

Optimizing for Google's Mobile-First Update

This tutorial will teach you how to use Google Search Console data to compare your top mobile and desktop landing pages.

To make this process as easy as possible, we've created a simple copy and paste [mobile KPI page calculator template](#) for you to use. This template will help you identify pages that are doing better on a desktop device. These are pages you'll want to optimize for a better mobile experience.

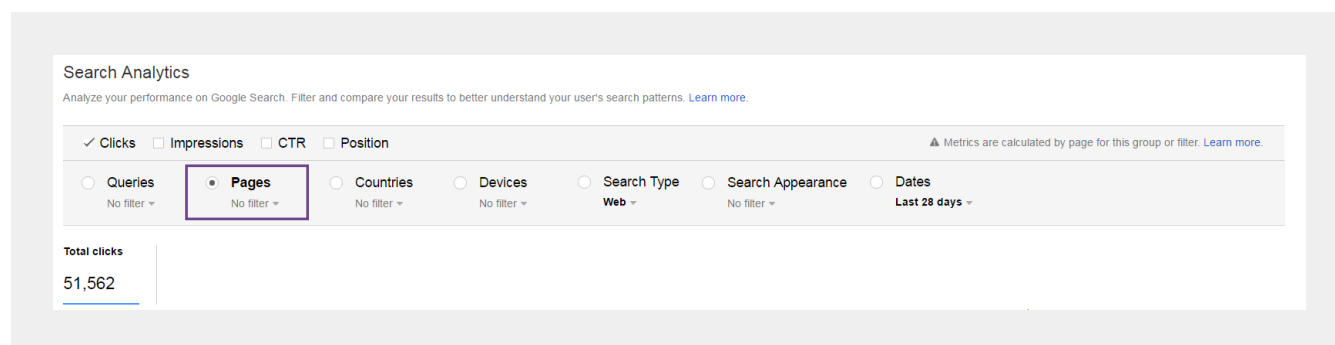
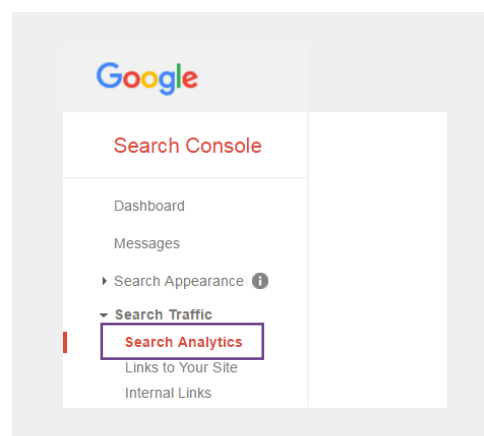
Who can use this template?

If you are working on a site where the mobile and desktop landing page URLs are exactly the same, then this will work perfectly for you.

If that applies to a site you're working on, let's continue!

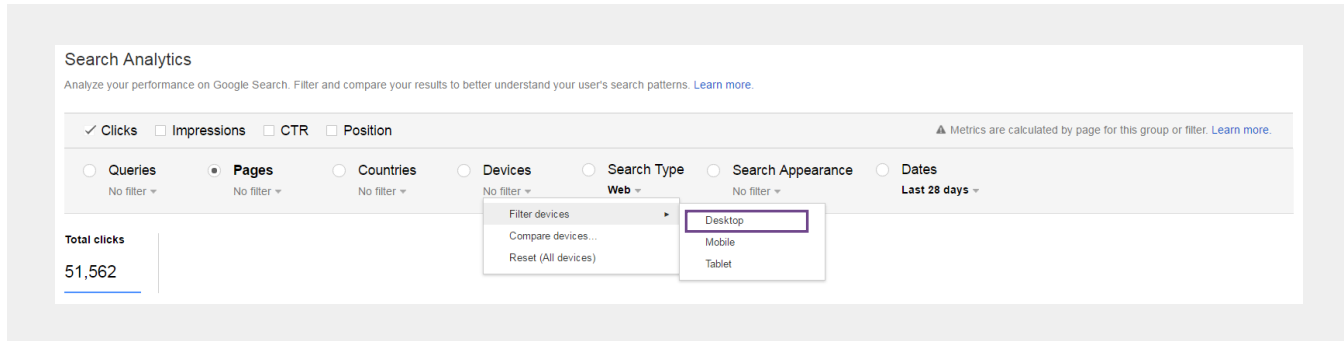
How to use the template

- 1) Create a Google Sheets copy of our desktop and mobile comparison calculator by clicking [here](#).
- 2) Log into your Google Search Console account and go into the Search Traffic > Search Analytics section.
- 3) Select **Pages** at the top.

