

# Mobilegeddon: Why Google Forcing Websites to Go Mobile-Friendly

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**Abstract**— Search improvement is that the technique by that we tend to get a higher page ranking for your websites in search result pages. several of the users use Google to seem for one thing, and if they're lucky they're progressing to catch on at intervals the best of few results came back by the Google search. With the increase in mobile devices, the search on mobile devices needs to be relevant and in a very timely manner. throughout this analysis, an effort has been created to understand the results of the mobilegeddon's logic of mobile-friendliness for search ranking, which changes the strategy your website is stratified in mobile search. throughout this study, an in-depth understanding of the search analytics report that was found at intervals the Google search console and wholly completely different web surveys taken by organizations taken into thought to understand the changes in mobile search ranking drastically changed due to the advancement at intervals the mobilegeddon rule. This analysis helped to get utterly completely different aspects of Mobilegeddon's rules that junction rectifier to large updates of mobile search rankings and results, and formally made-up the approach for the mobile-first era.

**Keywords** — Mobilegeddon, Mobile First-Era, Google's plan to go mobile-friendly, Why Google forcing websites to go mobile-friendly, Mobile Ad Market, Conversion rate, PPC Revenue

## I. INTRODUCTION

Millions of people go around to google for all their searches like what, where, when, near me, how, who, etc., and with the increase in mobile devices, users worth additional extremely to use their smartphones for trying. thus making it as easy as gettable for users to act in conjunction with your website or app could also be a key element of success for any website. User expertise is directly wedged by the devices users use to go looking like desktops, laptops, Tabs, mobile phones, etc. On May 5, 2015, Google declared that "many Google searches manifest themselves on mobile devices than on desktops in several countries as well as U.S.A. and Japan"<sup>[1]</sup>, by discerning the importance of mobile devices, Google tries to form the smartphone friendlier for mobile shoppers. As an endeavor to it, google proposes a different ranking issue referred to as mobile-friendliness at intervals the mobile ranking rule named Mobilegeddon.

"Mobilegeddon was launched on solar calendar month twenty-one, 2015, and additionally the term was at the start coined by Chuck value at intervals the post written for malicious program computer program Watch on March nine, 2015"<sup>[2]</sup>. "The term "Mobilegeddon", was punched, to encapsulate, the forecast that this new ranking issue

goes to change the complete search design "<sup>[3]</sup>. With this study, we have a tendency to tend to try to understand the principle of why Google goes mobile-friendly and forcing organizations to adopt mobile responsiveness to their websites.

## II. RELATED WORK

Many of the researchers tried to understand the changes created by mobilegeddon on the mobile search ranking and what is smart and dangerous regarding it. Amy Riegelmon<sup>[4]</sup>, in her study, mentioned the many visits traffic to government websites. In line with the knowledge collected from Digital Analytics Program, a number of of the notable government websites were lacking among the mobile-friendliness facet of mobilegeddon as these websites were having problems like contents wider than the screen, text insufficient to scan, and links to approximate. making them is thrown out of the search ranking. among the overall count of no. of people on the govt. internet site, mobile users share is 56.9% and if we've got a bent to space units having a website that is non-mobile responsive then this alteration can build the positioning effectively disappear.

Page ranking is one of the terribly necessary aspects of computer program improvement that produces your web content stand tall among the group. Pasko Bilic<sup>[5]</sup>, in his study, mentioned that advertisers pay Google for the placed ads on the opposite hand SEO techniques to focus on website content and build them to induce a far better rank for his or her websites in organic search results. but with the looks of mobilegeddon, “a recursive modification declared by google in 2015, to increase the quality of internet sites with mobile versions is a shot by Google to faucet into the increasing market of mobile phones for web search.” patron saint Reinhart<sup>[6]</sup>, mentioned in his study that, with the launch of mobilegeddon on April 14, 2015, Google has given three very important key points of what the update would impact:

- Solely affects search ranking on mobile devices solely not on desktop.
- The searches are littered with all the languages globally.
- The changes are applicable to individual pages of the location, and not the whole website.

With these points, Google mentioned that your website is either mobile-friendly or not, there is not any partial value for knowing this, thus, in brief, this means that your website needs to be viewed no matter the device or the screen sizes. Dr. Peter J. Meyers<sup>[7]</sup>, same that the recursive changes are on the way facet of the rankings. The mobile search result pages are utterly completely different from desktop search result pages, and additionally, the very important distinction is their vogue.

Most of the studies were done and unconcealed on this subject but people were accentuation a great deal of on but it's going to work and also the approach it's going to modification the rankings for mobile versions, UN agency are benefited and UN agency will not, however, Google extraordinarily wishes this modification for his or her customers entirely or anything is hidden behind the box. Is mobile-friendliness merely another ranking considering the list of 200 factors? or Google has one issue which may profit them additionally. therefore throughout this study, we tend to be making an attempt to understand why Google is forcing the websites to go mobile-friendly.

