



Improving Mobile Web Listings

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Traditional Web		Mobile Web	
Year		Year	
Phase 1: In the Beginning There was Web & Not Much Else			
1990	All Text - No Images No Mouse - Doss Like Selection & Site Navigation Web Time Billed Per Minute & Download Volume	2000	All Text - No Images No Mouse - Doss Like Selection & Site Navigation Mobile Web Time Billed Per Minute & Download Volume
1994	Lots of Lots of Browsers - No Consistent Standards Slow Download Speeds & Dropped Connections Walled Gardens: AOL, Prodigy <i>*Agent of Change*: Netscape Navigator Released (1995)</i>	2004	Lots of Lots of Browsers - No Consistent Standards Slow Download Speeds & Dropped Connections Walled Gardens: On-Deck Web Content <i>*Agent of Change*: Windows Mobile 5.0 (2005)</i>
1996	Minimal Ads & Site Monetization Web Navigation by Portals, Directories & Some Search Web was Fun & Novel Inception of Web Marketing <i>*Agent of Change*: Google #1 Search Engine in US (1996)</i>	2006	Minimal Ads & Site Monetization Mobile Web Navigation by Portals, Directories & Some Search Mobile Web was Fun & Novel Inception of Mobile Web Marketing <i>*Agent of Change*: iPhone Released (2007)</i>
Phase 2: Then There was Information But it was Hard to Find & Use			
1998	Images & Text but not a Rich Experience Mouse Navigation for Clicking Links Web Time Billed in Packages, by Download Speed Fewer Browsers - Inconsistent Rendering Standards Faster Download Speeds & Fewer Dropped Connections Walled Gardens Open Up with Web Search	2008	Images & Text but not a Rich Experience Mouse-Like & Touch screen - No Mouse -Overs Mobile Web Time Billed in Packages, by Download Speed Fewer Browsers - Inconsistent Rendering Standards Faster (2G) Download Speeds & Wi-Fi Browsing Walled Gardens Open Up with Web Search
2000	Tons of Annoying Ads & Site Monetization Most Web Navigation by Search Engine Web was for Fun & Function - Less Novel	2010 (+ 2 yrs)	Tons of Annoying Ads & Site Monetization Most Web Navigation by Search Engine Mobile Web is for Fun & Function - Less Novel
Phase 3: And Then There was Search, and it was Universal			
2004	No More Walled Gardens Beginning of a Rich Browsing Experience Virtually Unlimited Browsing - No Cost Dis-Incentive 2 Major Browsers with Very Similar Rendering Standards Most Browsing is Over Broadband Balance of Ads & Information Online Shopping Peaks Social Networking & Web 2.0 Take Off On-Site AJAX Navigation	2014 (+ 6 yrs)	No More Walled Gardens Beginning of a Rich Mobile Browsing Experience Virtually Unlimited Browsing - No Cost Dis-Incentive Few Browsers with Very Similar Rendering Standards Most Browsing is Broadband Speed or Faster (3G & 4G) Balance of Ads & Information Mobile Shopping Peaks Mobile Social Networking & Web 2.0 Take Off On-Site AJAX Navigation
2008	Search Becomes Personal & Intelligent Web is Necessary for Daily Life	2018 (+ 10 yrs)	Search Becomes Personal & Intelligent Mobile Web is Necessary for Daily Life

Why Should You Care About Mobile Web Listings?

- **Mass Mobile Convergence**

- Phone
- E-mail/Calendar
- SMS/MMS
- Pictures/Video
- Music
- Simple Computing
- Web Browsing
- Gaming

- **Most Targeted Marketing EVER**

- Credit Report
 - Age
 - SSN
 - Debt
 - Shopping Habits
 - Physical Address
- Location – at ALL Times
- Address Book/Calendar
- Email & Web Browsing
- Mobile Web Purchases

Why Should We Deal with This Now Rather than Later?

- Mobile Web is Not Just a Fad
- Master the Medium before Your Competitors
 - Lots of Market Share to be Moved
 - Cost of Failure & Testing is Low
- The iPhone Set the Bar
- **Mobile Web Search Indicates Desire for Immediate Action!!!!**

What Can We Do Today to Prepare for The Future?

