

A successful formula for effective mobile SEO

Mobile-enabled websites need to work in conjunction with enhanced usability in order to capitalise on the opportunities that mobile browsing presents, according to experts at leading [SEO agency, Mediarun](#).

Driving traffic is essential, but the overarching objective of successful retail website management is about generating sales and according to research, mobile sales in the UK increased by just 4% between 2011 and 2012. Ensuring websites are mobile-enabled is therefore a vital checkpoint that a number of major retailers are failing to address. However, according to Mediarun, even where this has been incorporated, [it will not guarantee sales](#) or even high numbers of visits without marrying it up with enhanced usability, which has to respond to the latest technological approaches to browsing on a range of devices.

Alex Wares, managing director at Mediarun, said: “Increased traffic is all very well, but if navigation and mobile access issues are not addressed in parallel with improving user experience, competitors can easily steal the limelight when it comes to sales. Taking this dual approach can therefore make or break conversion rates, which naturally overrule mere visits or other engagement metrics.”

The traditional method, where navigation is a fixed, one-size-fits-all approach, has been superseded by, amongst others, responsive design where all that is displayed is content that fits the real-world size of the device. Responsive design is just one of many possible approaches that require careful consideration as, in order to tailor display and content for individual interfaces, the formula has to be right first time and should promote increased engagement.

“We are at a crucial tipping point, where some retailers are beginning to appreciate and capitalise on the benefits of responsive design. This route, however, cannot be taken on a whim. Engagement is the overarching objective, so the package of content decided on for each device needs to demonstrate that it can drive conversion rates, and specialist advice is often required.

“With a significant number of high-end retailers not having addressed website issues in order to better guarantee sales, the [potential mobile browsing](#) presents is still very much for the taking.”

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Notes to editors

* Research by affiliate marketing network, **Affiliate Window**

About Mediarun - www.mediarunsearch.co.uk

Mediarun helps companies find customers online by focusing on enhancing online visibility, generating leads and improving revenues. Based in central London the company specialises in performance [Search Engine Optimisation](#) (SEO), Pay Per Click (PPC) management, Social Media Optimisation (SMO), Mobile marketing, website optimisation and design related services.

With the rise of social media, visibility is no longer just about appearing at the top of a search page. Mediarun consultants can advise on the content and appearance of your website, to encourage users to stay and spend. We can also advise on tools, such as blogging, provide an online PR campaign or reputation management service.

Mediarun is committed to combining technical expertise with an innovative approach to deliver high returns on investment for businesses in UK and Europe. Mediarun understands its clients need to find customers online and ensure that for any marketing spend the company is able to deliver a healthy and quantifiable return.

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