### III. METHODOLOGY

Google is one all told the world's very valuable firms battling with the world's high brands like Microsoft, Walmart, Amazon, General electrical, etc. all of this from an organization that was started throughout a garage barely last twenty years past, and providing most of the services free of the charge or with a nominal charge to customers. Then a matter collectively arises in mind that however Google may well be affording these expenses? although Google could be a technological company having infinite services and products. Google's main business is Advertising. keep with Google's 2020 revenue report, In 2020, Alphabet Google's parent company generated nearly

\$183 billion in revenue and \$147 billion i.e. over eightieth comes from Google's ads business<sup>[8]</sup>. and as a typical fraction of website traffic comes from mobile devices, Google is golf stroke extra consider mobile devices.

Mobile computer search optimization is that the strategy that is able to be used to improve the page ranking of your website by optimizing the contents in order that they are best viewed on your smartphone. the strategy will facilitate organizations to grow their organic traffic and facilitate them to not opt for paid ads for page ranking. Google is one all told the foremost necessary search engines in terms of mobile SEO as a result of it covers ninety-fifth of the mobile search market, and increased use of mobile devices for internet looking makes Google cares the thanks to generating the revenue from the mobile search market thus thanks to the push paid ads on the limited screens of mobiles that leads them to conclude that if an internet site is not properly seen on a mobile screen therefore as a result of the ads can also be not seen properly, and customers won't get them merely thus if making the online page look properly visible on the mobile screen will build customers see the contests merely and collectively ads placed by Google on these online pages. the following figure shows the worldwide mobile information traffic from 2017 to 2022<sup>[9]</sup>.

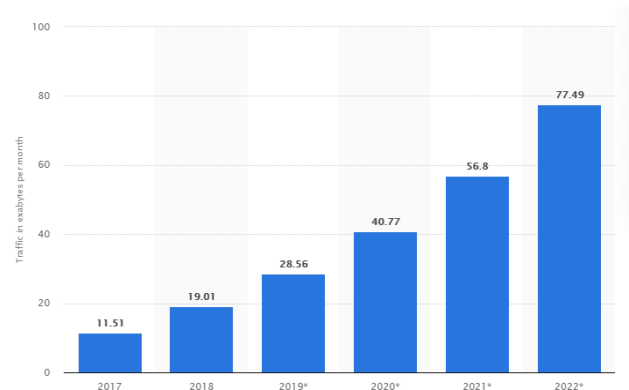


Figure .1 Percentage of global mobile traffic

In the year 2021, we tend to all square measure responsive to the generality of advertisements in our day to day life, whether or not or not it's ancient Google search, look videos on youtube, buying something online, or even checking your Facebook updates, ads square measure all over, which we tend to have to be compelled to tackle with them either pleasantly or unpleasantly. Even currently that the ads have gone personalized, you will be able to see only the ads of the merchandise or service that you just typically rummage around for Google started this customizing search in late 2009, by that you will be able to not merely get the widely well-liked results but Google tries to predict what you are presumably about to click on and should show you the connected things only<sup>[10]</sup>. Google Adwords and Facebook Ads square measure a pair of widely used and tailored ad networks. These a pair of companies cowl just about 1/2 all advertising market and Google's share throughout this can be a quarter-mile. so as

a result of being the global leader inside the advertising trade, Google forever rules the game.

When we take into consideration the technical aspects of Mobilegeddon, Google clearly explained that your website is taken into consideration to be mobile-friendly, if its text is legible whereas not zooming or sound, its regulator target should be spaced out befittingly, and conjointly the page avoids horizontal scrolling. so the websites that square measure losing throughout this criterion square measure losing their visibility inside the search ranking. and since the searches on a mobile device square measure exaggerated and surpassed the searches on computers, many websites started taking their steps towards the mobile-first generation. so Google to boot desires that the bulk of shoppers have to be compelled to access the net through their mobile phones instead of victimization desktops or mobile apps. Google sells ads that point to the websites, but generally cannot directly rummage around for content inside apps<sup>[11]</sup>. Advertisers can ne'er pay extra for the clicks from mobile devices and most of the time it's going to not end in sales. so forcing websites to upgrade their contents so that the website has to be compelled to be properly visible on the movable and would possibly end in extra sales and interns may end up in higher prices for google mobile ads.

