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Influence of mobile-friendly design to search results on Google search

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Abstract

This article discusses the impact of mobile-friendliness of the web on mobile search results in Google search engine. The article describes the main features of the search algorithm from Google, which brings with it and their impact on the mobile search results. There are also discussed common mistakes which have a direct impact on the low user-friendliness in terms of mobile experience. The article shows three basic options for optimizing websites so that they are able to conform to the requirements phrases in the mobile-friendliness of mobile search in the search engine Google.

1. Introduction

At present we can see a flood of new facilities capable of providing web browsing. Among the equipment manufacturers a competitive battle rages. Every manufacturer is trying to reduce the costs of development and production, thereby is coming to the reduction of the price of smart phones, scanners, tablets, game consoles and other devices that have the ability to display web pages. Thanks to low prices these devices can afford more and more people.

Since smart phones are becoming more affordable and provide more benefits from better web browsing, the viewing Web pages on these devices escalates. In the past, the Internet was only available on a few phones and even to their only primitive way. Their hardware was very limited and the equipment was able to understand a very

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simplified version of the XML language called Wireless Markup Language (WML). At that time, the mobile network connection is very limited and slow. Screen sizes were small and the input method cumbersome and unwieldy. Currently, smart phones fully capable to connect to wireless networks as well as lead desktops. In recent years, it is possible to notice that the popularity of mobile devices and the mobile Internet is increasingly growing. Proportionately, also reflects the use of mobile devices to search the internet and search engines to increase traffic. Has long been based on the increasing trend is predicted that mobile search will soon outweigh the desktop (Kadlec, 2014).

Google is trying to respond to this trend logically. The company is trying to guess the user experience with a website in a mobile environment (comfort during use) and translate it into a quality evaluation of the site and therefore the search results (Pítra, 2015).

The ever-growing number of Internet users in smartphones and tablets is also known to traffic to the website. Whether it concerns the application or the website, it is almost essential to have a design optimized for mobile devices. The websites that are not optimized for viewing on mobile devices can have low conversion of customers. The low conversion may be due to the reason that cell phones, hence the mobile device primarily used for quick information retrieval. Another reason for the low conversion for non-optimized pages might be the fact that mobile phone users do not want to constantly grow and shrink previews, fill out an order form, or perform other operations that are not easily feasible just on their devices. As an example, browse the categories e-shop or ordering tickets or tickets. These operations can usually leave up to a computer or laptop that given comfort to work with these websites offering (Machač, 2015).

Despite the removal of the fact that less mobile visitors convert to customers, it is important for them to have an optimized website. These customers can for example see the gallery goods offered by merchant on their site and make such a positive awareness of the service provider or goods. In the comfort of their home they may subsequently decide to purchase. They look at the benefits of trade, see variations of goods and begin to think more about the order. However, if potential customers cannot find the shop in the early stage of the purchasing process, reduces the possibility of visitors to reach and it can happen that they eventually will find a competing web with similar services (Machač, 2015).

2. Theoretical resources

2.1. Types of Websites

There are more and more visitors coming to the website from other devices than from desktop computers and laptops. According to measurements NetMonitor early 2013, every fifth user accessed the Web over cellular. At the end of 2014, it has been every other user. In 2015 approached the website using tablet 1 million users (NetMonitor, 2015).

For this trend, it is clear that more and more visitors are accessing the Web from mobile devices. People commonly use mobile phones, tablets or other devices. These devices are constantly increasing and nobody knows what the next few years will bring (Marcotte, 2014).

Currently, there are three basic types of sites – a standard web, mobile web, and responsive web.

2.1.1. Standard web

As a standard web the "ordinary" or "classic" site can be called, which is accessible on all devices (including non-mobile). Despite the absence of its optimization for mobile devices, it is crafted so that it is fully functional and usable on smart phones and tablets. On mobile devices, displays the same version of the Web as a computer or laptop. Unlike responsive site is displayed on all devices in the same way and do not adapt to the width of the screen or display area (Forgáč, 2013).

2.1.2. Mobile web

The mobile version of our website is usually such a version that is optimized for display on mobile devices. This version can be separated from regular (non-optimized) Web sites that are designed for display on a notebook or on a