The Truth About Mobile-First Indexing

Cindy Krum

CEO & Founder, MobileMoxie

@Suzzicks

MOZCON 2017

The Truth About Mobile-First Indexing

By: Cindy Krum

MozCon 2017

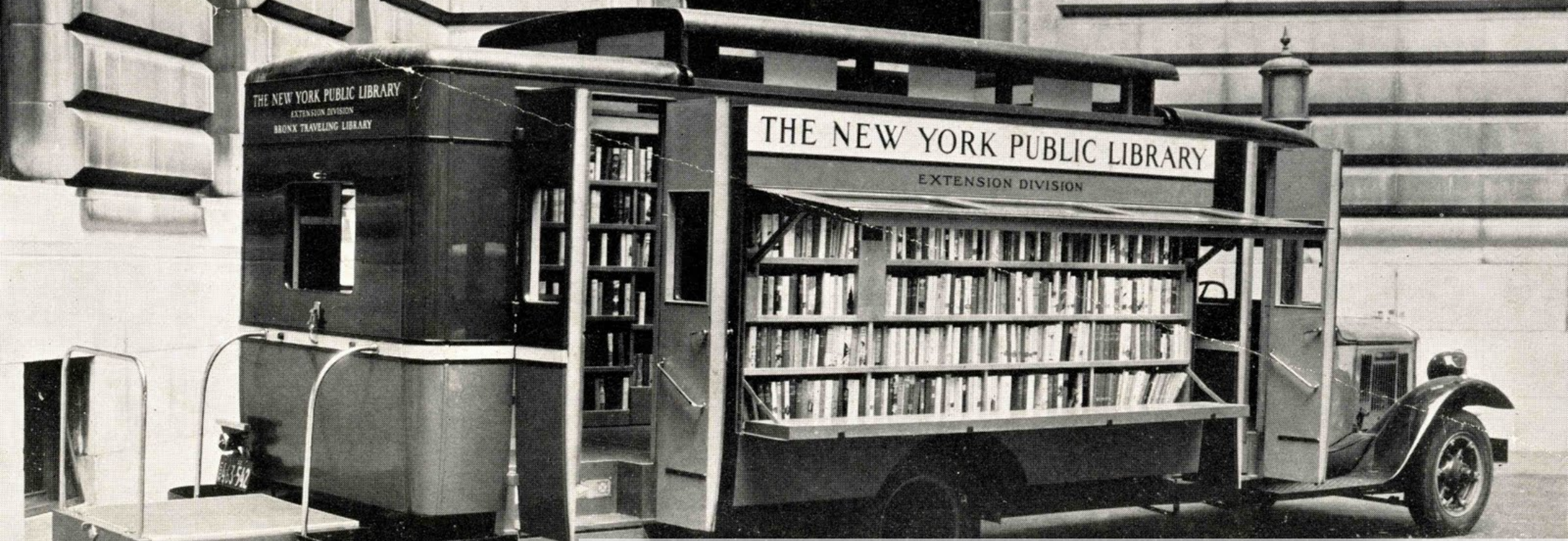
July 19, 10:05–10:50am

@SUZZICKS

MOBILE MOXIE

LAUNCHING
IN 2018!!!

LAUNCHING
IN 2018!!!
(…Probably?)



MOBILE-FRIENDLY DESIGN IS GOOD

FAKE NEWS

MOBILE-FIRST DESIGN

IS NOT THE SAME AS

MOBILE-FIRST INDEXING

SO LETS BREAK IT DOWN

WHAT IS MOBILE?

WHAT IS FIRST?

A Level of Sequence or Prioritization!

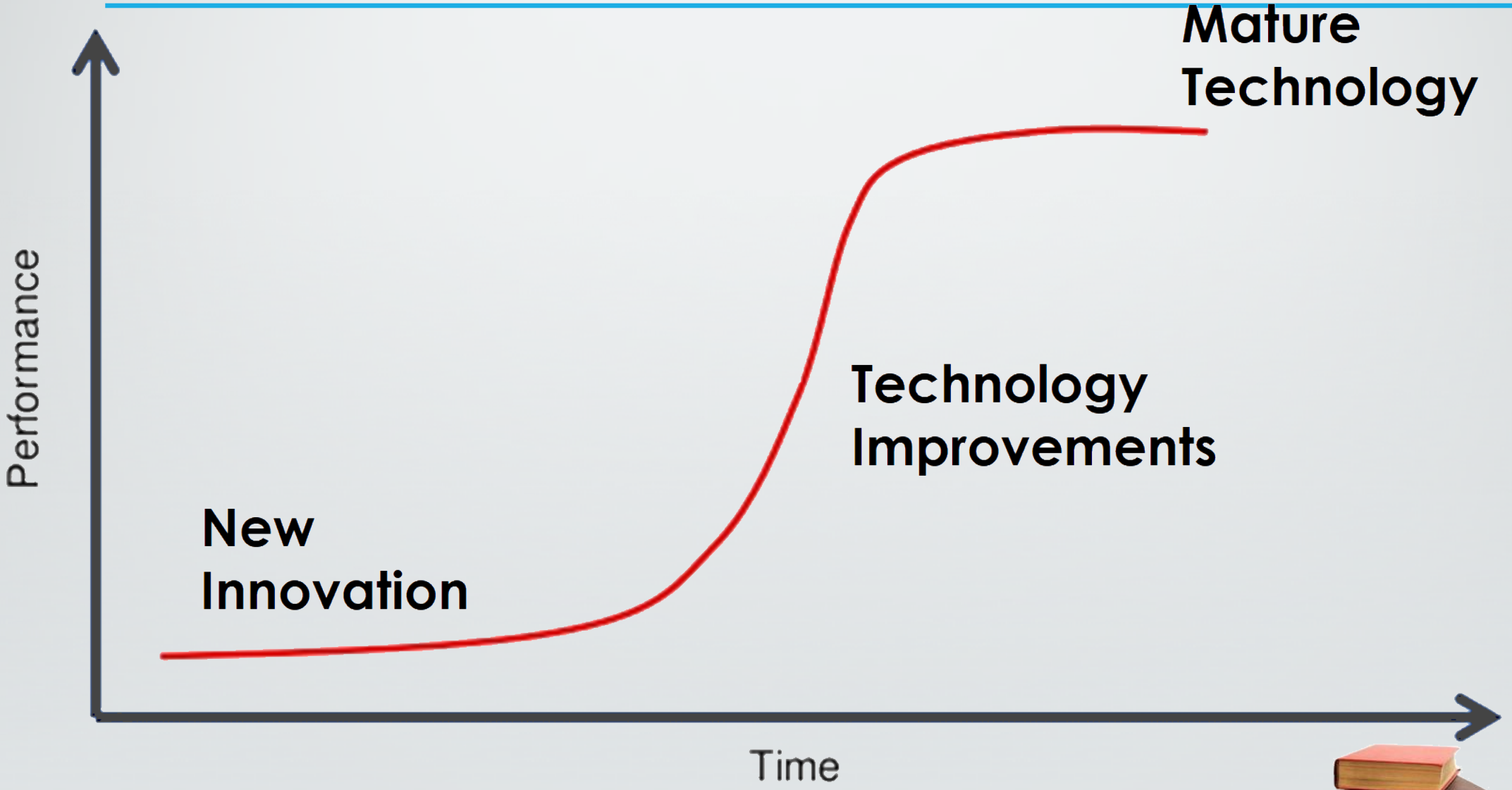
Not an Exclusion of Other Content!

WHAT IS INDEXING

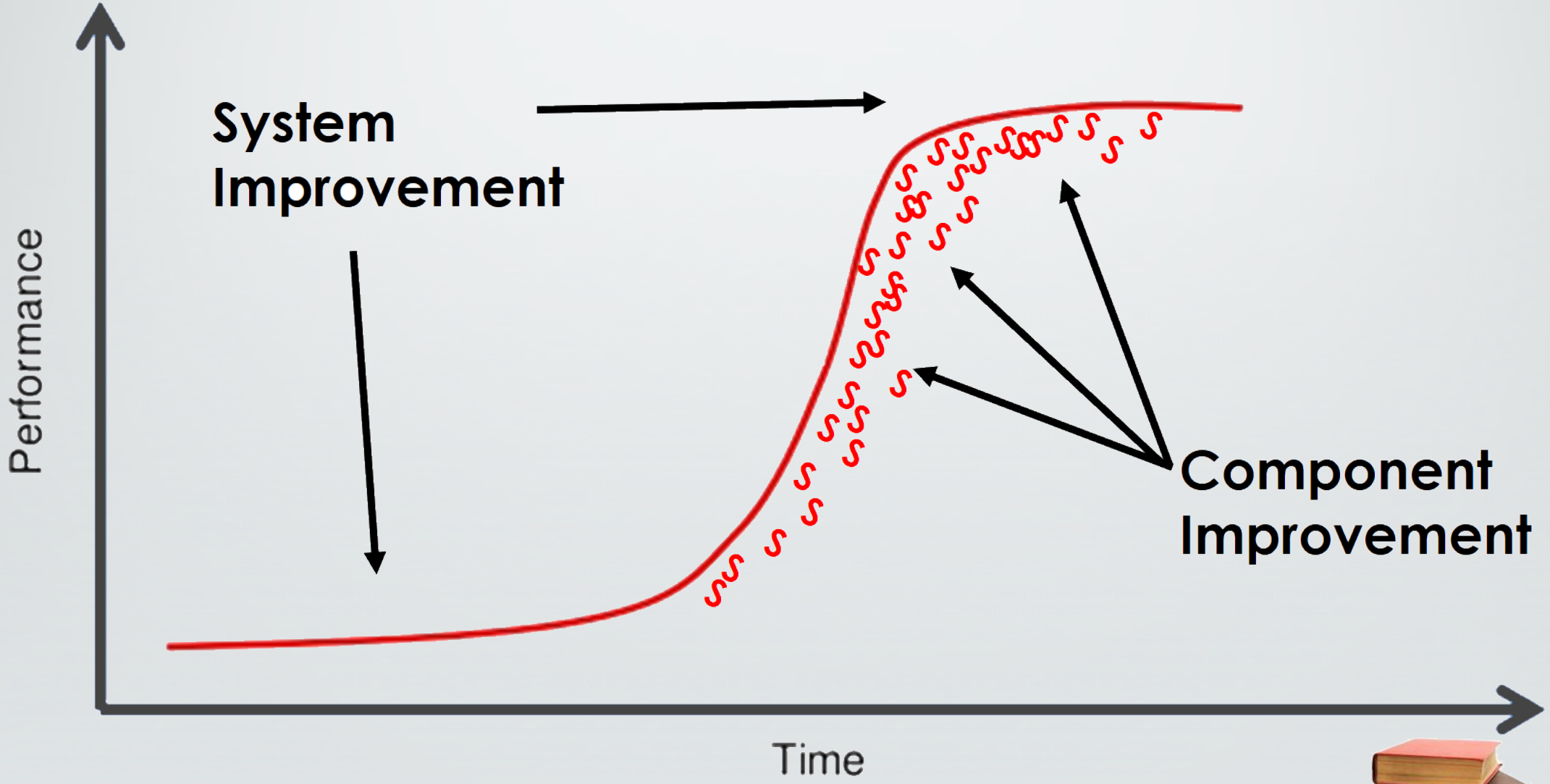
BUT WHAT DOES IT ALL MEAN?

AWESOME!

