

# The AdSense Guide to Mobile Web Success



Google AdSense

# Mobile Web Best Practices

---

**21%**

of internet users globally only use their smartphone to access the internet.

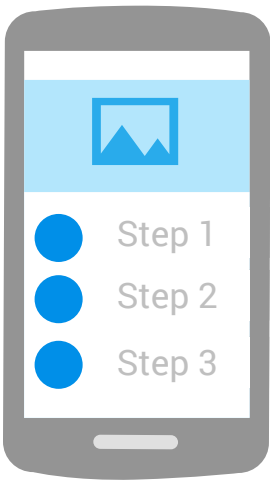
Google Search has adapted its algorithms to help users find mobile-friendly web pages and apps. Mobile is critical to your business, and will continue to be, so make sure visitors have a good experience on your site when visiting from their mobile devices. Leverage these best practices to provide your visitors a good user experience and to make most of your mobile traffic.



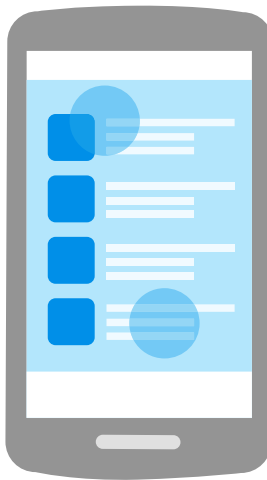
**61%** of people will leave a mobile site if they don't see what they are looking for straight away

# Tip #1

Make it easy for your users



Ease of use



Touch friendly



Font size

- Include logo or company name on every page that links back to the home page
- Reclaim space by hiding the URL bar
- [Configure the viewport](#) & [Size tap targets](#)

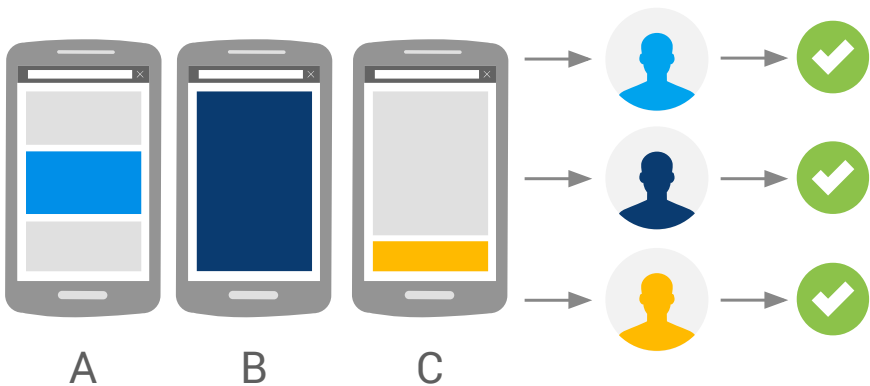


Many publishers have trouble identifying areas of their sites that need work.

# Tip #2

## Test your site

Pick the metrics that are most important to you and your users and experiment with them



Consider looking at metrics like:

### Social Sources

- Shares
- Page Speed and load time
- Engagement

### Direct Traffic

- Page Speed and load time
- Time on site
- Page views per visit

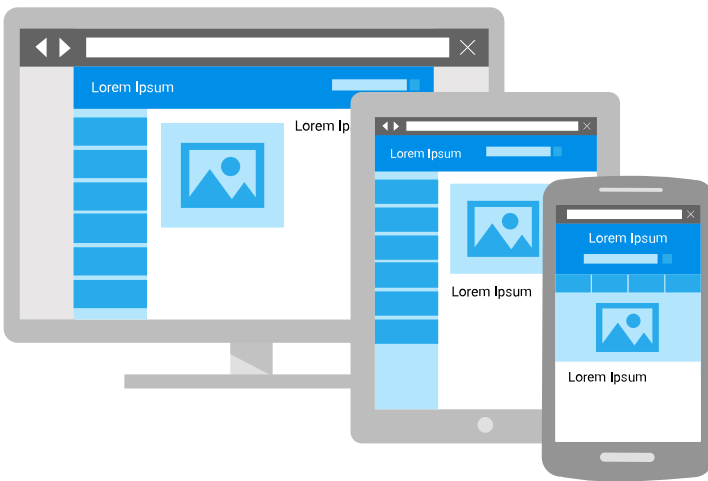


From smartphones and tablets to laptops and television, 90% of all media interactions today are on a screen. Businesses that allow users to interact with their brand across all platforms and on all devices are able to generate more engagement.