- **Understand Mobile Search Engine Listings**
- **Leverage Your Mobile Listings**

Understand Mobile Search Engine Listings

Traditional Search Listings

Big Players

- **Google & Google Mobile** (google.com, .ca, .co.uk, .fr, .de, .com.au or AOL Mobile)
 - On & Off-Deck Portal (iPhone/AT&T, Nokia Search, Brightpoint)
 - Search, Gmail, YouTube, News, Maps, RSS (iGoogle)
- **Yahoo oneSearch**
 - On & Off-Deck Portal (Nokia, T-mobile: Europe, America Movil: Latin America)
 - Search, Email, Flickr, RSS (onePlace), Social Network (oneCommunity), News, Sports, Weather, Finance, Entertainment
- **MSN Live**
 - On & Off-Deck Portal (T-mobile)
 - Search, Email, Weather, News, Social Network (Spaces), Sports, Money, Entertainment

* **Mobile Search Engines Have Different Crawlers**

Traditional Search Listings

Example Listings: "NYC Hilton"



Google Search

Google
Results: **NYC Hilton**

Businesses nearby

New York, NY

Hilton New York ★★★★★
3.6 mi NE
1335 Avenue of the Americ,
New York, NY 10019
(212) 586-7000

Millenium Hilton Hotel
★★★★★

Menu 11:15 Back

Search: NYC Hilton

Live Search

NYC Hilton |

Local
Listing **Businesses** | **People**
Near **New York, NY**

Hilton-Millenum
★★★★★ (25)
Call (212) 693-2001
New York, NY (264.00 mi)
[1-click directions](#)

Menu 11:20 Back

NYC Hilton | Y! Search

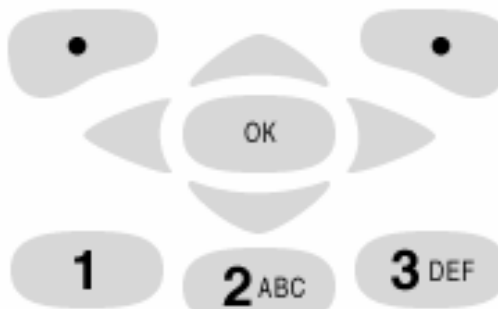
Y! NYC Hilton

Web skip

Hilton New York City Hotel - Rockefeller Center Hotel - NYC Hotels
The Hilton New York hotel is located in midtown Manhattan near Radio City Music Hall, Museum of Modern Art, Fifth Avenue shopping, Broadway Theater District, Central ...
www1.hilton.com


Hilton New York - Hilton Family - New York City

Menu 11:26 Back



Leverage Your Mobile Listings

Tips & Tricks for Better Mobile Listings

- Test On Mobile Device Simulators
- Optimize Your Existing Site for Mobile
 - Multiple External CSS
 - Transcoding
- Write Compelling Optimized Meta Data
- Submit Mobile Site Map
- Submit Your Website
- Monitor Your Mobile Search Engine Listings
- No Need for Click Through
- Optimize for Portal/Universal Results
- Get Rated 
- Include Action Oriented Stuff:
 - Address & Link to Map
 - Phone Number (Clickable)
 - Hours of Operation
 - Logo
 - Link for Reviews
 - Pictures

	Google Mobile google.com/m	Google iPhone google.com/uds/samples/iphone/isearch.html	AOL Mobile wap.aol.com/portal/searchindex.do	Yahoo OneSearch mobile.yahoo.com/onesearch	Windows Live Mobile http://m.live.com/search/ (not mobile.live.com-different interface)
# Web Results on Main Results Page	1 local, 6 mobile web	8	variable 3	3 local, 10 mobile web	2 local, 2 mobile web
# Web Results on Web Results Page	10 new	2 new, 10 total	6 web, 2 mobile web	10	8 new, 10 total
Max Characters of Title Displayed	70	43	54	74	55
Max Characters of Description Displayed	73	157	64	158	87
Max Characters of URL Displayed	35	27	37	51	35
URL Truncated to Domain Only	NO	YES	NO	NO	YES
Display www	YES	YES	YES	YES	YES
Display http://	NO	NO	YES	NO	NO
Bolding of Search Terms in Title	NO	NO	NO	YES	NO
Bolding of Search Terms in Description	YES	YES	YES	YES	NO
Bolding of Search Terms in URL	NO	NO	NO	YES	NO
Browser Detecting From Traditional Engine	YES	NO	YES	NO	YES
User Agent Detecting	YES	NO	YES	YES	NO
Transcoding Non-Mobile Sites	YES	NO	YES	NO	YES
Recognize "Handheld" Stylesheet before Transcoding	NO	NA	NO	NA	NO
Special Notes	Google Mobile has personalized settings about language, search entry, SafeSearch, format, and weather it should save recent locations.	When you hit "more results" it opens a new window, and goes to traditional Google layout.	"..." (3 periods) indicates url was truncated. "...." (4 periods) indicates domain was truncated.	mobile.yahoo.com now redirects to us.m.yahoo.com.	Indented results from Web Results page are omitted from the Main Results page that you originally land on.

“I believe the future is only the past again, entered through another gate.”

Arthur Wing Pinero,

The Second Mrs. Tanqueray, 1893