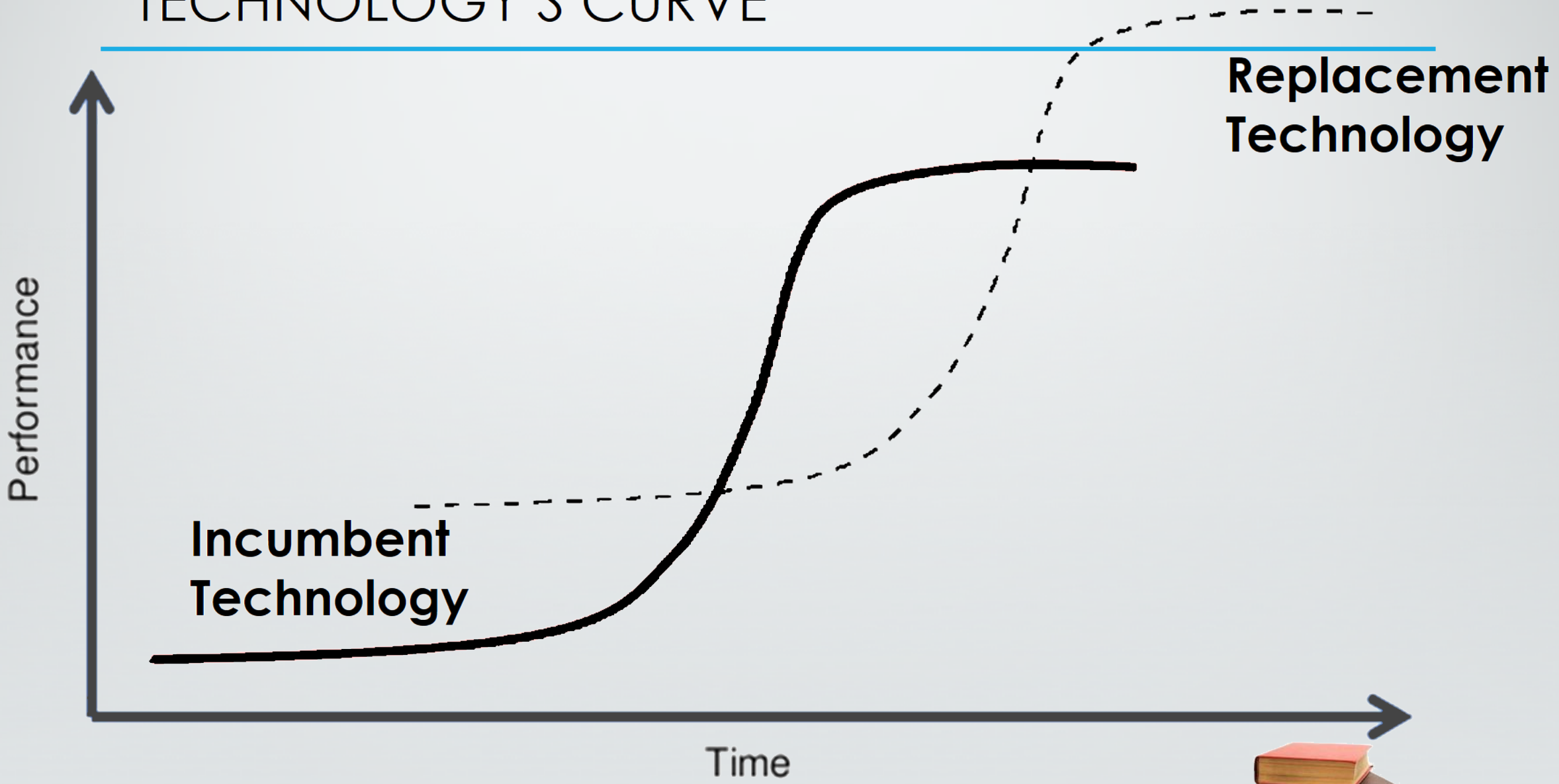
TECHNOLOGY S CURVE

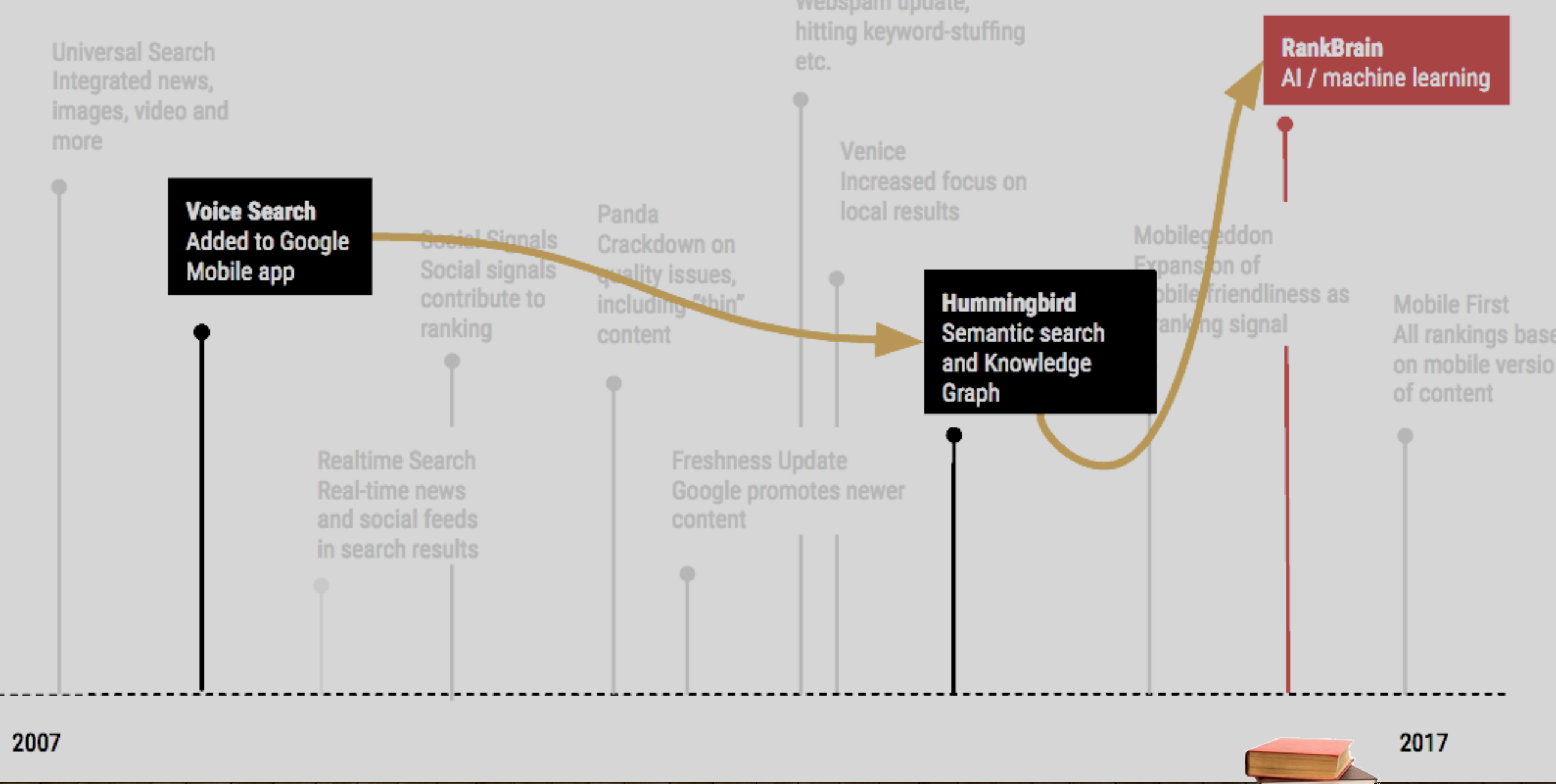


TECHNOLOGY S CURVE

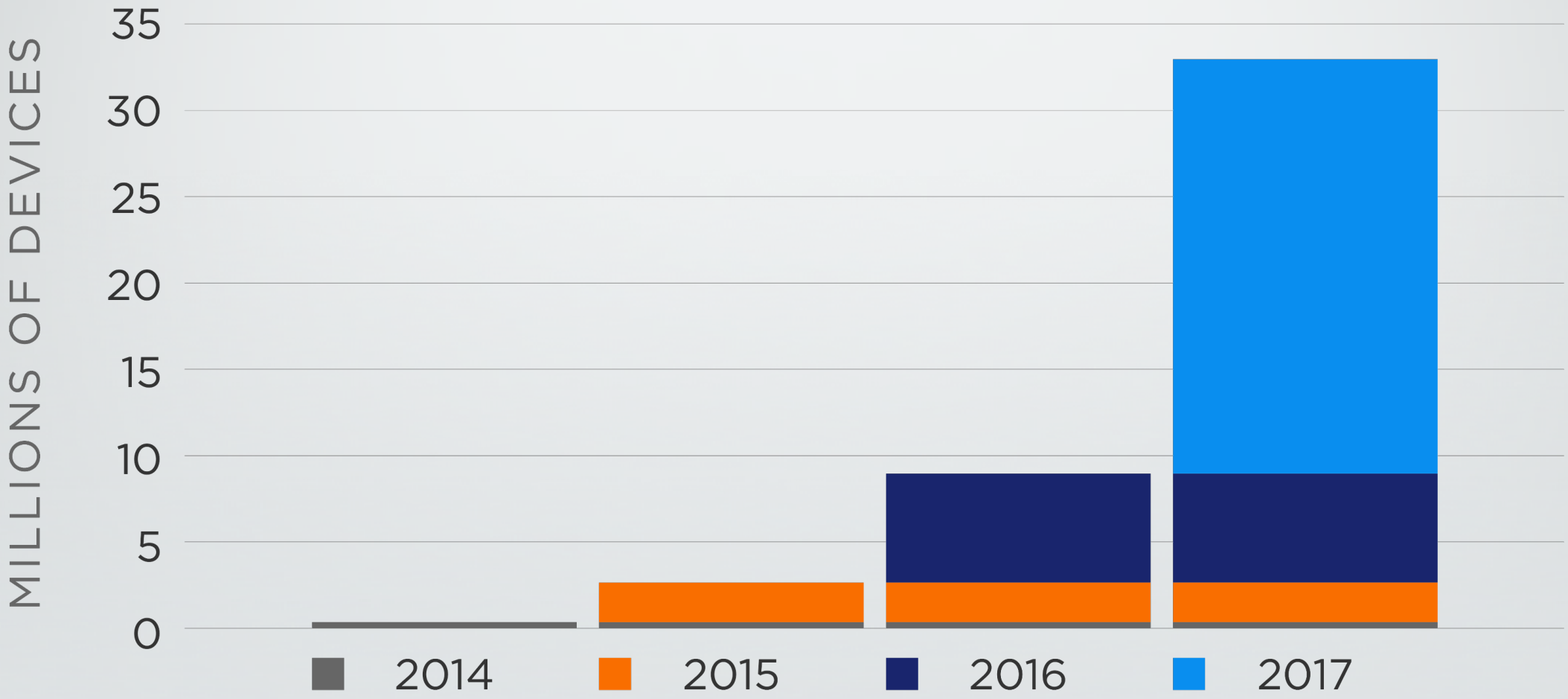


TECHNOLOGY S CURVE



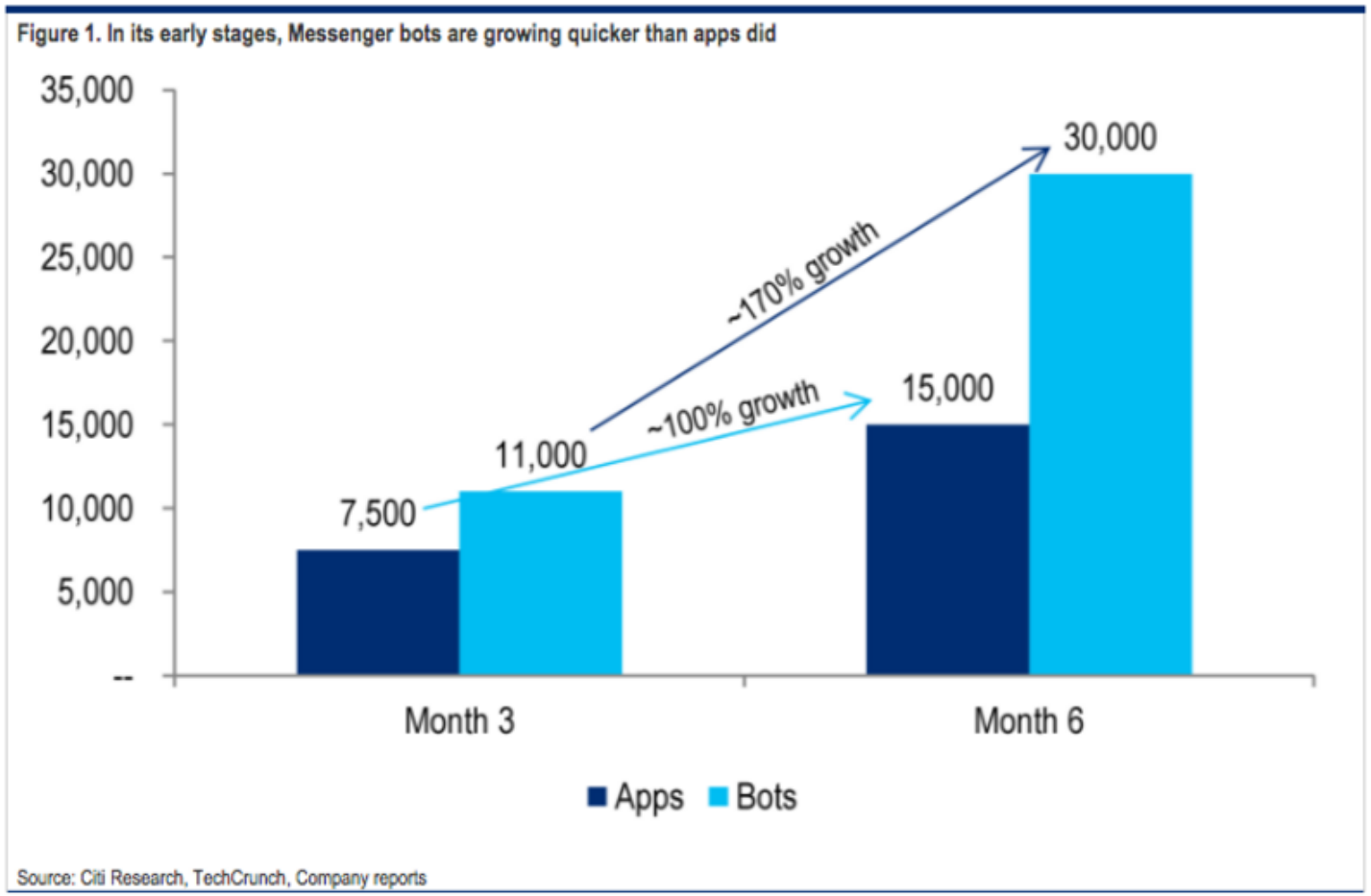

Universal Search
Integrated news, images, video and more
Webspam update, hitting keyword-stuffing etc.
RankBrain
AI / machine learning
Voice Search
Added to Google Mobile app
Venice
Increased focus on local results
Panda
Crackdown on quality issues, including "thin" content
Social Signals
Social signals contribute to ranking
Mobilegeddon
Expansion of mobile friendliness as ranking signal
Hummingbird
Semantic search and Knowledge Graph
Mobile First
All rankings base on mobile versio of content
Realtime Search
Real-time news and social feeds in search results
Freshness Update
Google promotes newer content
2007
2017

Voice-First Device Footprint

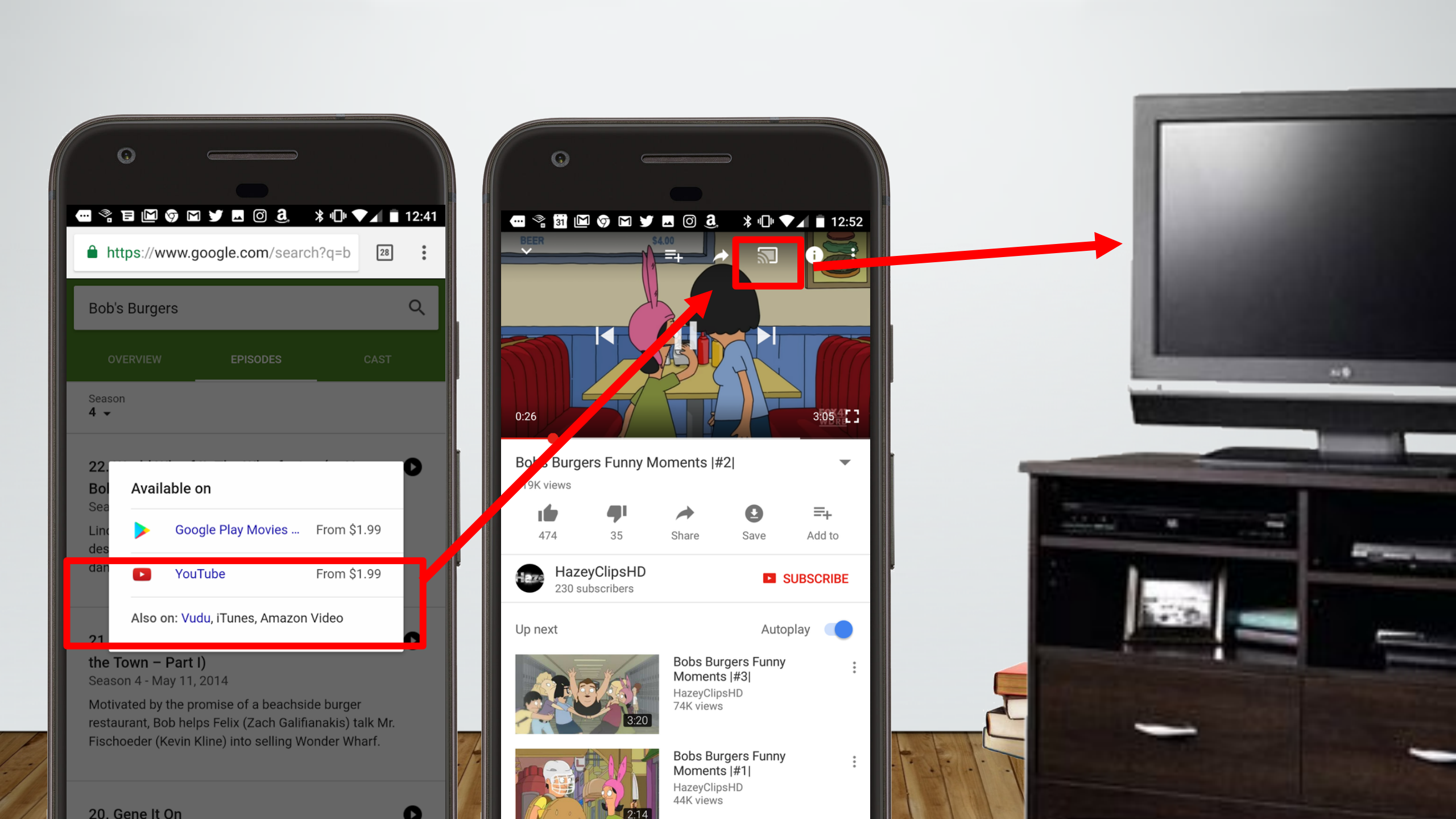


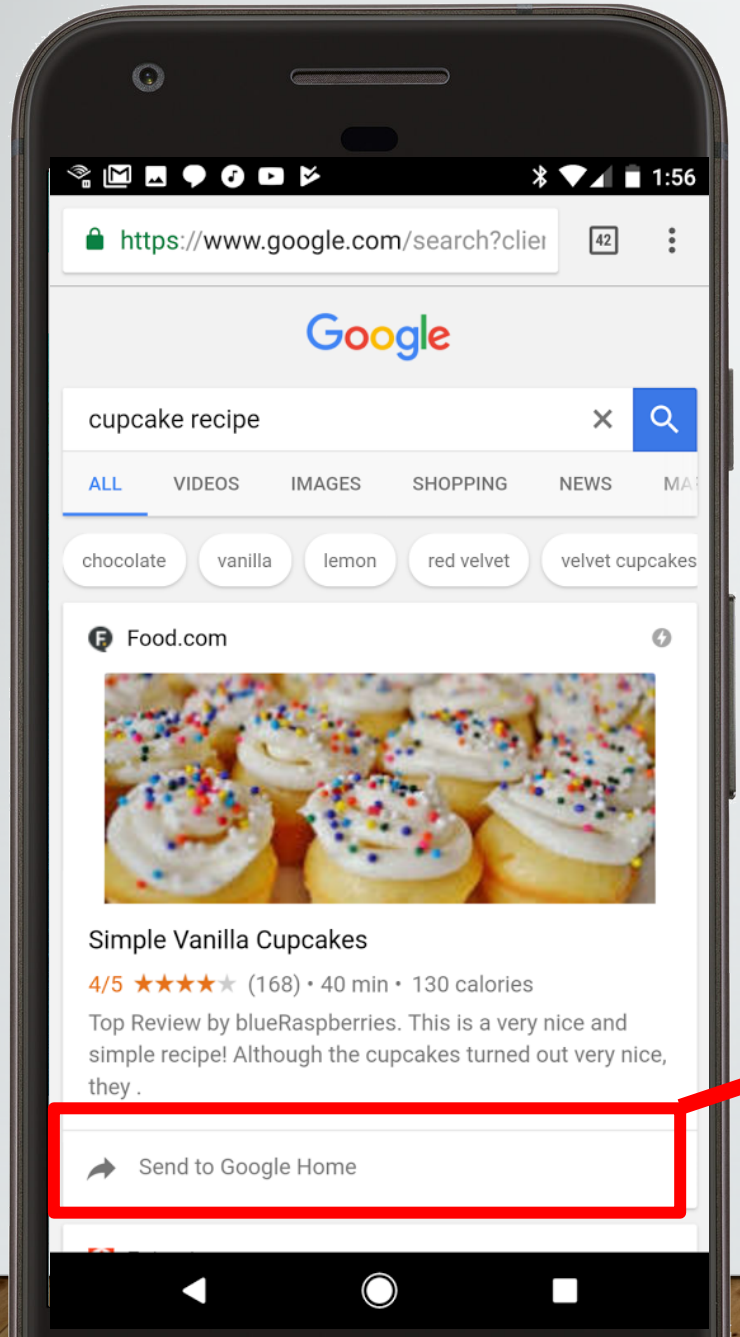
VoiceLabs Analysis combined with research from CIRP, KPCB and InfoScout

