



## **Big Changes in Google's Rankings**

As many of you know, ranking well in Google and the other search engines has a huge advantage to business this day in age. More people are turning to their computers and smart phones to research all kinds of things, like what park to stay at in a certain town. The newest change with Google's search algorithms has to do with smart phones and tablets. If there is one thing you take away from this article it should be this: **YOU WILL NOT RANK WELL IF YOU DO NOT HAVE A MOBILE FRIENDLY WEBSITE.** Google announced this past month that if your website is not either responsive or a separate mobile site then you will start falling in the search results, meaning when someone is searching for that park to stay at in a certain town, you will not be showing up very well.

Google does not usually state clearly what is in their search algorithms, its up to all us SEO experts to figure it out, but when they do, like they did this past month, it becomes a very serious topic and something everyone with a website should pay attention to. If you want to know if your website is mobile friendly, Google has provided a site to check on that: <https://www.google.com/webmasters/tools/mobile-friendly/>. Google is giving everyone until April 21st to either fix their site to be mobile friendly or get a new site.

If you find yourself in this kind of situation where you need help getting the mobile side of your website squared away, then give us a call and we can help.

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