# Tip #3

## Be consistent across screens

Make it easy for your users to find what they're looking for no matter what device they're using



- [Web Fundamentals: Best practices for a great multi-device web](#)
- [Multi-screen Guidelines Overview](#)





**74%** of people will abandon a mobile website that takes more than 5 seconds to load

# Tip #4

## Make it fast



- [PageSpeed Insights](#): A free tool that analyzes the content of a web page then generates suggestions to make that page faster.
- [Device Mode and Mobile Emulator](#): Device mode brings the insights of mobile testing to your browser tab through the power of mobile emulation
- Make images zoomable on tap or pinch to zoom & use lazy loading

# Mobile Web Ad Placement Best Practices

---

The placement of your ads is important. Focus on creating a flow between your content and the ad placements for the ultimate user experience. Consult your analytics data to set events and understand where your users are most receptive.

## Tip #1

When using enhanced features in text ads, decrease accidental clicks by moving the ad units a minimum of 150 pixels away from content

## Tip #2

Peek ATF\* for a great UX while maximizing revenue potential

## Tip #3

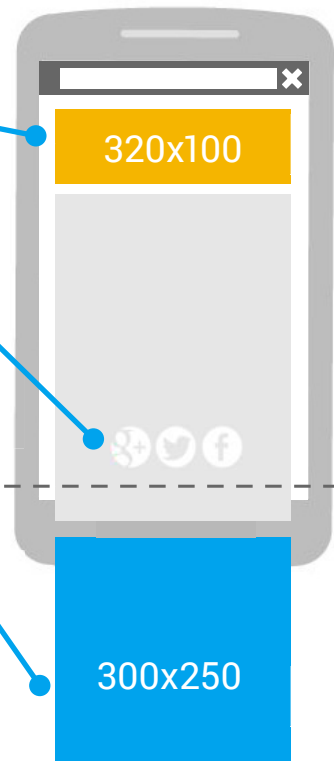
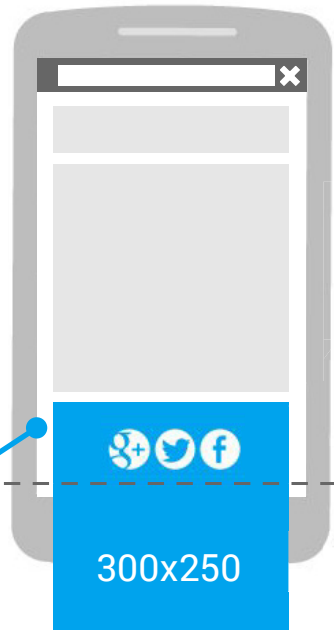
Potential eCPMs increase when you swap 320x50 for 320x100 ad units