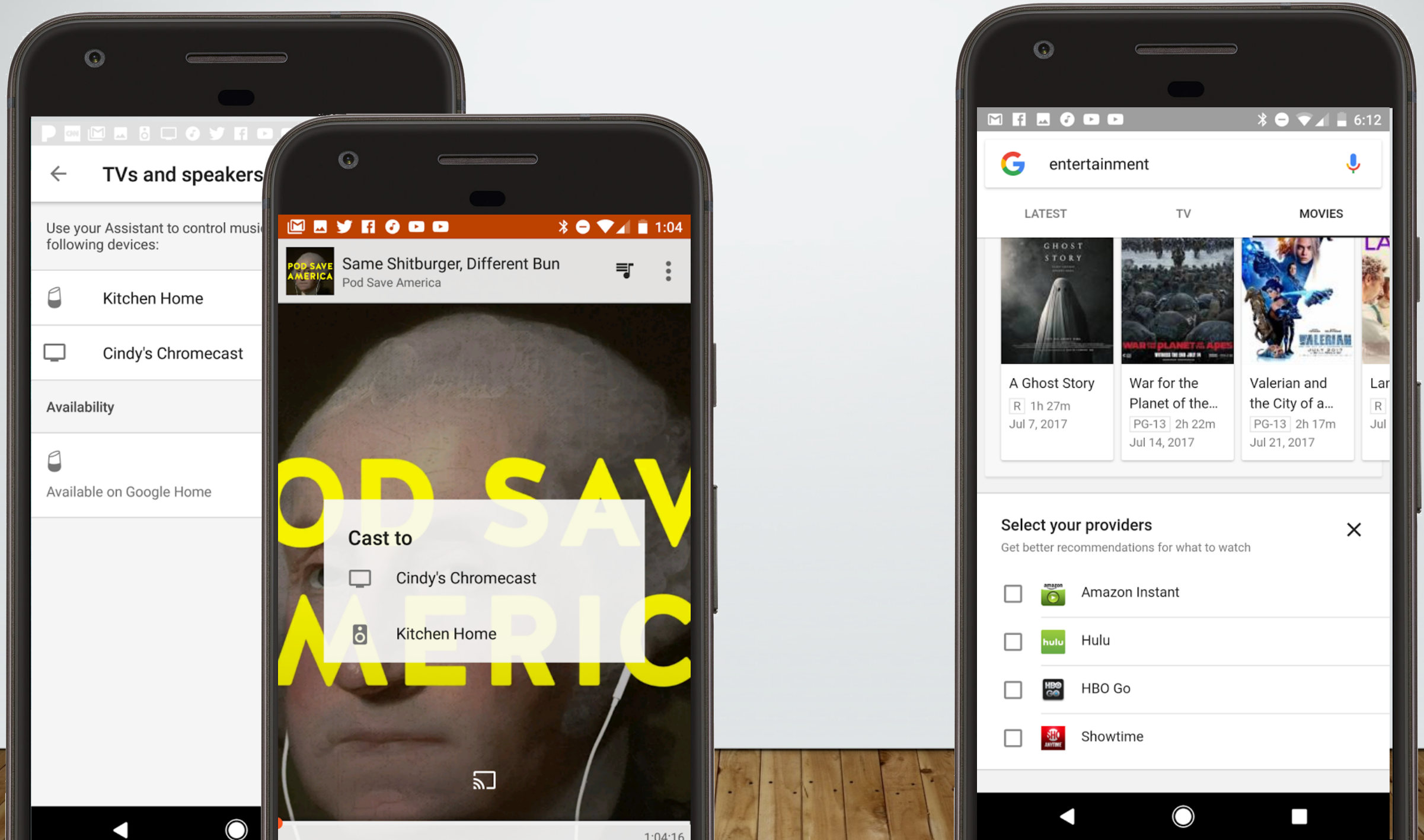
CHAT BOTS GROWING FASTER THAN APPS



chromecast


12:41
https://www.google.com/search?q=b
Bob's Burgers
OVERVIEW
EPISODES
CAST
Season
4
Available on
Google Play Movies ...
From $1.99
YouTube
From $1.99
Also on: Vudu, iTunes, Amazon Video
the Town – Part I)
Season 4 - May 11, 2014
Motivated by the promise of a beachside burger restaurant, Bob helps Felix (Zach Galifianakis) talk Mr. Fischoeder (Kevin Kline) into selling Wonder Wharf.
20. Gene It On
12:52
0:26
3:05
Burgers Funny Moments |#2|
19K views
474
35
Share
Save
Add to
HazeyClipsHD
230 subscribers
SUBSCRIBE
Up next
Autoplay
Bobs Burgers Funny Moments |#3|
HazeyClipsHD
74K views
3:20
Bobs Burgers Funny Moments |#1|
HazeyClipsHD
44K views
2:14


1:56
https://www.google.com/search?clie
Google
cupcake recipe
ALL
VIDEOS
IMAGES
SHOPPING
NEWS
chocolate
vanilla
lemon
red velvet
velvet cupcakes
Food.com
Simple Vanilla Cupcakes
4/5 ★★★★☆ (168) • 40 min • 130 calories
Top Review by blueRaspberries. This is a very nice and simple recipe! Although the cupcakes turned out very nice, they .
Send to Google Home


TVs and speakers
Use your Assistant to control musi
following devices:
Kitchen Home
Cindy's Chromecast
Availability
Available on Google Home
1:04
Same Shitburger, Different Bun
Pod Save America
Cast to
Cindy's Chromecast
Kitchen Home
6:12
entertainment
LATEST
TV
MOVIES
A Ghost Story
R 1h 27m
Jul 7, 2017
War for the Planet of the...
PG-13 2h 22m
Jul 14, 2017
Valerian and the City of a...
PG-13 2h 17m
Jul 21, 2017
Select your providers
Get better recommendations for what to watch
Amazon Instant
Hulu
HBO Go
Showtime

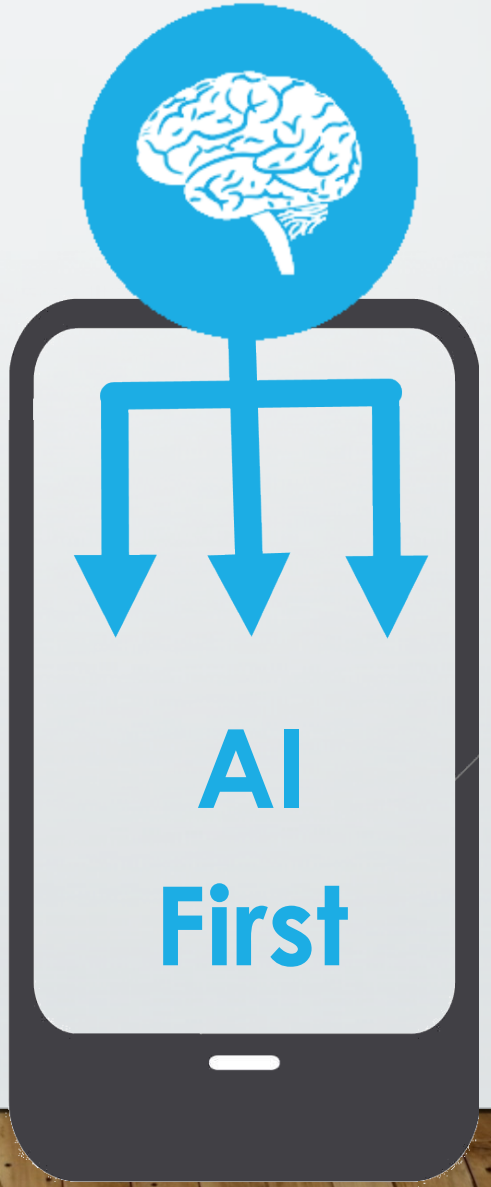
WHO'S ON FIRST?

WHO IS ON FIRST?

WHO IS ON FIRST?

WHO IS ON FIRST?

WHO IS ON FIRST?



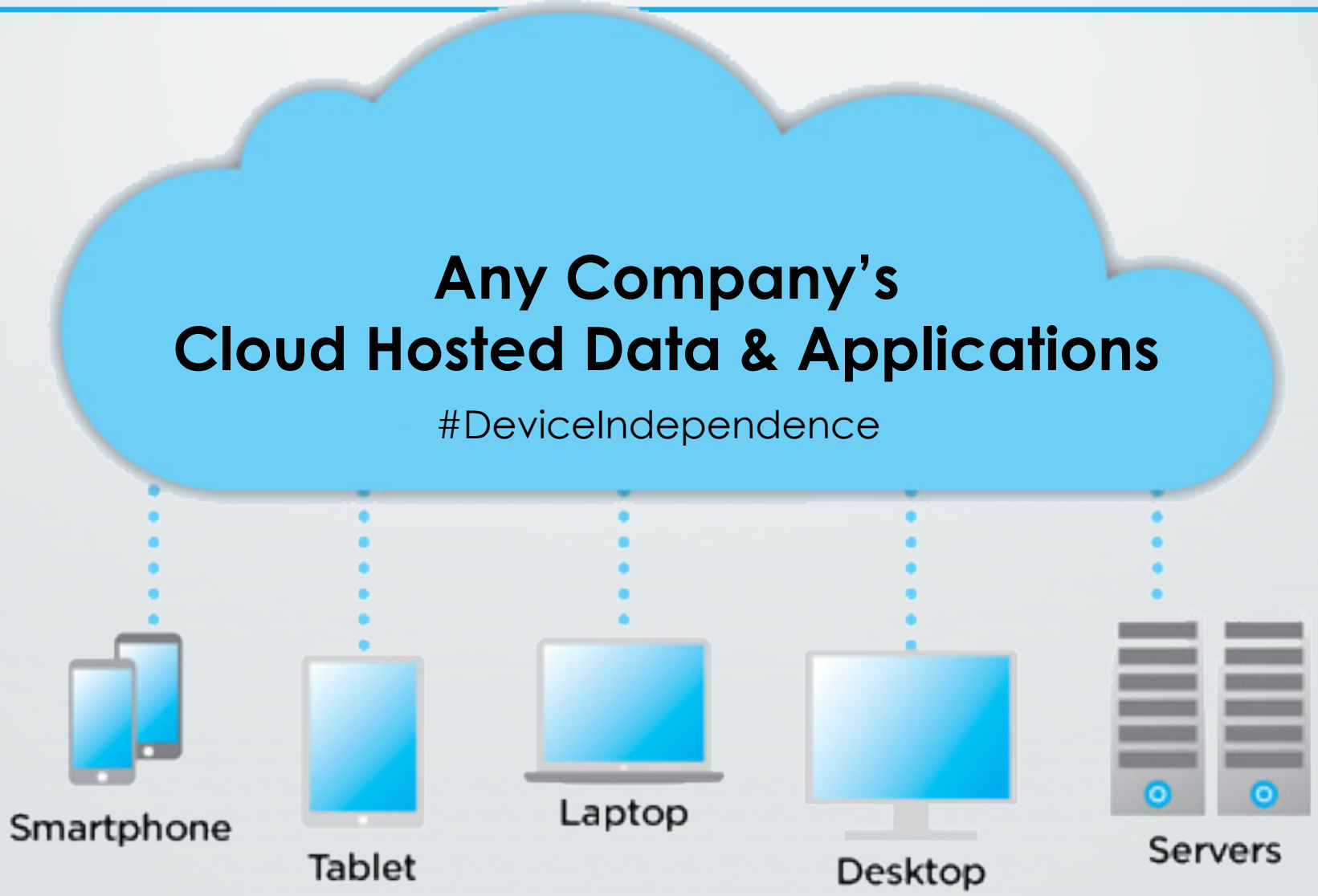
WHO IS ON FIRST?

All Essentially the Same Thing

GOOGLE COLLECTS DATA FROM WEB & APPS

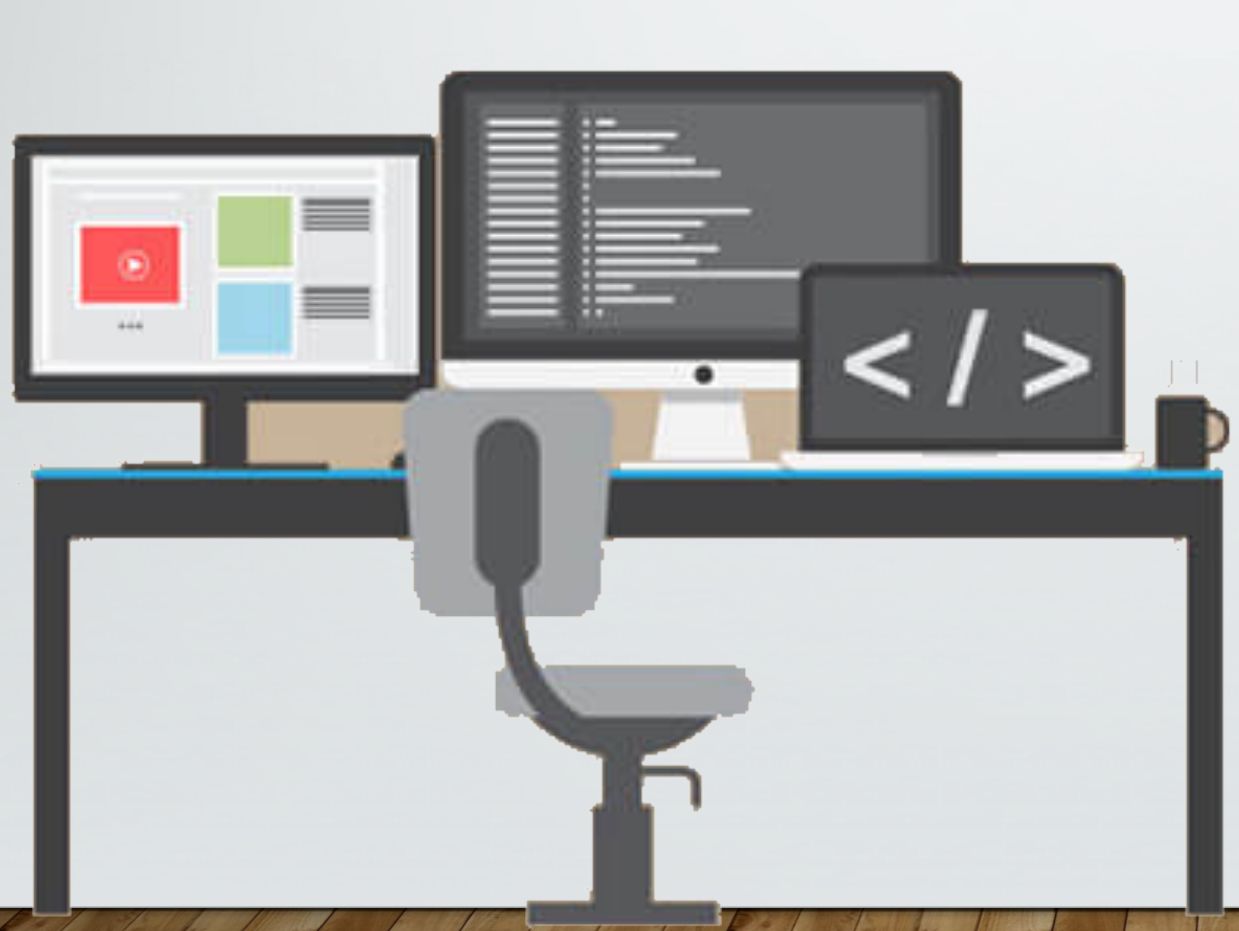
BIG DATA &
SEMANTICS
@SUZZICKS
MOBILE MOXIE

APP & WEB ARE PRESENTATION LAYERS FOR DATA

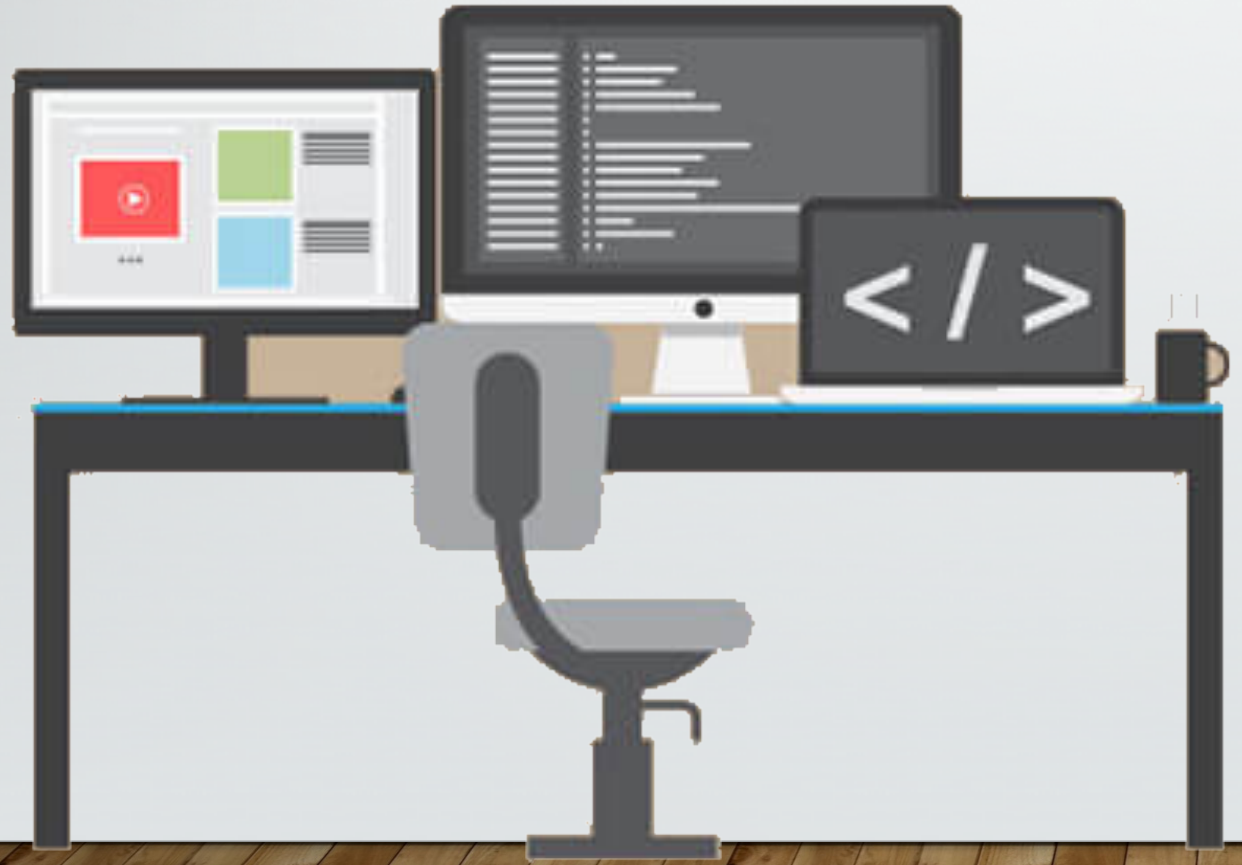


APP & WEB ARE P… LAYERS FOR DATA

WHY ARE AMP, PWA'S, APIS, DATABASES & JSON-LD RELEVANT HERE?



