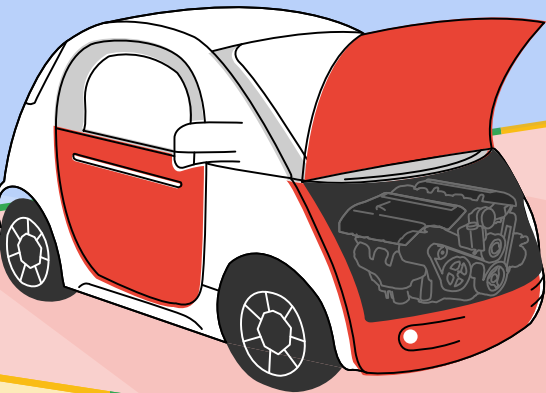


# Test and enhance performance with a website MOT (Mobile Optimisation Test)

Google's latest algorithm update is especially significant for content owners already under pressure to optimise their websites for mobile platforms. Here we look at the mechanics of performing a mobile optimisation test (MOT) using two free tools from Google (who else), and how content owners can implement changes to ensure they achieve pole position in the race to SEO success post 'Mobilegeddon'



## Pop the hood for a Mobile-friendly test

A simple method of determining whether your site is mobile friendly or not. You don't need a Google account to run the test, just your website URL.

### Features

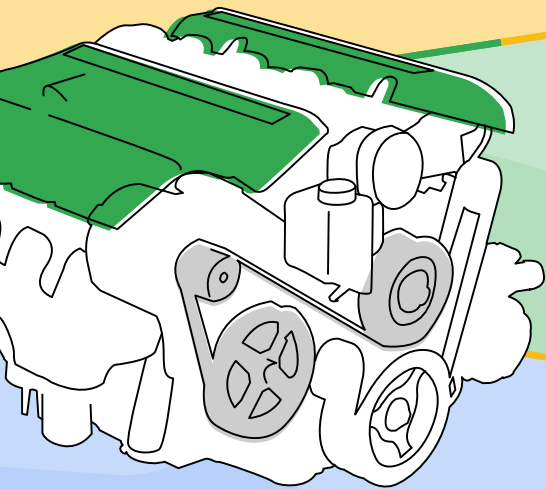
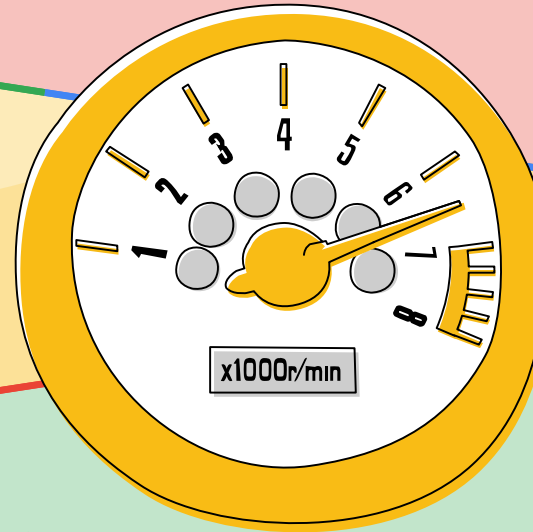
- Delivers an overview of mobile usability in seconds
- Highlights key issues with your site – e.g. Text too small to read
- Demonstrates how your site appears on mobile devices
- Suggests next steps to make your site more mobile friendly

## Rev the engine with the mobile usability tool

This tool offers a more in-depth analysis of your website's mobile usability. It can be found under 'Search Traffic' section of Google's Webmaster Tools.

### Features

- Scans your site for six primary mobile usability errors
- Identify specific pages with mobile usability issues
- Reports in detail on site performance and provides step-by-step guidance on how to address the issues identified during analysis
- Monitors the outcomes of changes made to improve mobile usability

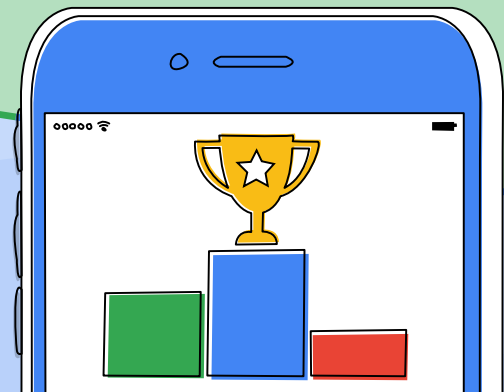


## Find a technician

Fine-tuning your site may not be enough to reach the top of Google's mobile search rankings. You may need to swap out the engine – i.e. your content management system (CMS). If you want to surge past competitors, we can help. Our flagship CMS, Webvision, includes modules that are purpose-built to ensure the appearance and functionality of your website is consistent across all platforms.

## Claim a podium place in Google search rankings

With accurate diagnostics and the ability to alter the mechanics of your site, your content should be easy to find and a joy to use across all mobile devices. And with visibility across key mobile usability metrics, you can refine your website on an on-going basis to carve through the field and maintain your lead at the head of the pack.



If you'd like to hear more, email [info@abacusemedia.com](mailto:info@abacusemedia.com)