

## **Is Your Website Costing You Customers**

On March 1, 2021 Google started indexing only mobile responsive websites.

If your website isn't mobile responsive it won't appear in the search results no matter how relevant or keyword rich it is.

To see if your site is mobile responsive go to <https://search.google.com/test/mobile-friendly> .

You might also want to check it on your mobile device so you can see what it looks like.

### **It has to be mobile friendly also**

Even if your website is mobile responsive, that doesn't mean it will look good on a mobile device.

The Home page that looks great on a desktop may look terrible on the smaller screen of a mobile device.

Those big headers and slides may be the only thing that shows on a mobile device.

And slow loading times make visitors go somewhere else.

### **You only have 0.05 seconds**

According to SWEOR, you only have about 0.05 seconds to make a good first impression.

Your website is a window into how your company operates and it needs to make your company look credible or visitors will leave.

The credibility of your home page on a mobile device will keep or lose your visitor.

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