WHY ARE AMP, PWA'S, APIS, DATABASES & JSON-LD RELEVANT HERE?



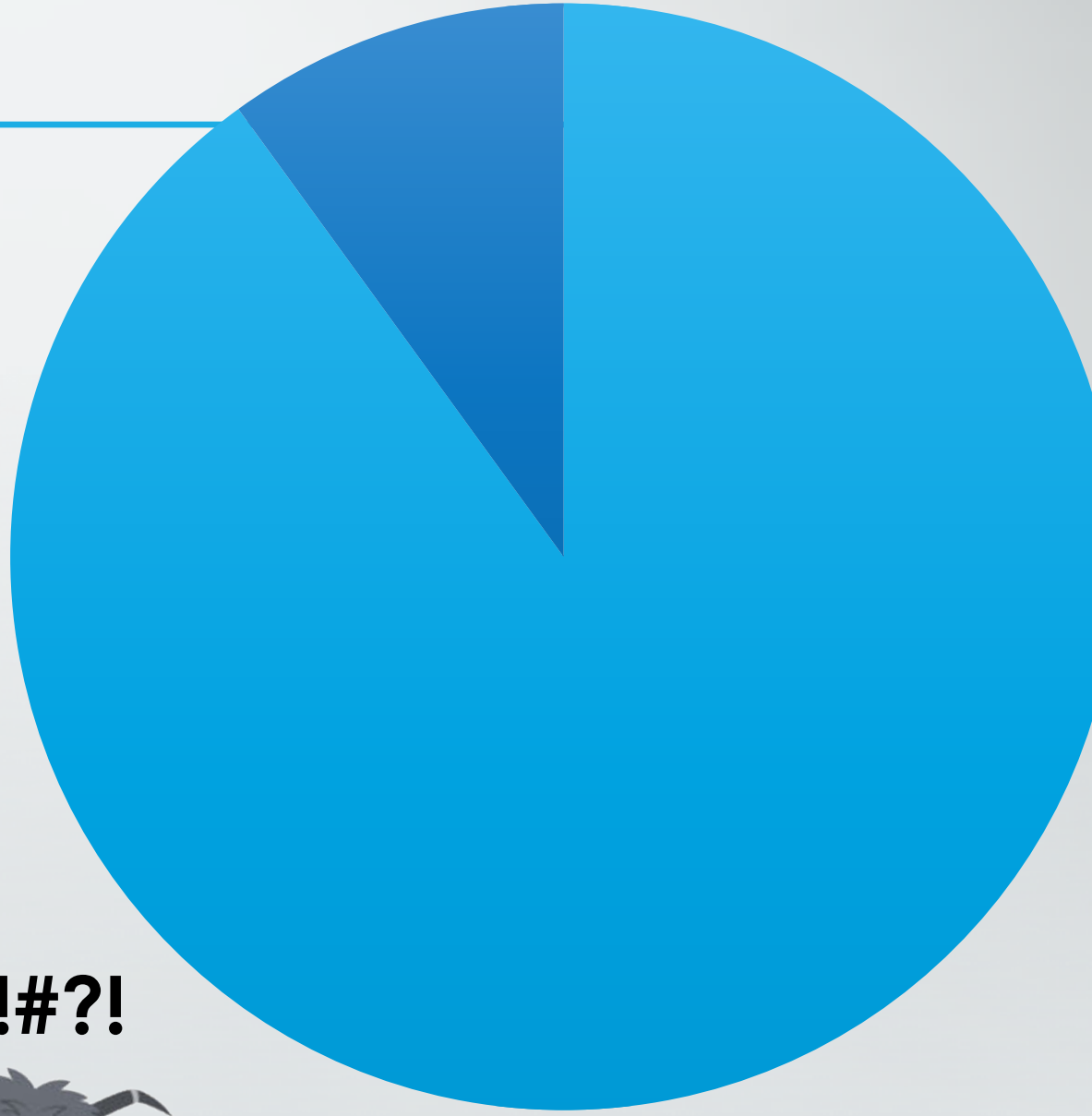
@SUZZICKS

CONTENT & DESIGN ARE COMPLETELY SEPARATE

MOBILE MOXIE

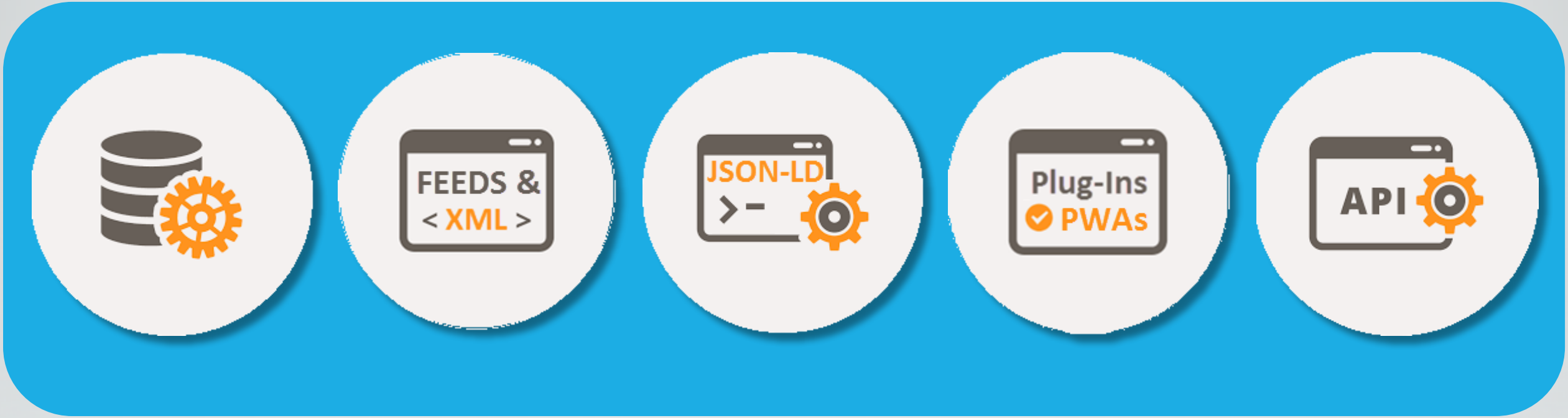
WHAT HAS CHANGED?

90% of the World's Data Was Created in the Past 2 Years

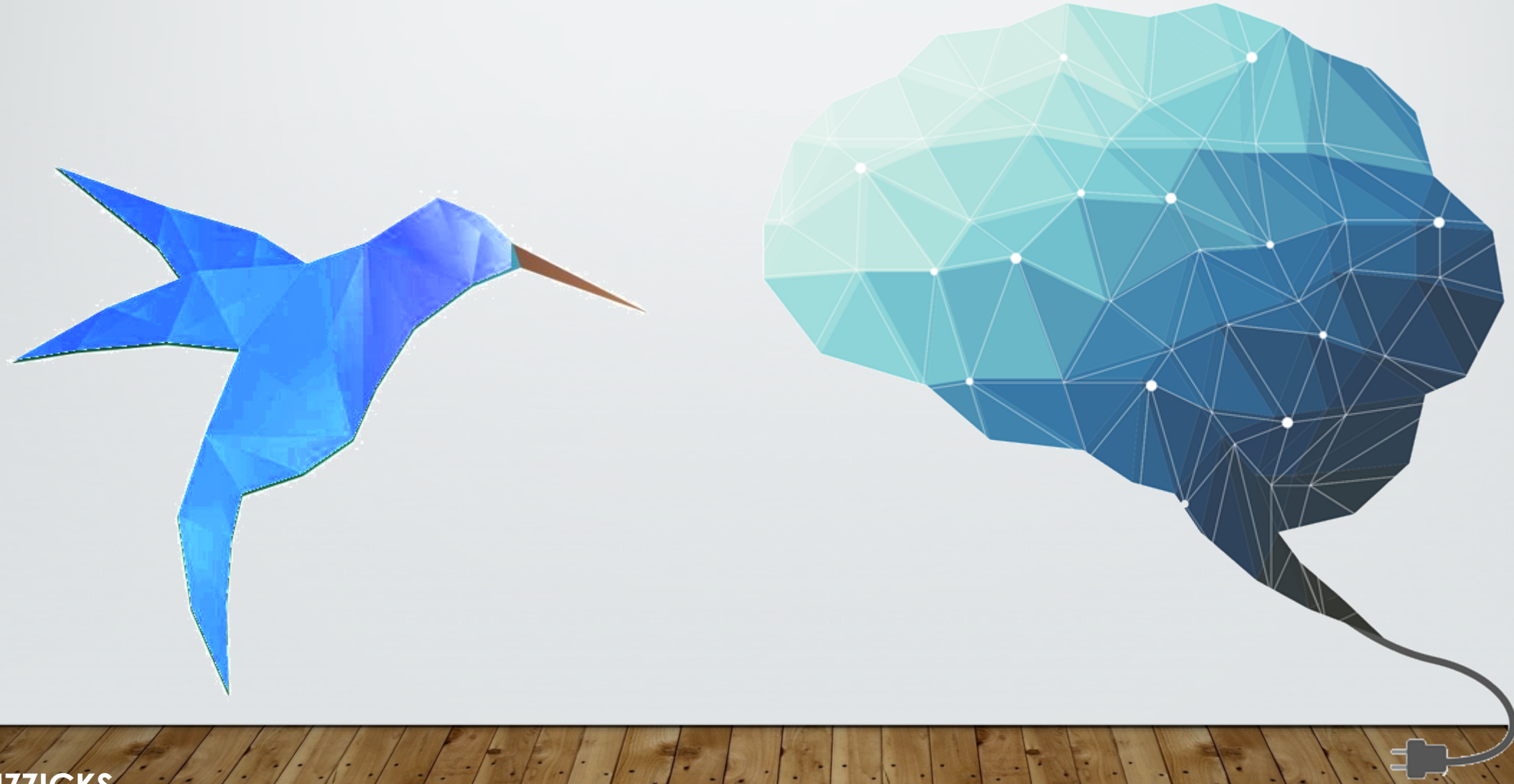


-?!#?!

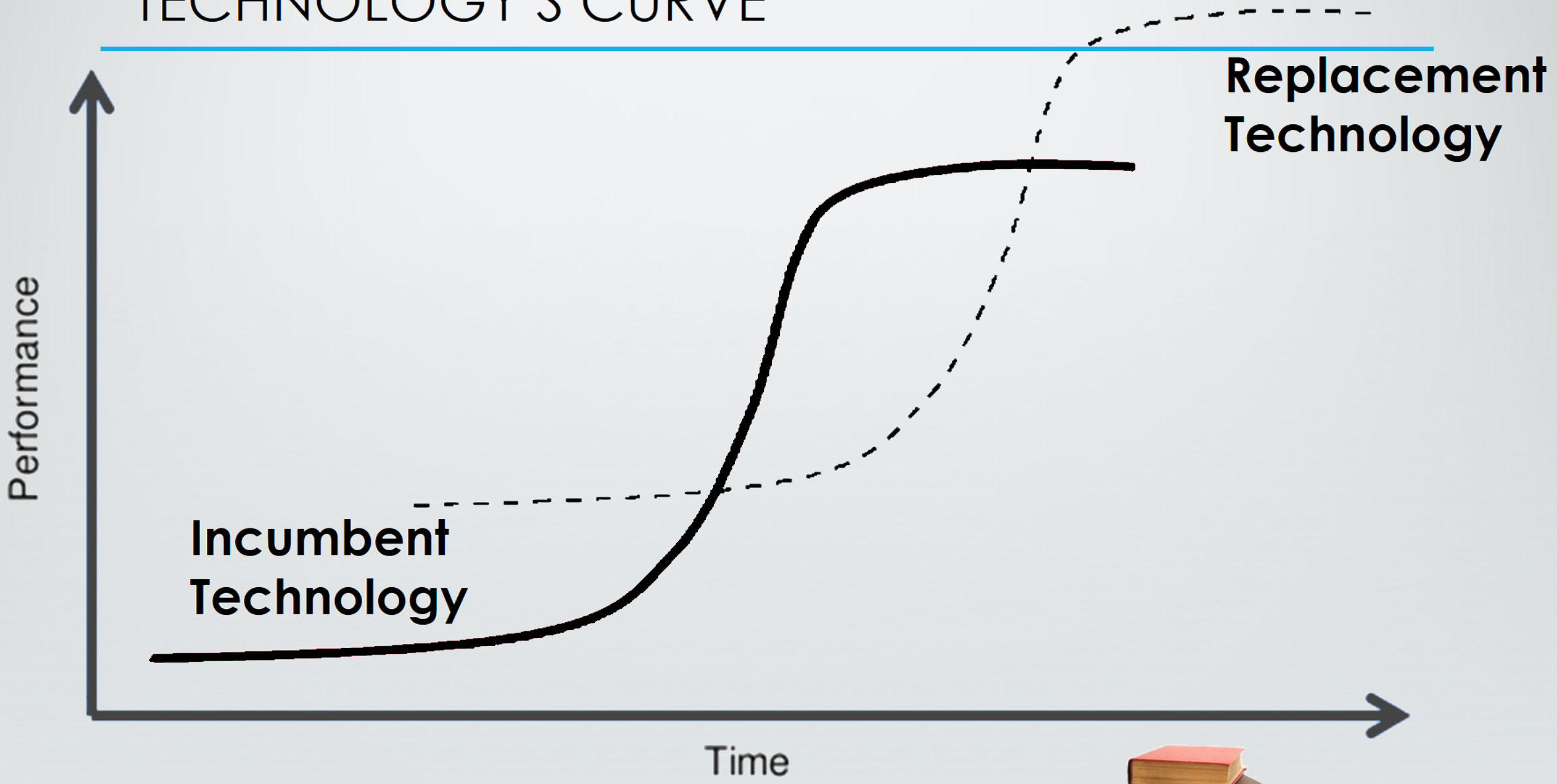
THE MOST EFFICIENT WAYS GOOGLE CAN ACCESS YOUR CONTENT:



VOICE, AI & MACHINE LEARNING



TECHNOLOGY S CURVE

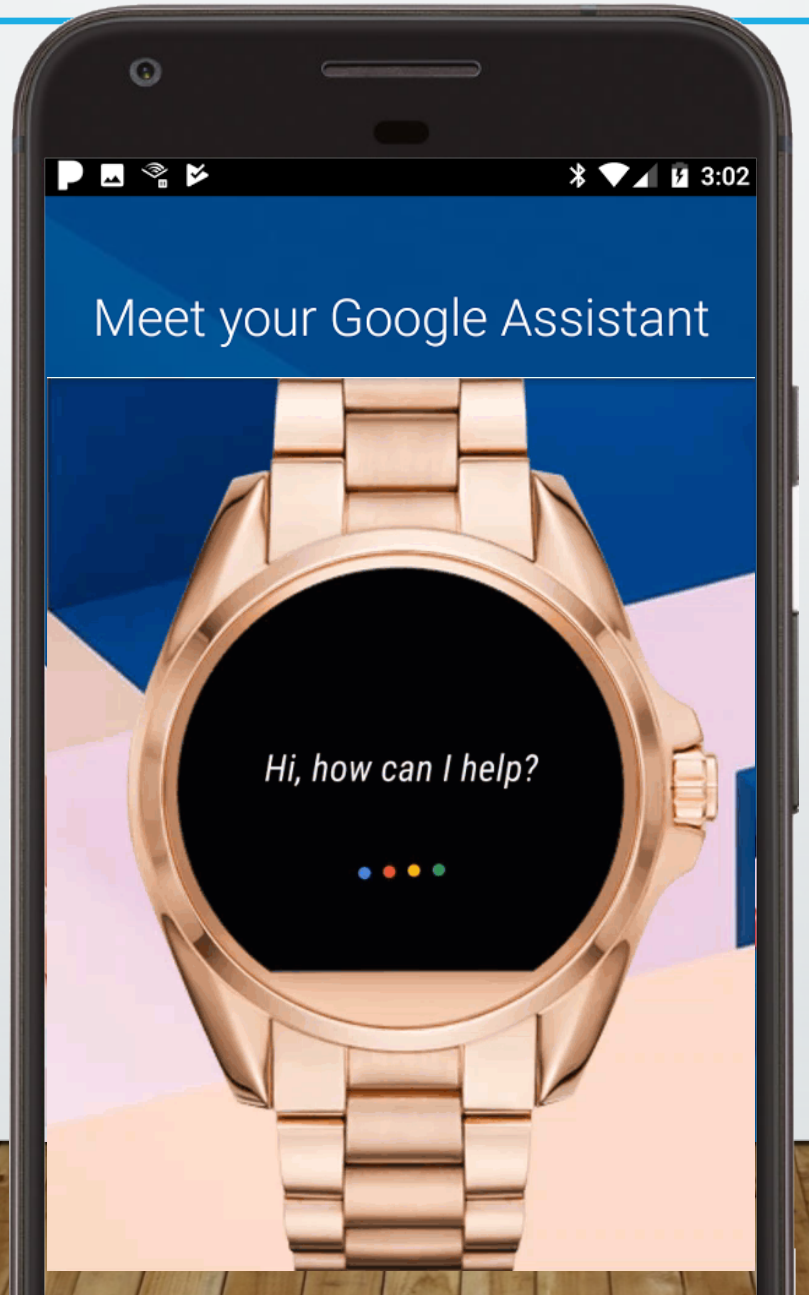


SPECULATION:

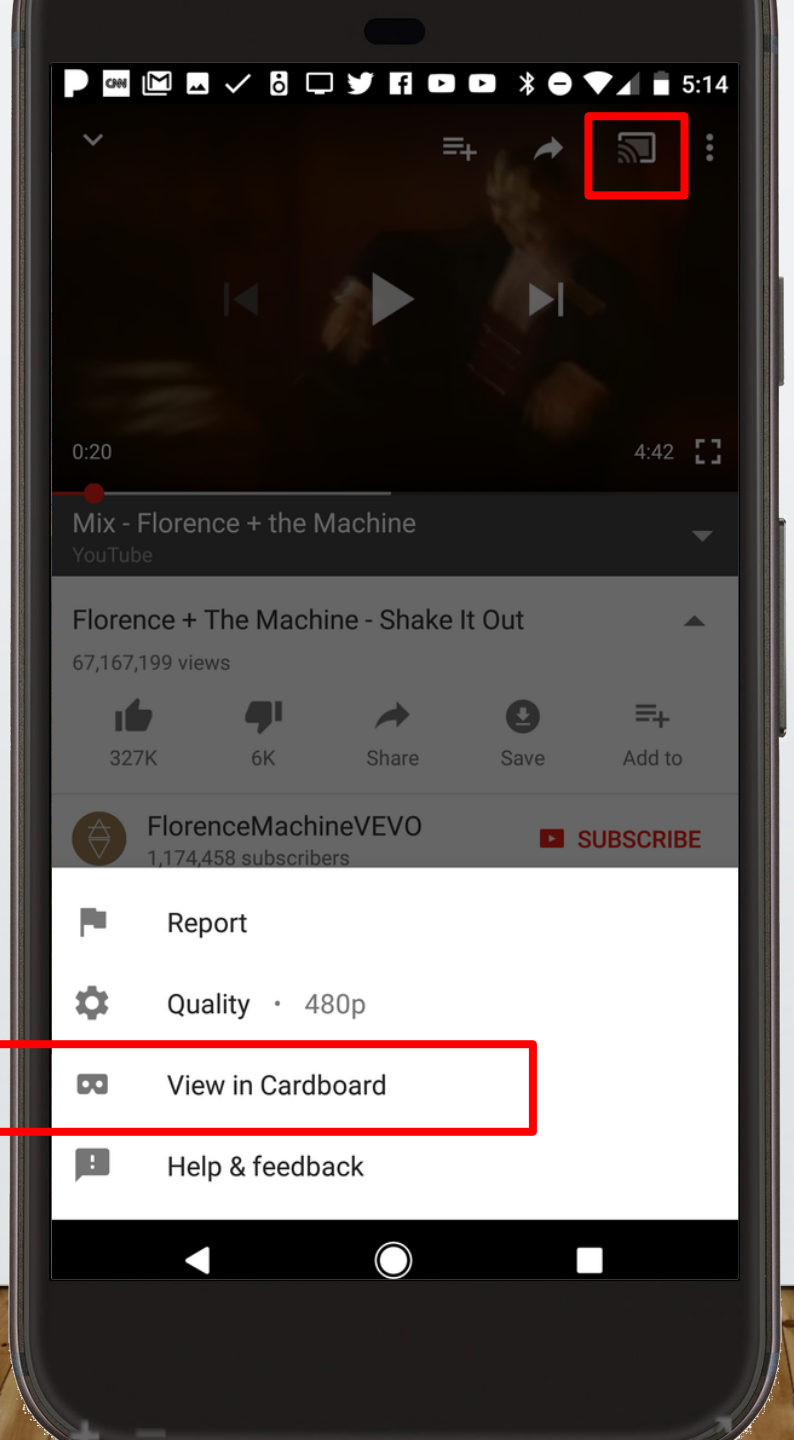
MOBILE-FIRST INDEXING
IS
CLOUD-FIRST INDEXING!
(URLS NOT REQUIRED)