## Tip #4

Anchor social links to make sharing easy

## Tip #5

Use the 300x250 ad unit for a potential increase in fill rates and eCPM



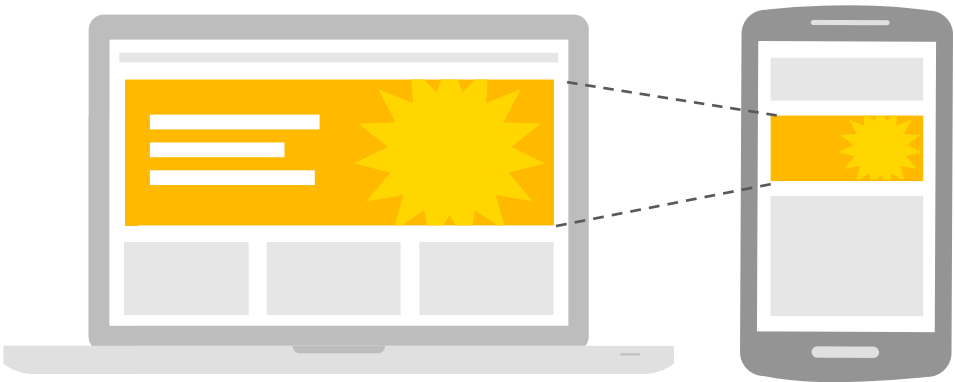
# Mobile Web Ad Format Benefits

---

Your site is designed for your mobile users, and your ads should be too. The next section will cover the various ad sizes and formats specific for your mobile site.

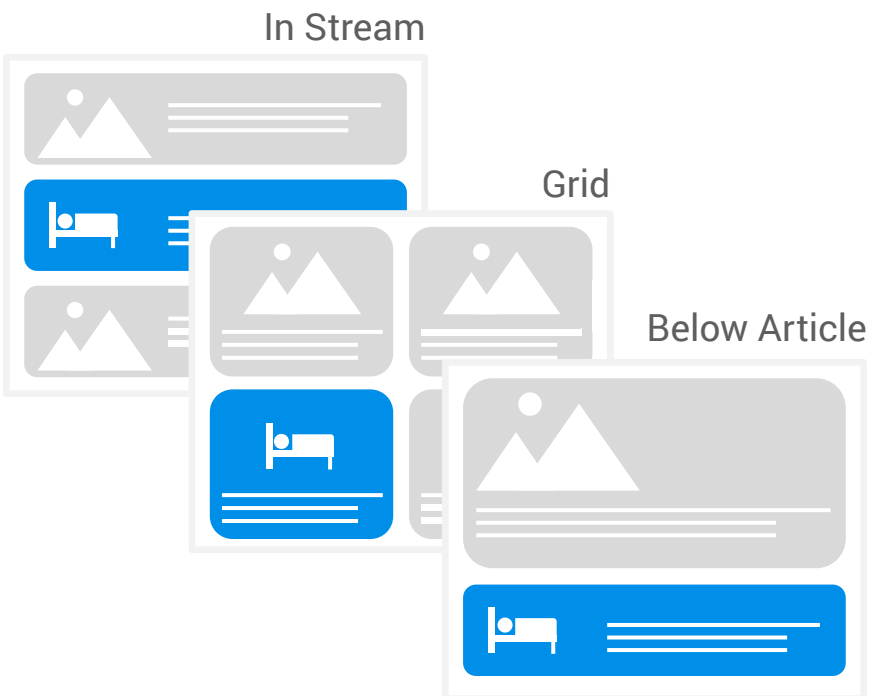
# Responsive Ads

- Optimize ad size to screen size
- Works seamlessly with your responsive site



# Native Ads\*

- Ads that complement the content of your site
- Focus on both apps and web



# Page Level Ads

## Anchor Ads

- Smooth, dismissible, smart
- Reserved for high CPM ads
- Ads truly stick to the bottom of the page

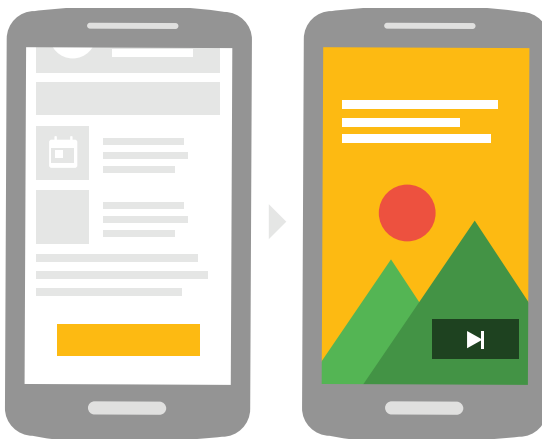




# Page Level Ads

## Vignettes

- Appear between page navigation
- Reserved for the highest paying impressions
- Ad is pre-loaded
- Doesn't slow the user experience on the page



## Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