As we've got an inclination to all or any perception that the conversion rate is one of the mandatory factors of SEO, the high is that the conversion rate extra is useful for your web site and since the conversion rates square measure very low on mobiles devices, Google is doing its best to elevate the low conversion rates by victimization techniques like showing services or merchandise ads on mobiles. so let's take into consideration a state of affairs, you are going to urge any product online and search it through Google search, you'll see little boxes begin showing at the very best of the searches that have merchandise with their photos, price, and conjointly the corporate marketing that product, an equivalent as on-line booking websites like Amazon, Flipkart, etc., however, we've got an inclination to possess gotten the results on Google's trying page that may not an online store to buy for the merchandise but AN advertising place for vendors to push their brands. so it's obvious that product householders can make the most to urge extra customers to their websites. so once we start buying and choosing the merchandise, you'll be taken into a microsite at intervals with Google that seems constant thanks to the distributor website and from there you will be able to get the merchandise or select another product search. This can be often the simple technique most of the retailer's square measure victimization and it's most victorious, so briefly "more clicks + higher mobile responsiveness once the click + extra sale = a winning equation for everyone involved<sup>[12]</sup>, as well as Google itself as they get the revenue as pay per click for that ads.

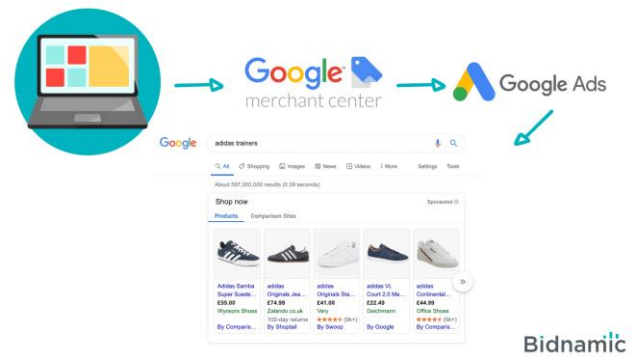


Figure.2 Google ad search

The speedy shift to mobile devices compact most online businesses and additionally the advertising trade isn't any further left behind. Meanwhile, a variety of other firms like Facebook to boot started taking an interest at intervals in the ad market. In line with eMarketer, Google command 1/2 the mobile ad market in 2013, however, that went right down to 46.8% in 2014, on the opposite hand, Facebook's share grew from 5.4% in 2012, to 21.7% in 2014<sup>[13]</sup>. that's inflicting a major loss in revenue to Google, so Google started implementing some algorithmic changes to their search criteria to force websites to travel mobile-friendly, as they're going to begin getting further revenue from the mobile advertising market however as getting further ads from the businesses that can't afford to require position lots of greenbacks to convert their website into a mobile responsive site and still wants their page ranking need to be capable be listed in high search results. thus the ethics of the story is, Google's decision to force websites to travel mobile-friendly, isn't about to make the consumers happier, it's to boot regarding retentive the very best position of Google at intervals the mobile ad market, however.

#### IV. RESULTS AND DISCUSSION

Mobilegeddon is not merely an associate update of Google's mobile search formula, it's a full shift from desktop to a mobile-first era that changed the full search market. Google makes it obligatory for raising the user expertise of websites and positioning it with user behavior and high-octane trends at intervals the market that was high-octane at intervals the direction of mobile. This decision is not concerning making shoppers happy with the good look associate degreed feel of websites on mobile screens but together a correct involve them in terms of getting extra paid ads and not merely this they together would like this transformation as a result of they have to provide the only page browse expertise to their customers, therefore, users can click on the ads denote by Google on the best search results which they'll get as many PPC revenue out of it to create them stand tall at intervals the advertising market. The below table<sup>[14]</sup>, shows Google's revenue before and when the mobilegeddon that clearly states that Google's attempt to add mobile responsiveness as a ranking issue, got back for them in terms of their mobile ad revenue.

Table 1. Google's Net Revenue from Mobile Ads

Worldwide Net Mobile Ad Revenue of Google		
Sr. No.	Year	Revenue in \$USD
1.	2014	16.27
2.	2015	24.31
3.	2016	37.57
4.	2017	49.72
5.	2018	61.62

## V. CONCLUSION AND FUTURE SCOPE

Herewith this I'd wish to conclude that, Mobilegeddon may be a trendsetter and if your web site is lacking behind the factors mentioned by Google i.e. Mobile-friendly, then it merely means your website hasn't been optimized for mobile devices then you're at high risk of losing your customers who search your website on their mobile devices. This could place you at a giant loss, therefore either select a mobile-friendly version of your website or purchase Google's advertising plans to sustain the search ranking. Also, I'd wish to add that, with this update, Google's clear intention of sustaining within the ad market associated obtaining additional and additional take advantage of it involves a finish with a good answer for all users, businesses, and for itself conjointly. During this study, although we've got tried to show most of the items still, there are many unsolved and unclear queries square measure there that an additional scope of analysis is needed. The points like how Google can assign top ranking for all the paid ads? will this mobile-friendliness apply to the paid version? how two pages will be ranked if both of them have paid ads and a mobile-friendly view? does Google show only the searches that are in their favor in terms of ad revenue? therefore an additional effort has to be done on these inquiries to be answered and presently not enclosed during this study.

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