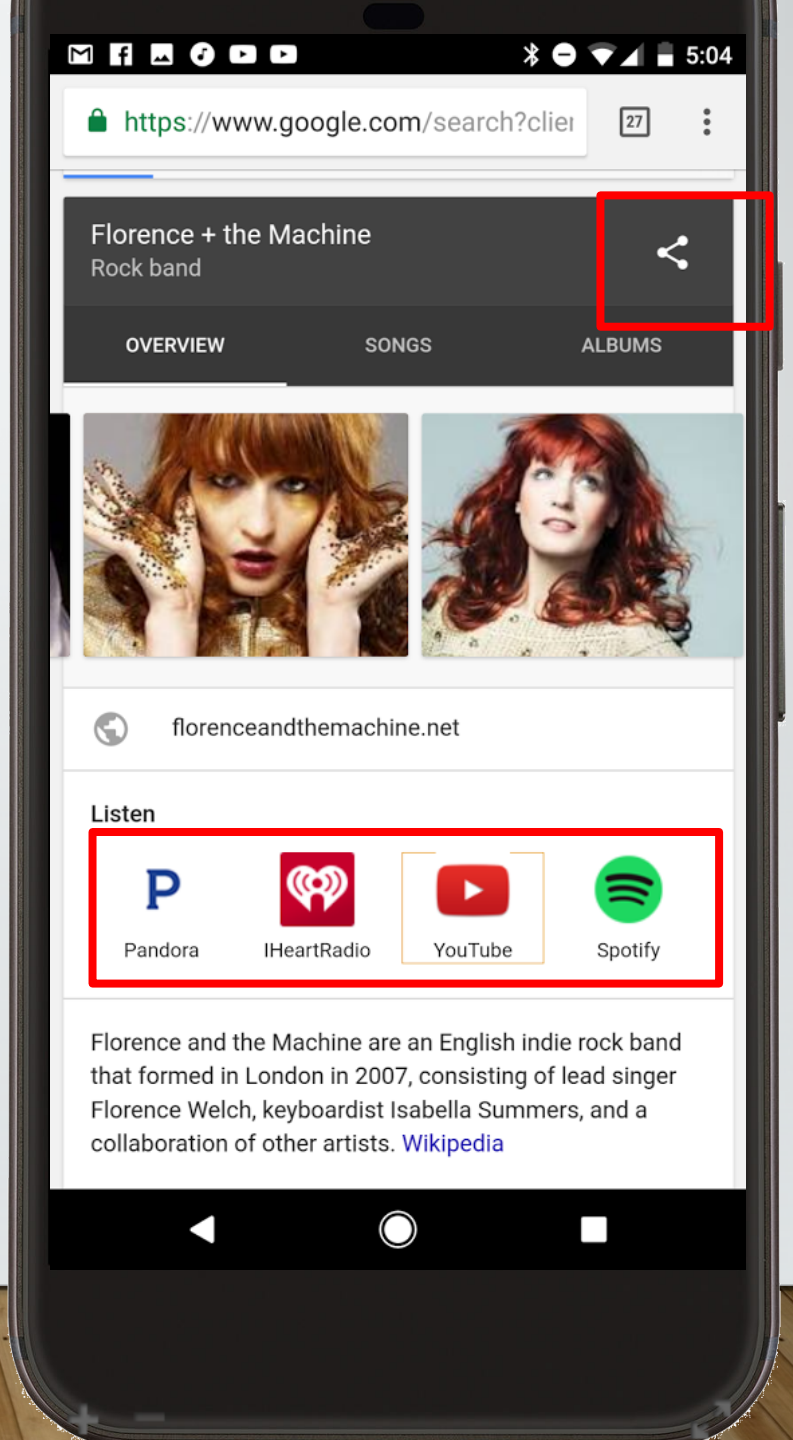
CONNECTED HOME

CONNECTED HOME

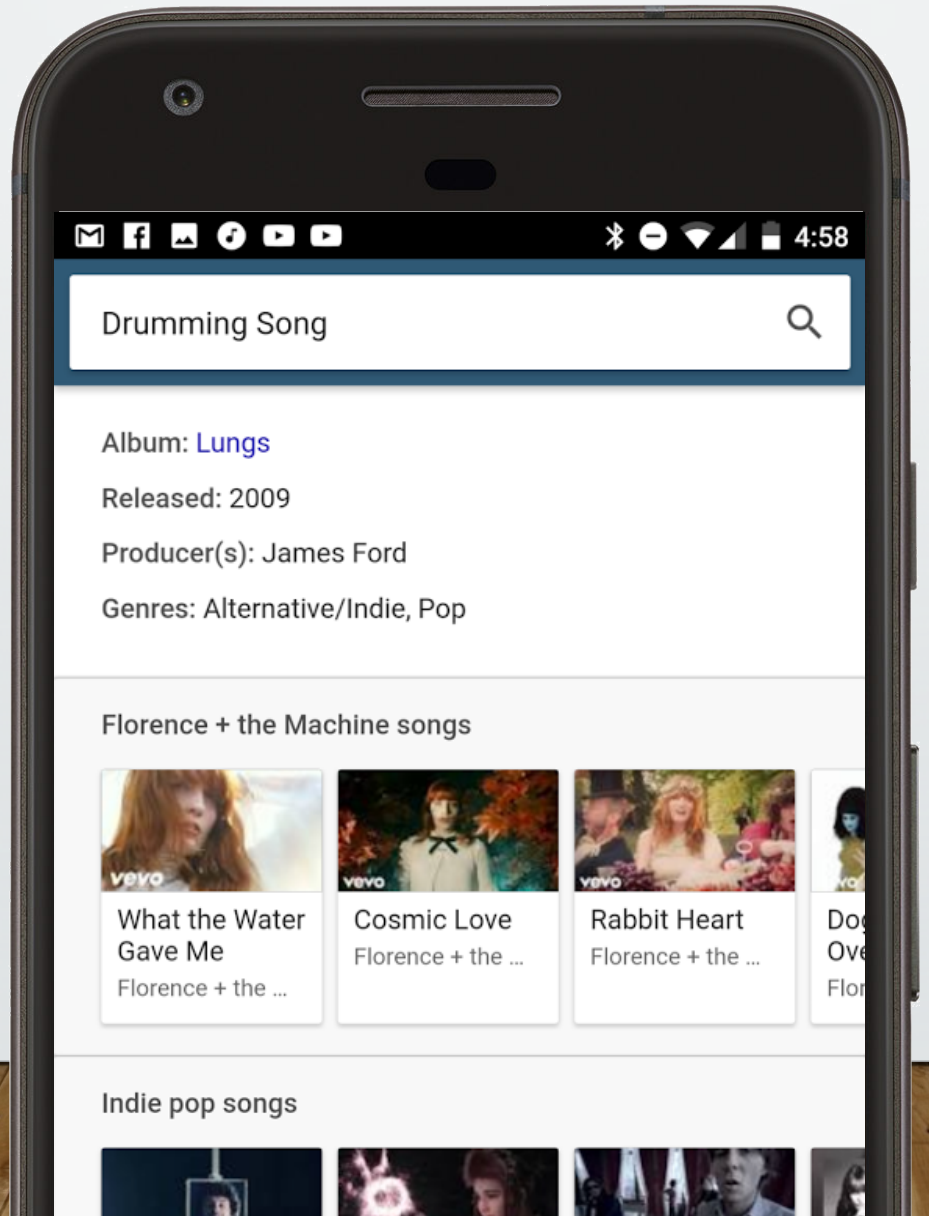


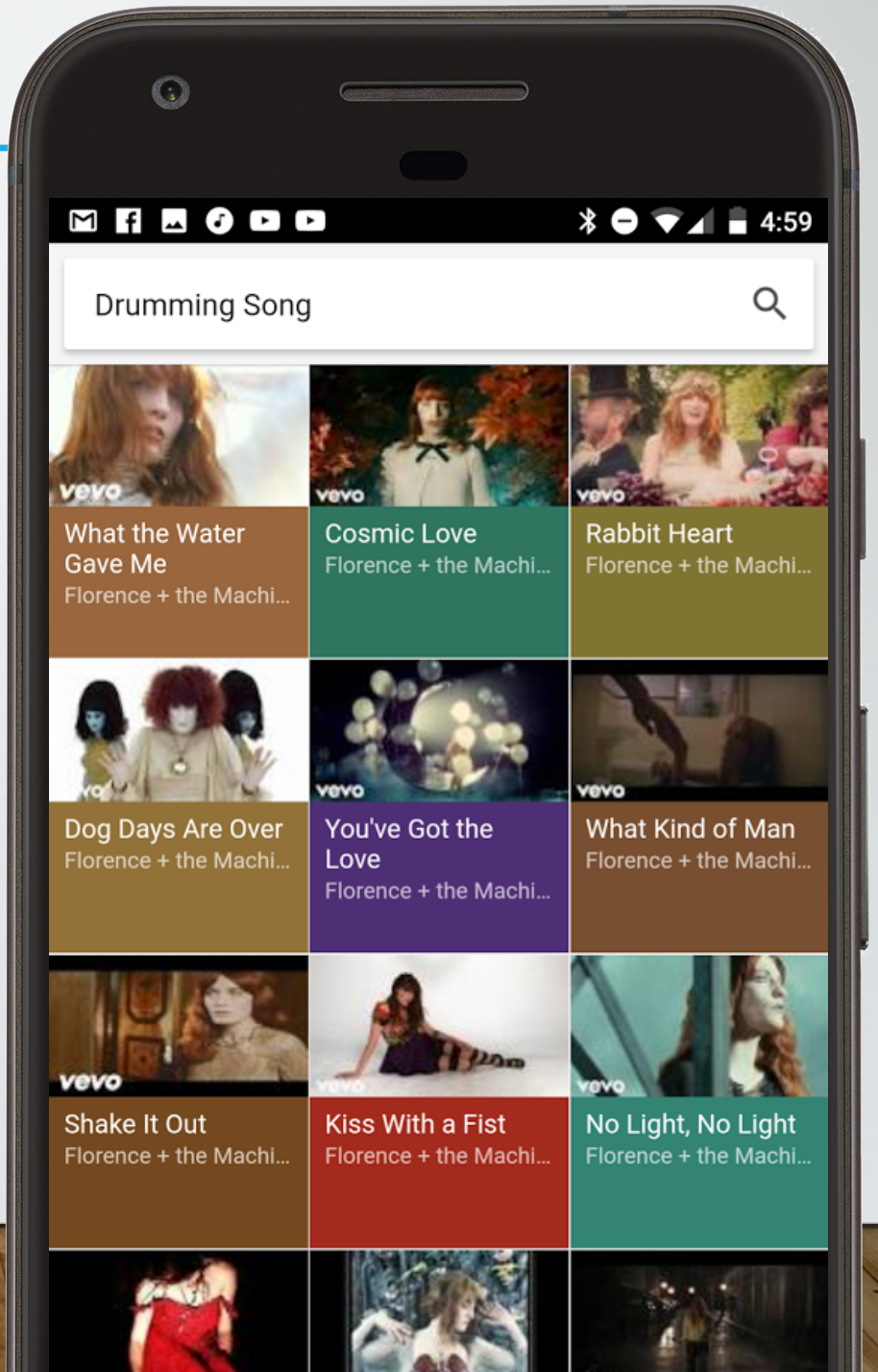
‘ALL THE THINGS’ ARE GETTING LINKED UP





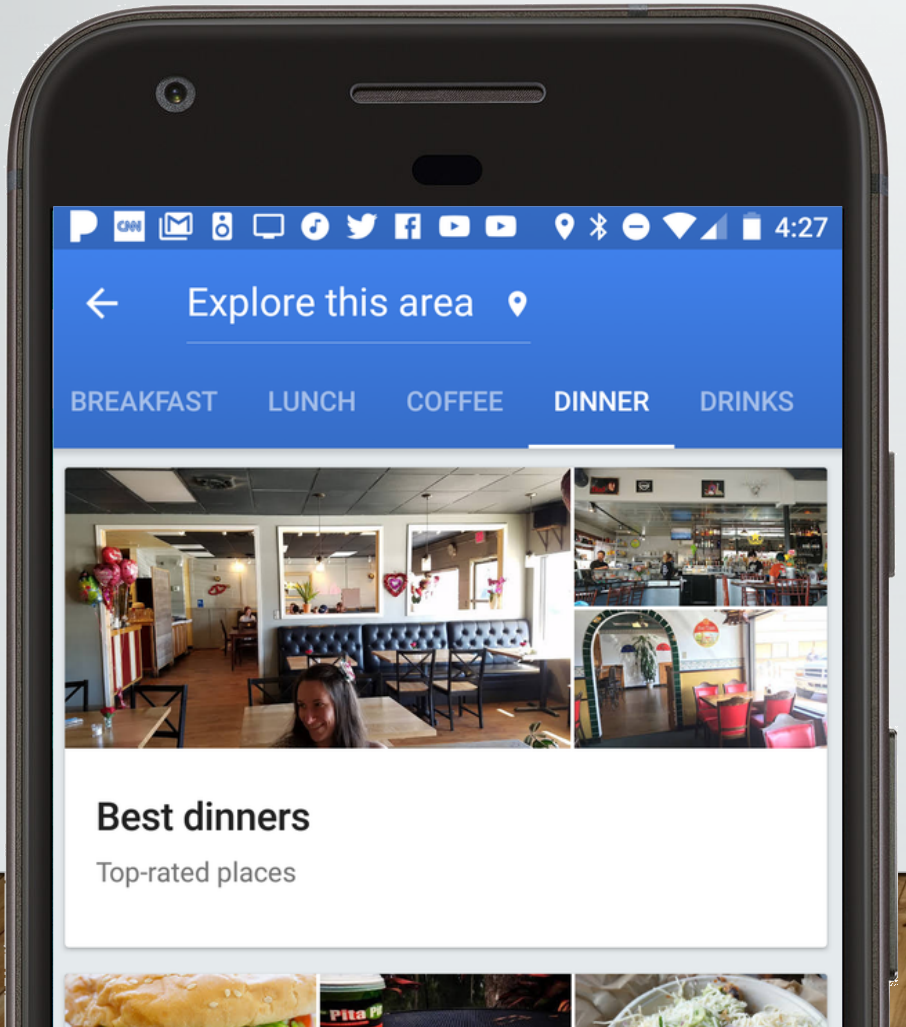
SEMANTICS PLAY INTO IT





URL NOT REQUIRED CONTENT – BY GOOGLE

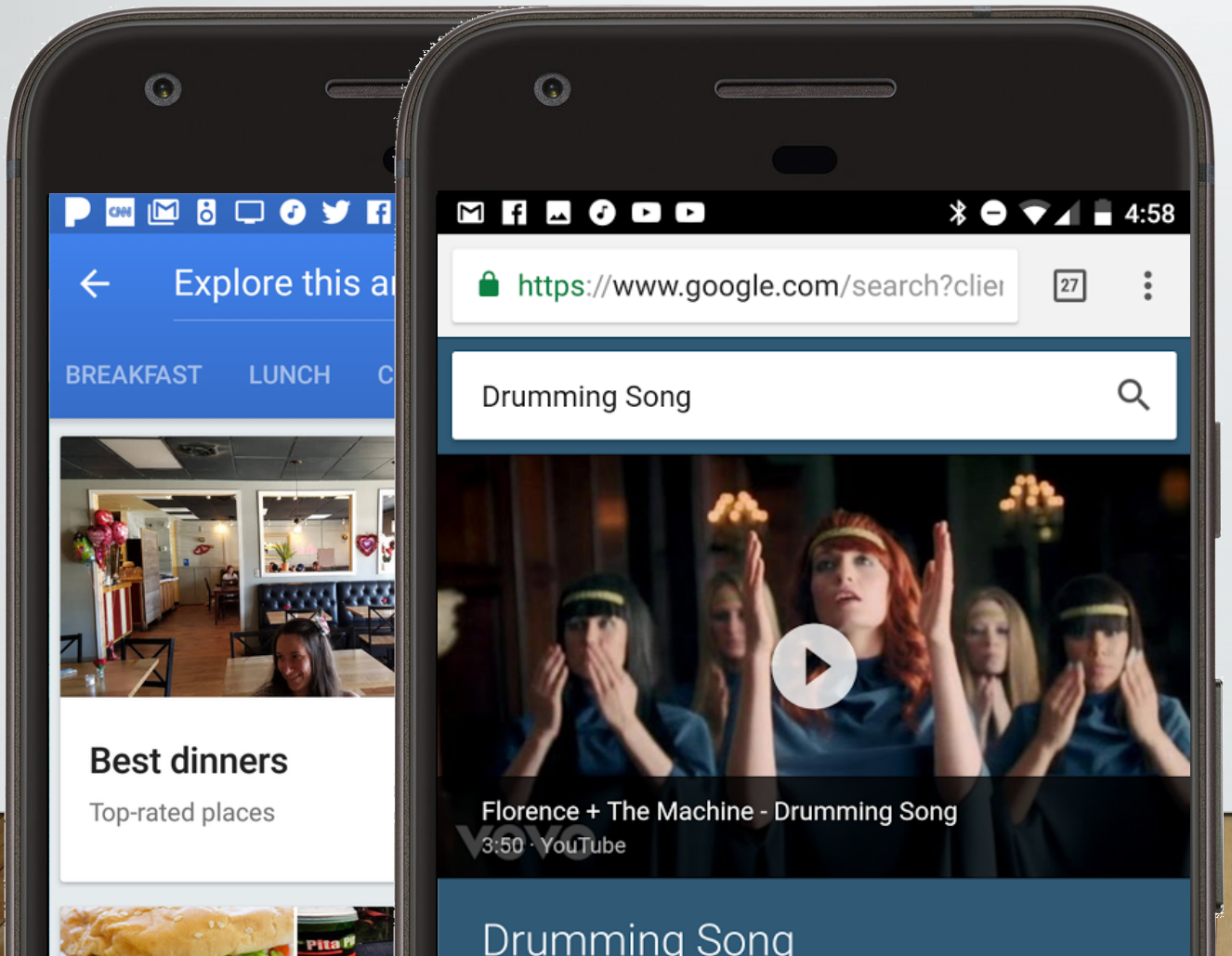
Restaurants



URL NOT REQUIRED CONTENT – BY GOOGLE

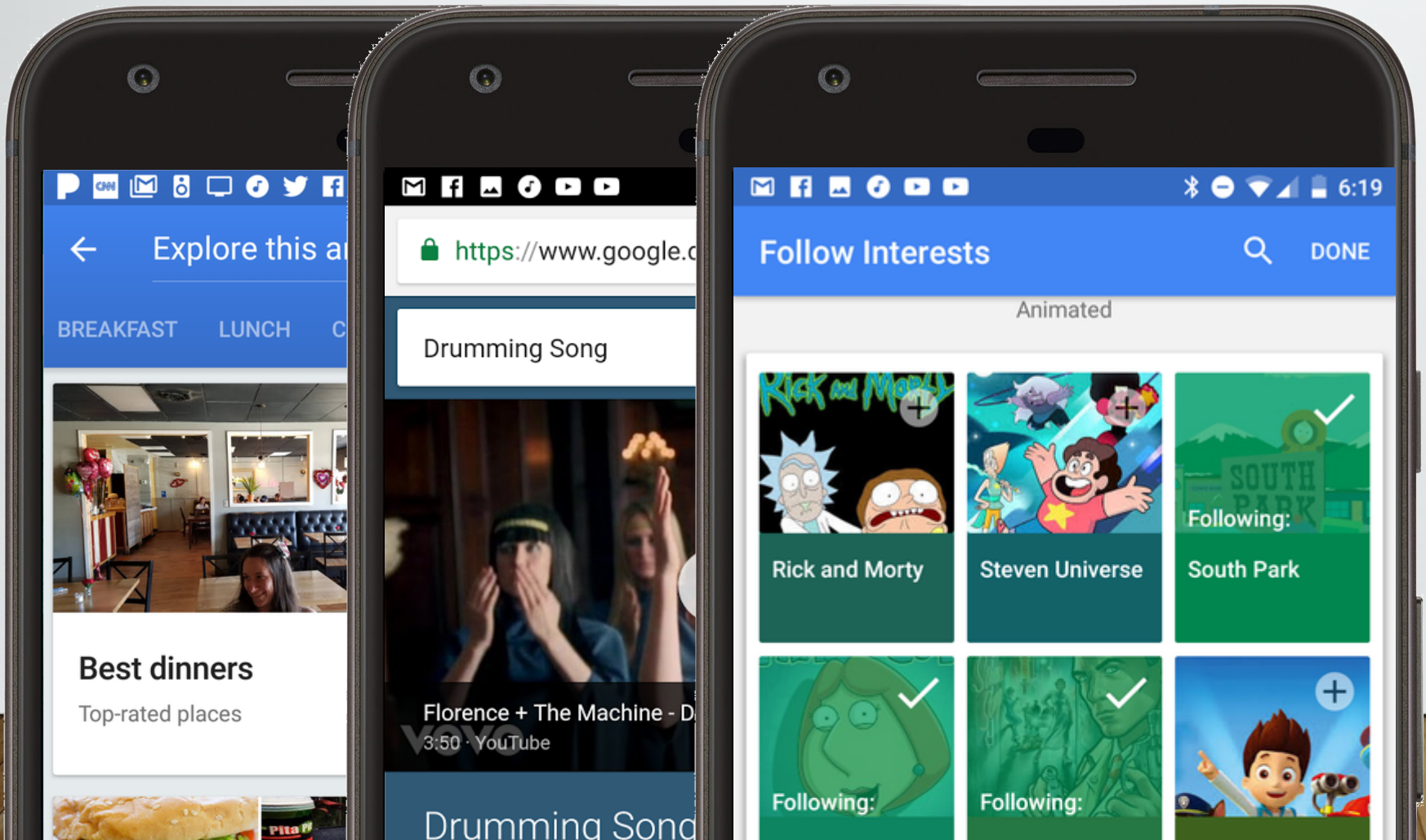
Restaurants

Songs



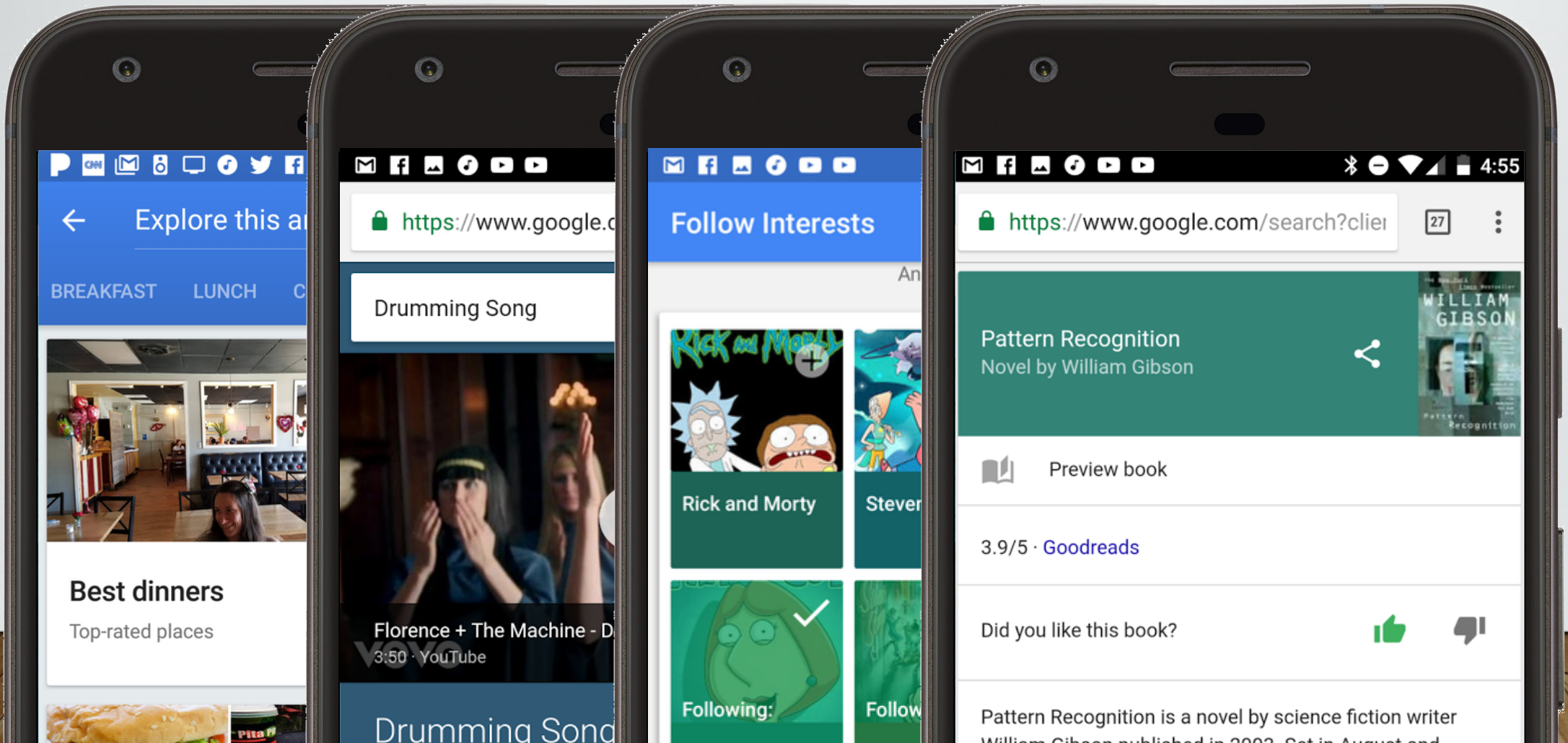
URL NOT REQUIRED CONTENT – BY GOOGLE

Restaurants Songs TV Shows



URL NOT REQUIRED CONTENT – BY GOOGLE

Restaurants Songs TV Shows Books



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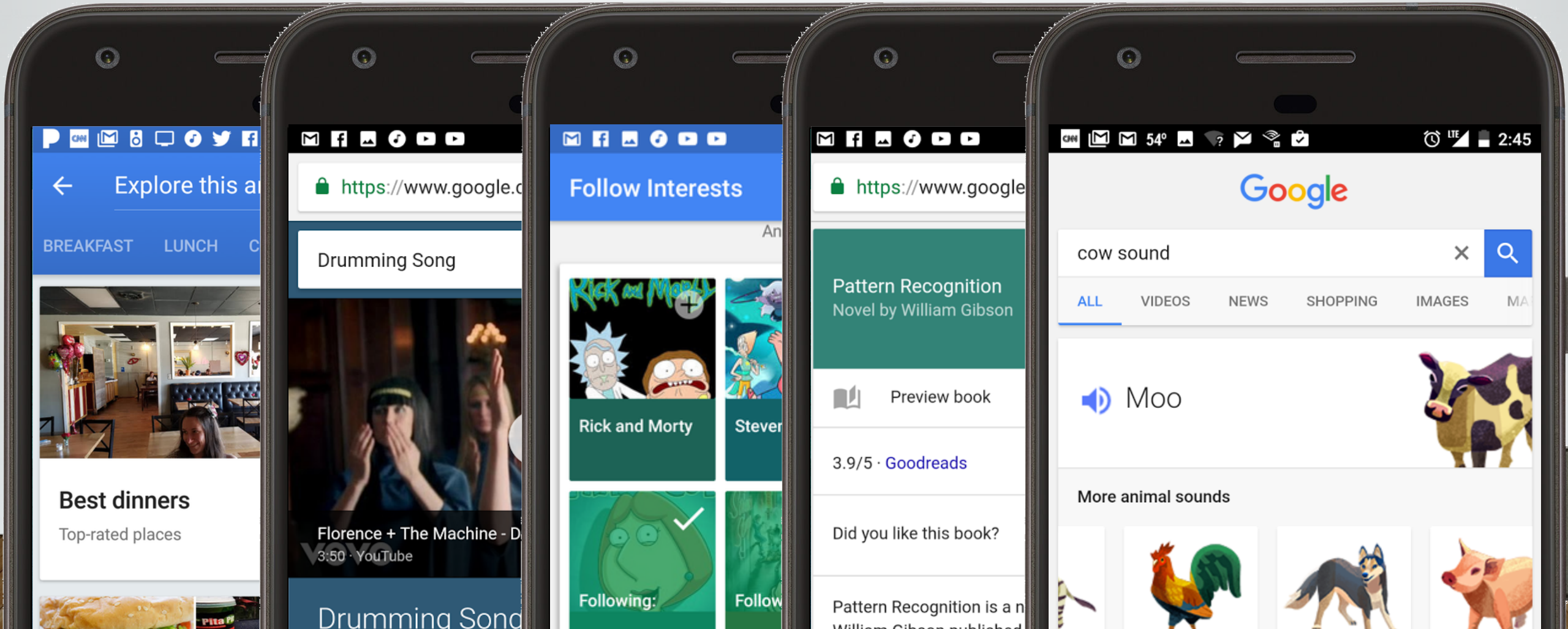
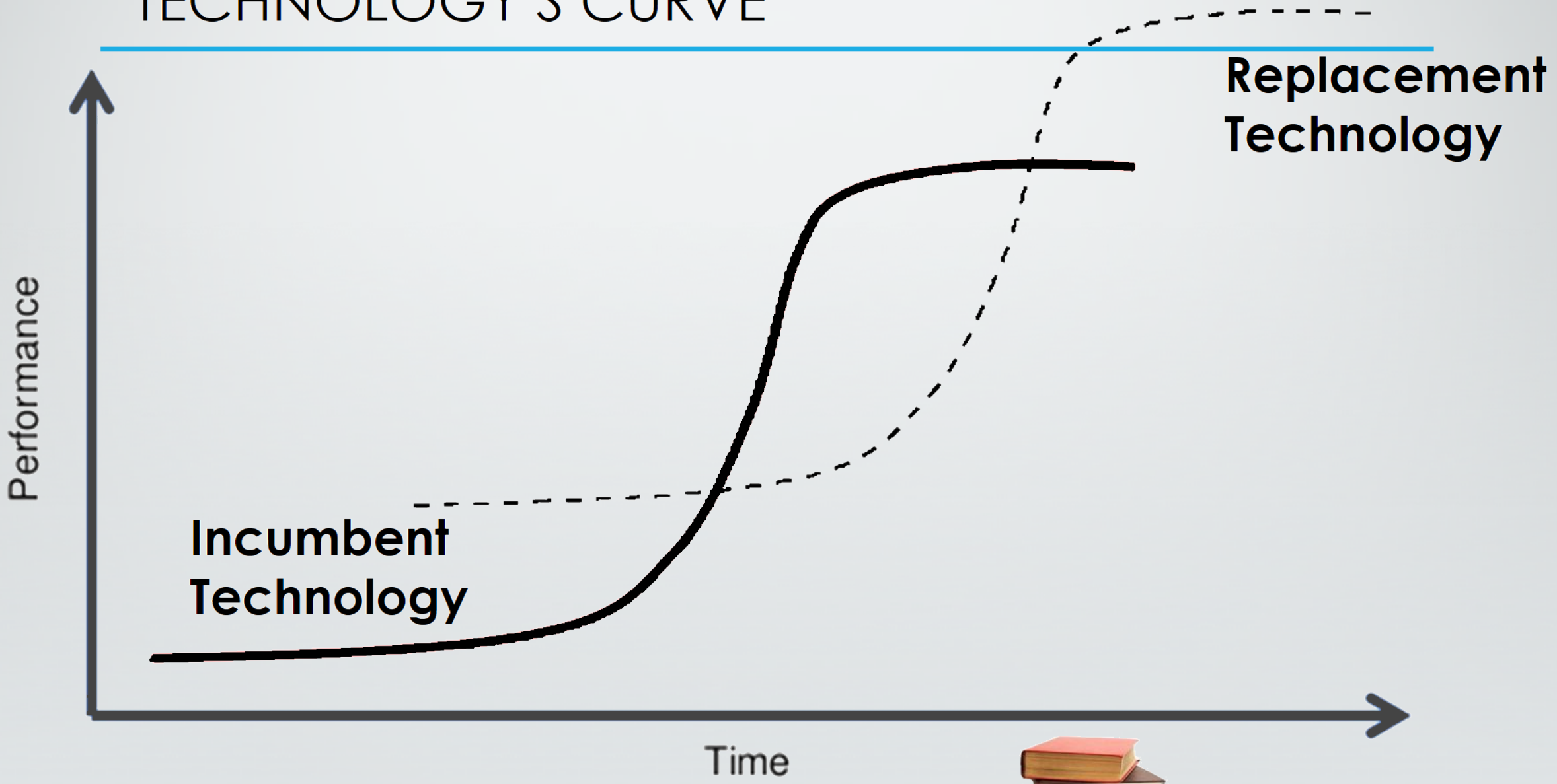
Restaurants Songs TV Shows Books Sounds



