing trend towards mobile and mobile search with **62% of traffic in a large sample coming from mobile and tablet search**. The shift towards mobile disrupts the traditional buyer's journey by highlighting new opportunities to answer questions faster, buy easier, and find physically proximate resources–a phenomenon Google calls micro-moments and which BrightEdge describes as engaging with customers in key moments that matter.
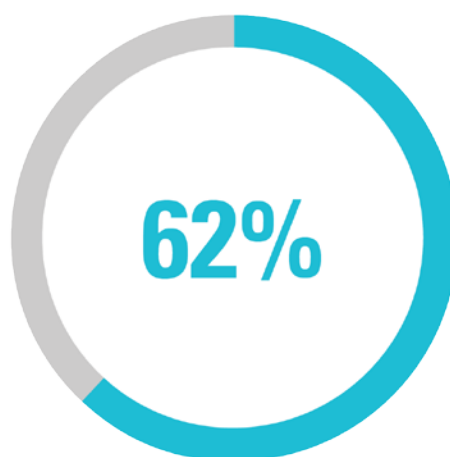
62%

OF TRAFFIC IS NOW
MOBILE AND TABLET

"Mobile traffic is huge for us and our industry—above the 62% BrightEdge is reporting. We are developing content with a mobile-first perspective to connect with our users with info, use advice, and reviews–especially when they are near a store where they can easily purchase."

- Carlos Spallarossa, Director of SEO, L'Oréal

Google's Mobile-First index is rolling out mid-2018, but BrightEdge Research found an interesting pattern that suggests there are still different SERP rankings and results on the different devices.

Marketers need to regularly evaluate their mobile and tablet traffic proportion and as appropriate, shift focus, attention, and resources accordingly. Some examples of this shift are:

- **User experience**
- **Site design priorities**
- **Accelerated Mobile Page enablement**
- **Keyword tracking on both mobile and desktop**
- **Analytics and dashboard configuration**

BrightEdge research found that the same query on the same search engine generated different rank in mobile and desktop **76% of the time**. The variability was also visible when analyzing just the top 20 rank positions at only **47% of keywords** generating different rank on different devices.
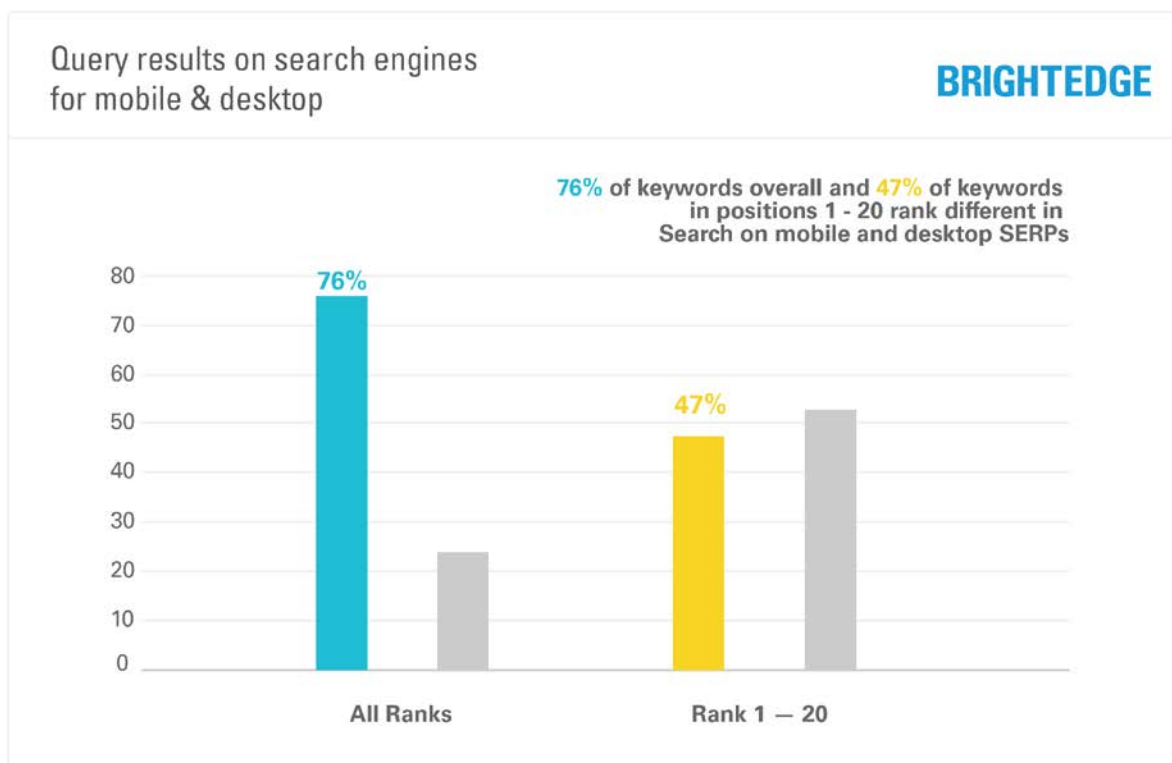
Brands that have developed their marketing systems on desktop tend to see the world through a desktop view. In a mobile-first world, the relevance and accuracy of that view is challenged. **If brands do not track and optimize for both device channels, they are likely to misunderstand the opportunities and threats affecting them**, likely on the mobile side. This is especially the case in organic search, the largest channel, making up an average of 51% of traffic.

See BrightEdge research report <u>Search Is Still the Largest Channel</u>.

32% OF THE TIME THE FIRST PAGE THAT RANKS FOR A DOMAIN ON A QUERY IS DIFFERENT ON **MOBILE AND DESKTOP SERPs**

Vertical Search

Google uses universal elements to create vertical SERP layouts that enhance the customer experience of people searching within different categories.

US – MOBILE

Total	
Images:	24.71%
Videos:	25.03%
Carousel:	0.80%
Threepack:	12.43%
Quick:	20.74%
Site:	0.02%
Universal:	83.74%

US – DESKTOP

Total	
Images:	22.16%
Videos:	24.52%
Carousel:	1.20%
Threepack:	10.83%
Quick:	20.36%
Site:	5.55%
Universal:	85.71%
News:	1.09%

About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results such as traffic, conversions, and revenue. The BrightEdge S3 platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,650+ customers include global brands such as 3M, Microsoft, and Nike, as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.

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How to Create and Measure Effective Mobile Content for Micro-Moments

SearchEngineLand:

Google's shift to mobile-first: mobile moments that matter

Google and Progressive Web Apps: the mobile experience and SEO

The importance of micro-moments: The mobile customer journey

Find Out How L'Oréal Uses BrightEdge to Plan for Mobile-First Strategy