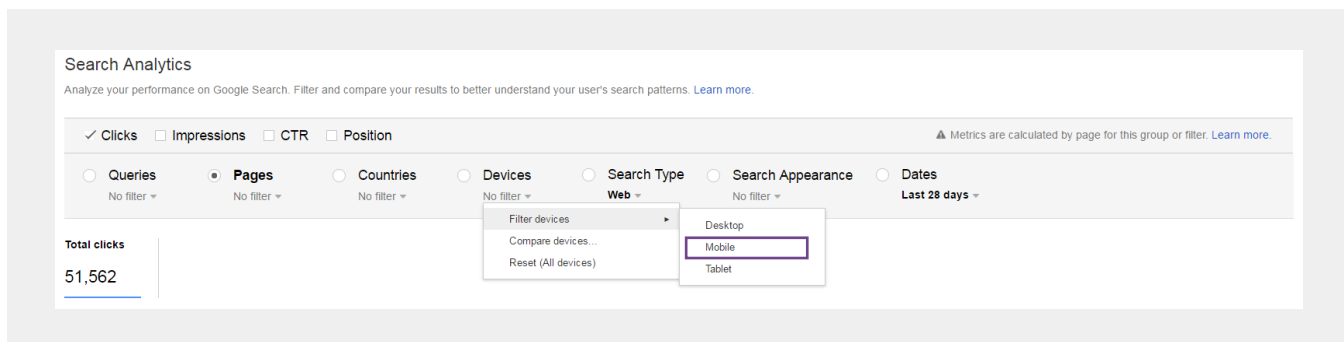


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- 4) Under Device, set the filter to **Desktop**.



- 5) At the bottom of the page, download the CSV of the data and open the spreadsheet.
- 6) Copy all of the data in the downloaded sheet and paste this into the **Desktop - Paste** worksheet tab of our template.
- 7) Next, go back to your Search Analytics window and change the Desktop filter to Mobile.



- 8) At the bottom of the page, download the CSV of the data and open the spreadsheet.
- 9) Copy all of the data in the downloaded sheet and paste this into the **Mobile - Paste** worksheet tab of our template.

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- 10) Open the Mobile VS Desktop worksheet tab. This worksheet will tell you how your mobile landing page data compares to your desktop landing page data. It will show you the difference in the Google Search Console data. The worksheet was created with formulas that subtract the desktop page KPI from the mobile page KPI, and shows the difference in the two.

If all went well with the pasted metrics, you should see data like this in the Mobile VS Desktop worksheet tab of the Google Sheet.

worksheet tab of the Google Sheet.

Pages	Dif Clic	Dif Imp	Dif CTR	Dif Pos	on
http://www.example.com/	-3927	-37429	-0.68%	-5.9	
http://www.example.com/where-to-buy.h	688	2275	4.63%	-11	
http://www.example.com/shop/mens	50	-8755	0.25%	-0.1	
http://www.example.com/shop/womens	198	-3540	0.35%	-0.5	
http://www.example.com/shop/mens-sar	105	-23191	1.71%	-5.8	
http://www.example.com/shop/womens-	167	-25081	0.52%	-6.2	
http://www.example.com/shop/mens-bo	183	-4938	5.15%	-6	
http://www.example.com/shop/mens-mi	-133	-594	-1.03%	-0.8	
http://www.example.com/shop/kids	111	-12045	2.38%	-5.4	
http://www.example.com/shop/mens-sho	68	-4211	1.83%	-4.7	
http://www.example.com/shop/mens-bo	-46	-5926	1.74%	-1.2	
http://www.example.com/customer-servi	154	-132	7.94%	-9.4	

NOTE: To display the opposite data, the template also includes a worksheet called **Desktop vs Mobile** where it compares your desktop landing page data to your mobile data.

Analyzing the Data to Optimize:

When looking at your **Mobile vs Desktop** worksheet tab, there are two key metrics you'll want to look for to identify mobile opportunities.

- 1) Identify mobile landing pages that are earning significantly fewer clicks than your desktop version.
- 2) Identify mobile landing pages that are earning a lower Click-Through Rate (CTR) than their desktop equivalent version.

Google has already determined these landing pages are relevant enough to send traffic their way. However, this page calculator template highlights when your pages are more relevant (or have a better user experience) on a desktop compared to a mobile device. Once you've identified the pages to look at, the next step is understanding why Google is delivering more traffic to the desktop version.

In most cases, when pages are earning a lower CTR on mobile than desktop, it is due to the organic search listing's title or description being too long to display properly in mobile results. To optimize this, you will want to consider a shorter title or meta description. We have seen strong results by using titles closer to 40 characters.

Next, consider looking more closely at your [Google Page Speed](#) Insight recommendations for these pages. It is likely that your desktop page speed score is higher than your mobile score. If that is the case, read through the mobile page speed recommendations that Google is sharing for each page. You might have a few attributes which aren't optimized for a mobile device.

For more information on how Pepperjam can help your SEO strategy, contact sweber@pepperjam.com.