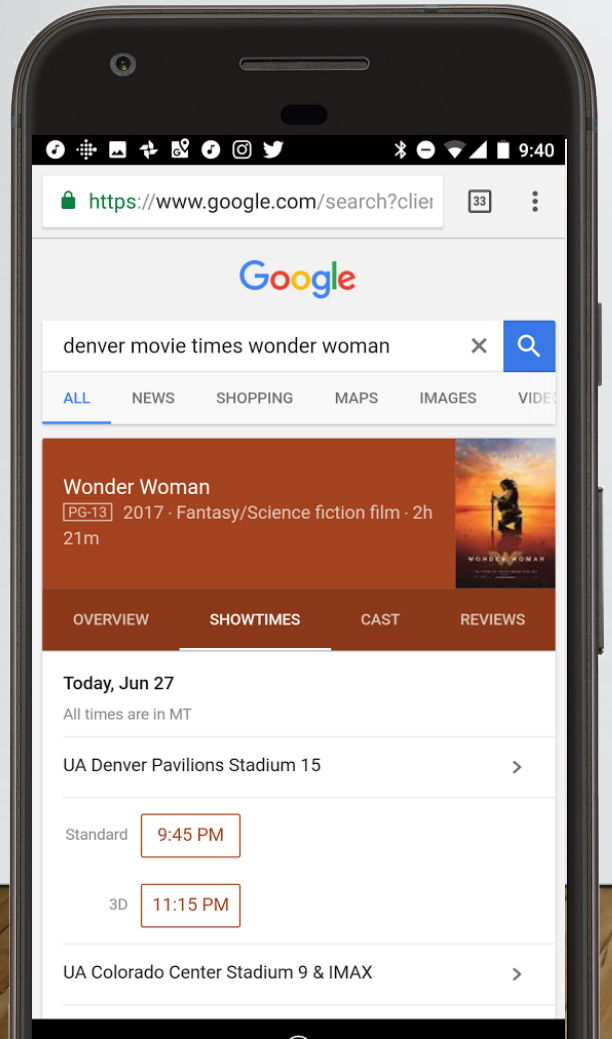
TECHNOLOGY S CURVE



FEEDS
& XML
MOBILE MOXIE

FEEDS THAT RANK WELL IN GOOGLE

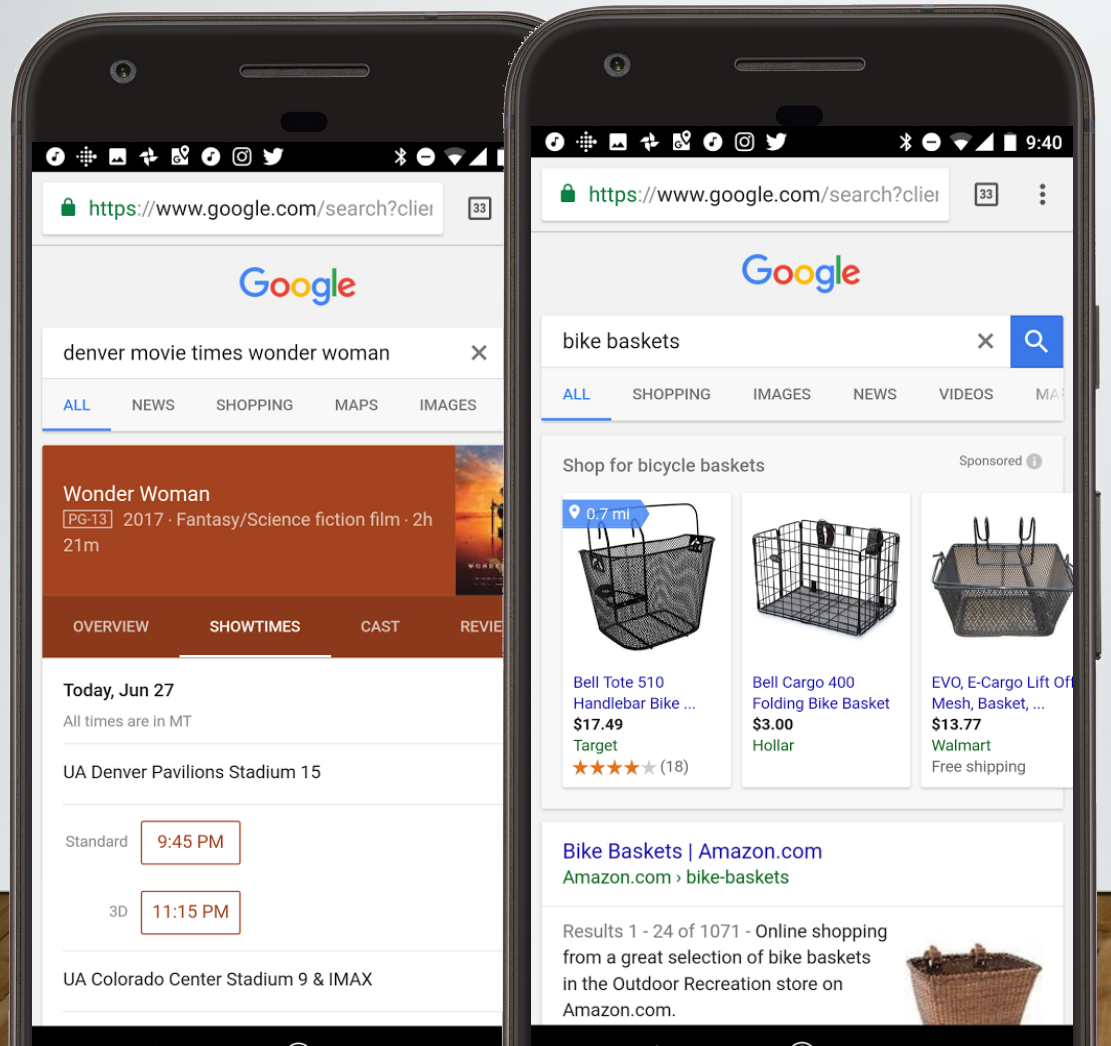
Movie Times



FEEDS THAT RANK WELL IN GOOGLE

Movie Times

Shopping

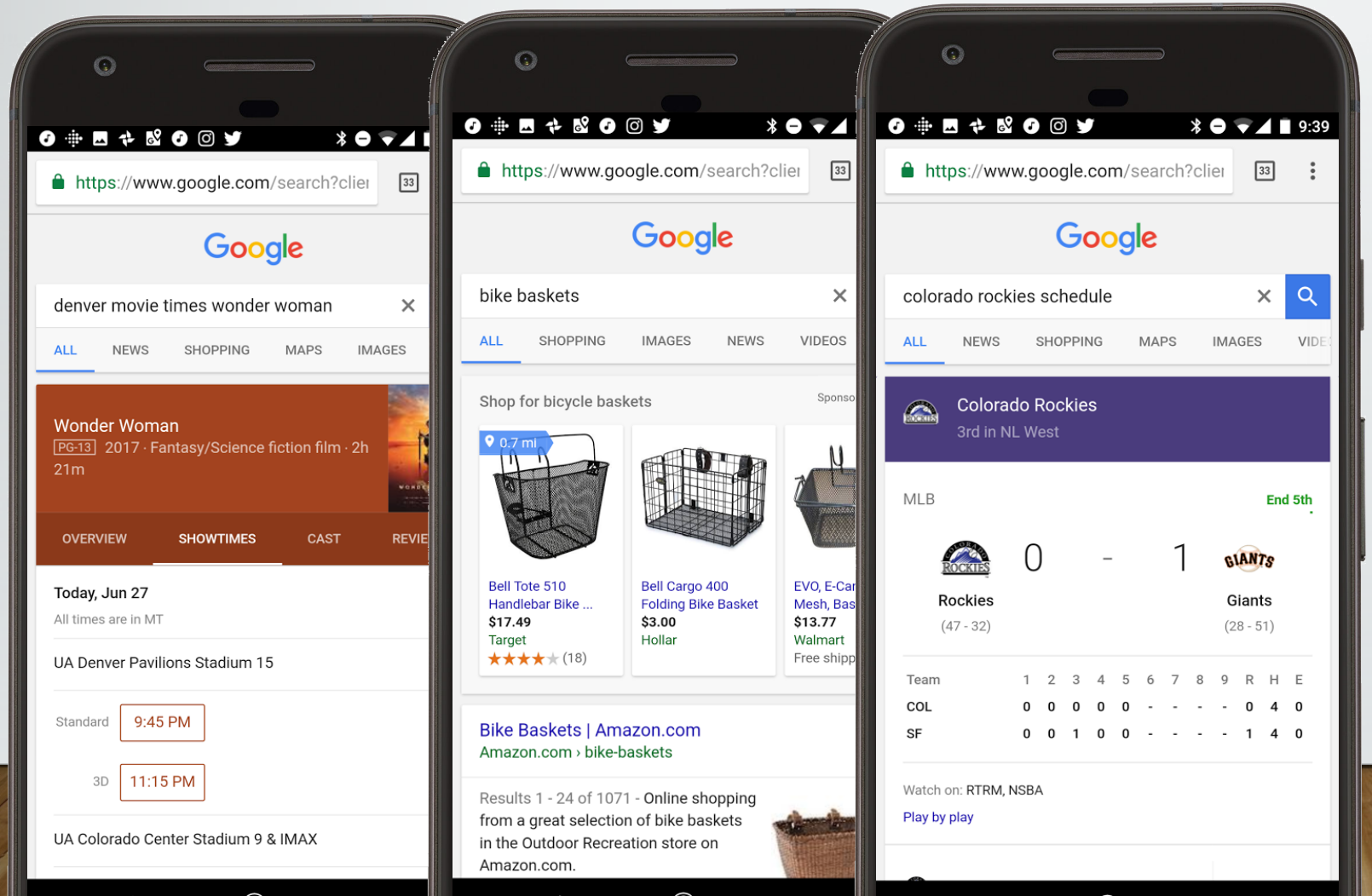


FEEDS THAT RANK WELL IN GOOGLE

Movie Times

Shopping

Sports Scores



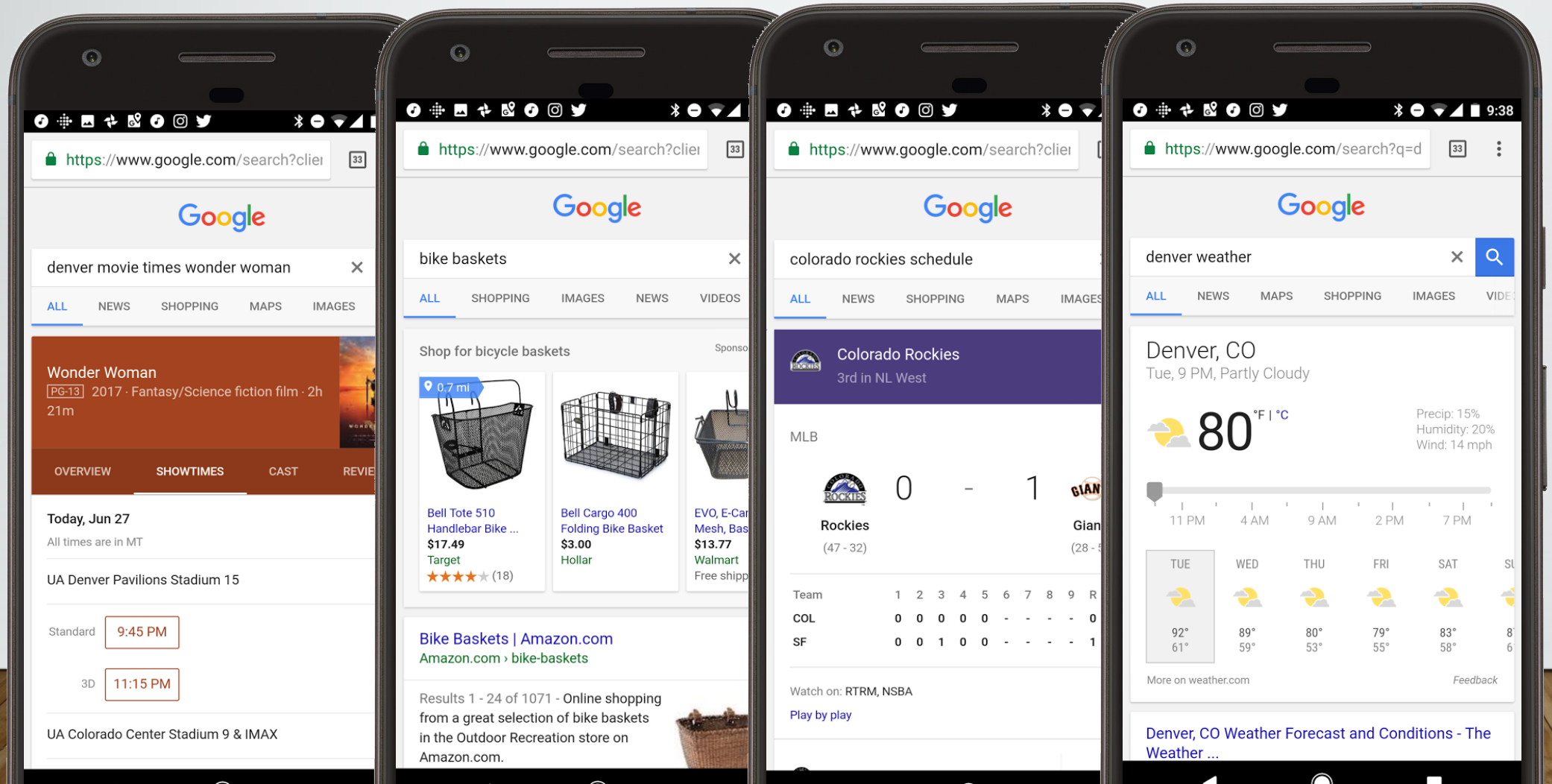
FEEDS THAT RANK WELL IN GOOGLE

Movie Times

Shopping

Sports Scores

Weather



FEEDS THAT RANK WELL IN GOOGLE

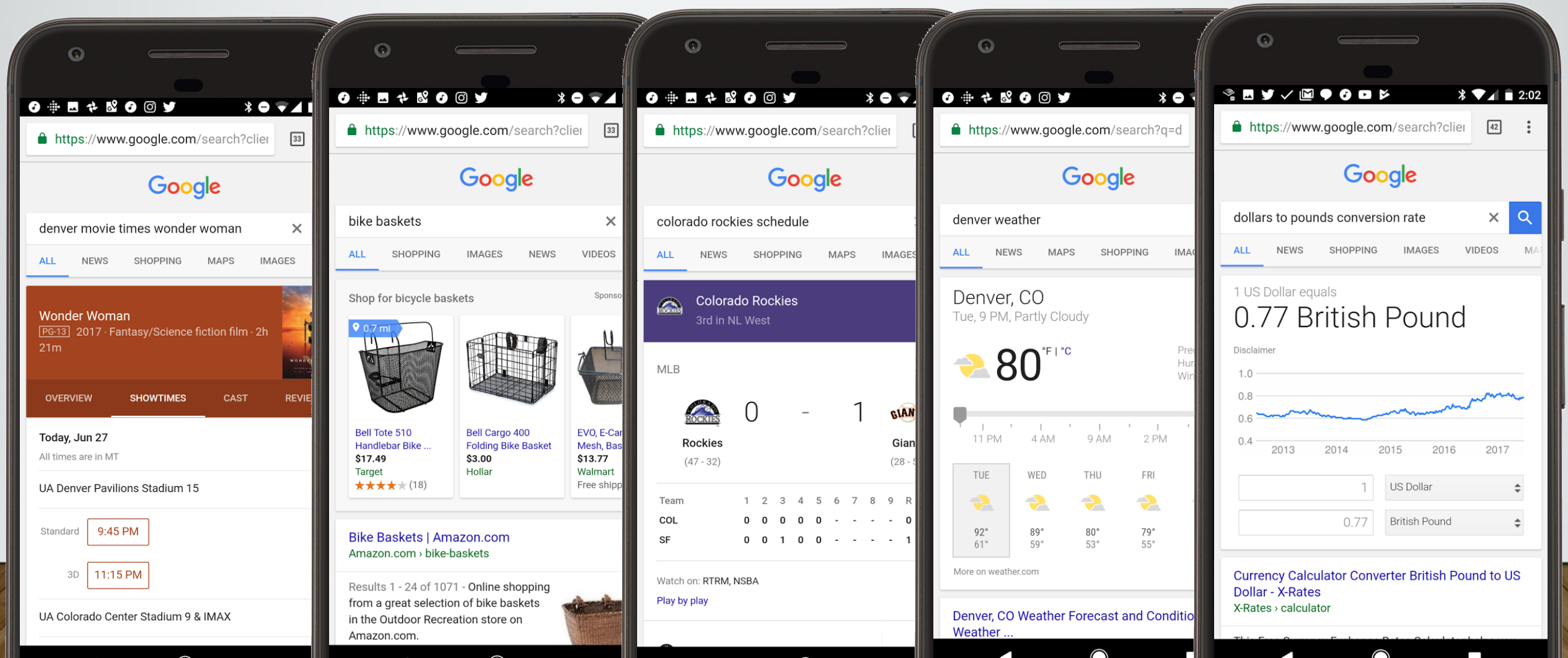
Movie Times

Shopping

Sports Scores

Weather

Exchange Rates

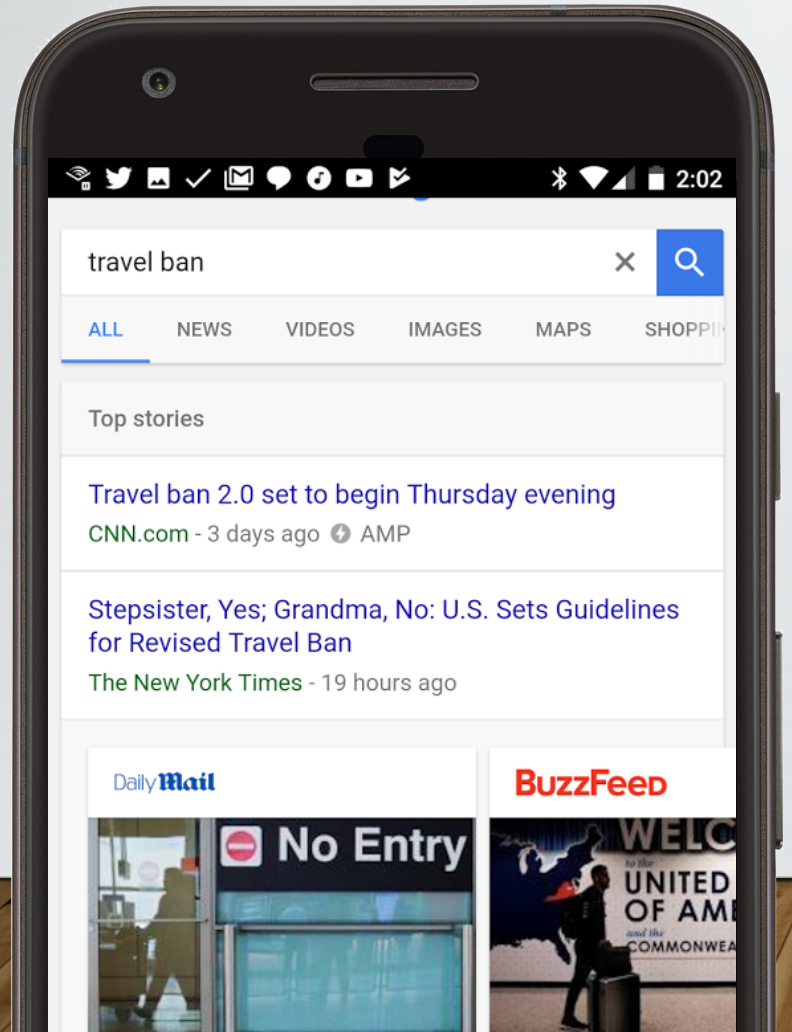


HOSTING &
FIREBASE
MOBILE MOXIE

IS GOOGLE HOSTING A RANKING SIGNAL?

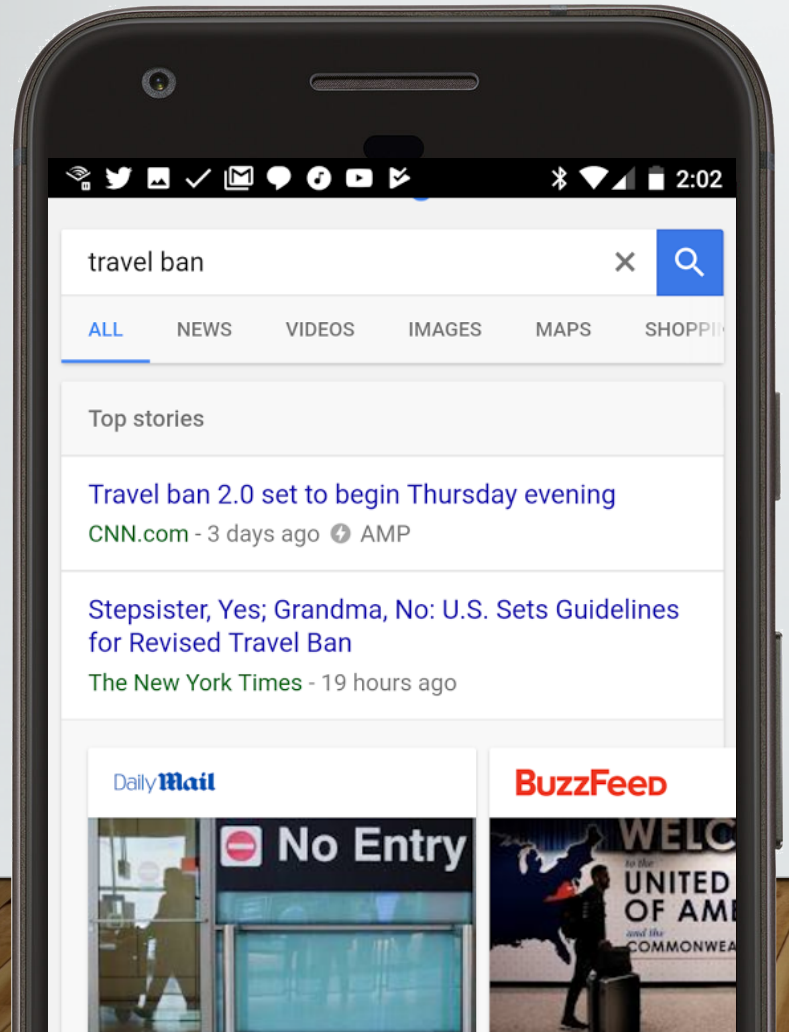
GOOGLE HOSTED CONTENT RANKS WELL IN SERPS

AMP

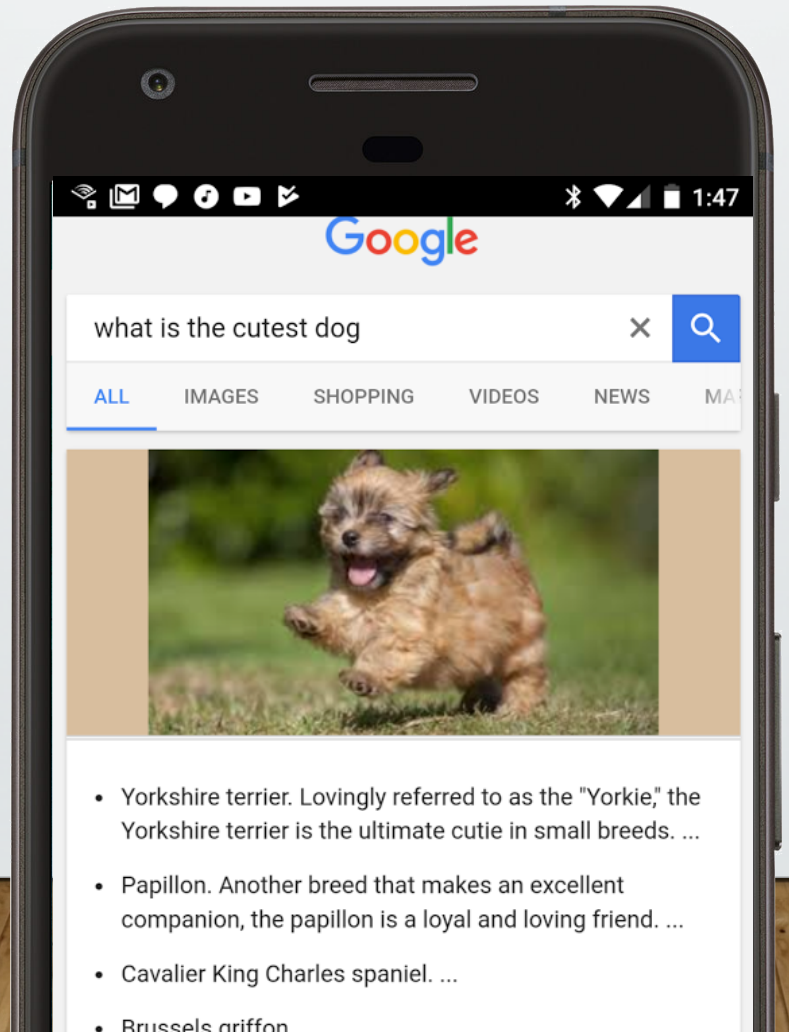


GOOGLE HOSTED CONTENT RANKS WELL IN SERPS

AMP



Answers

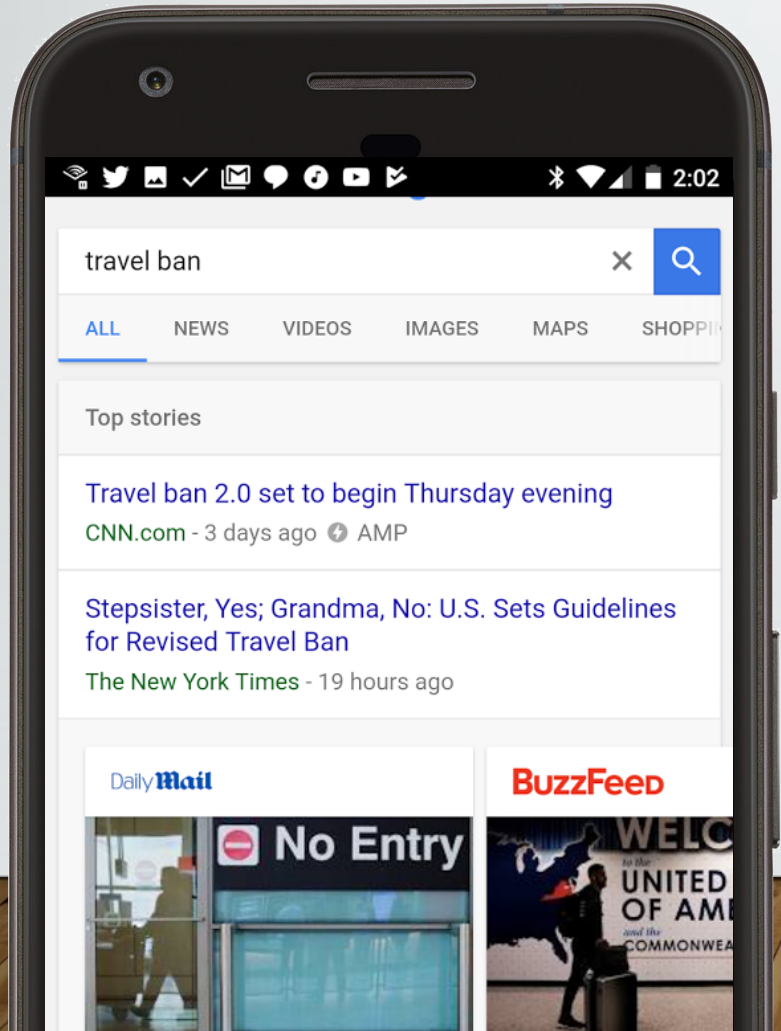


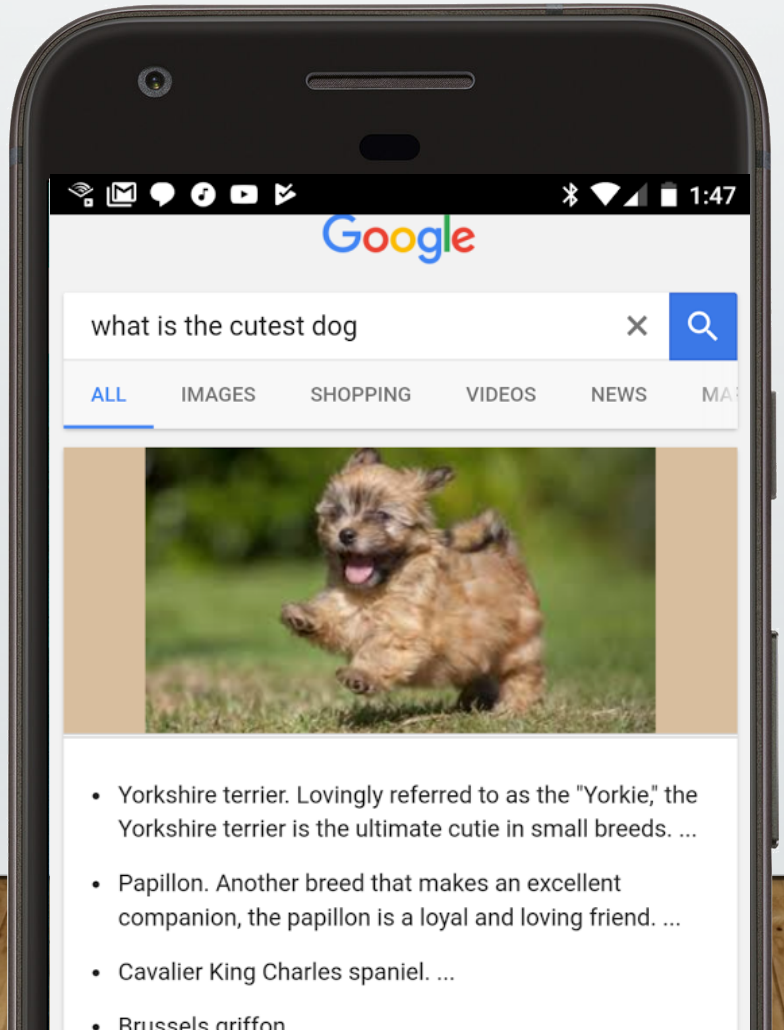
GOOGLE HOSTED CONTENT RANKS WELL IN SERPS

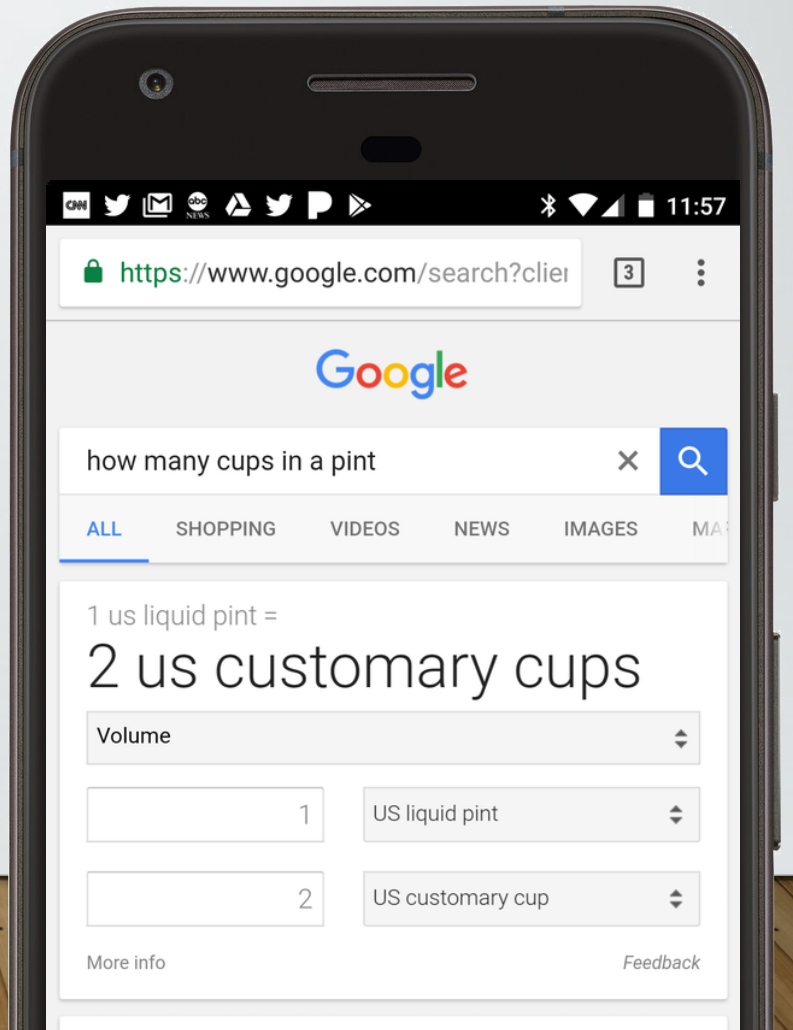
AMP

Answers

Utilities

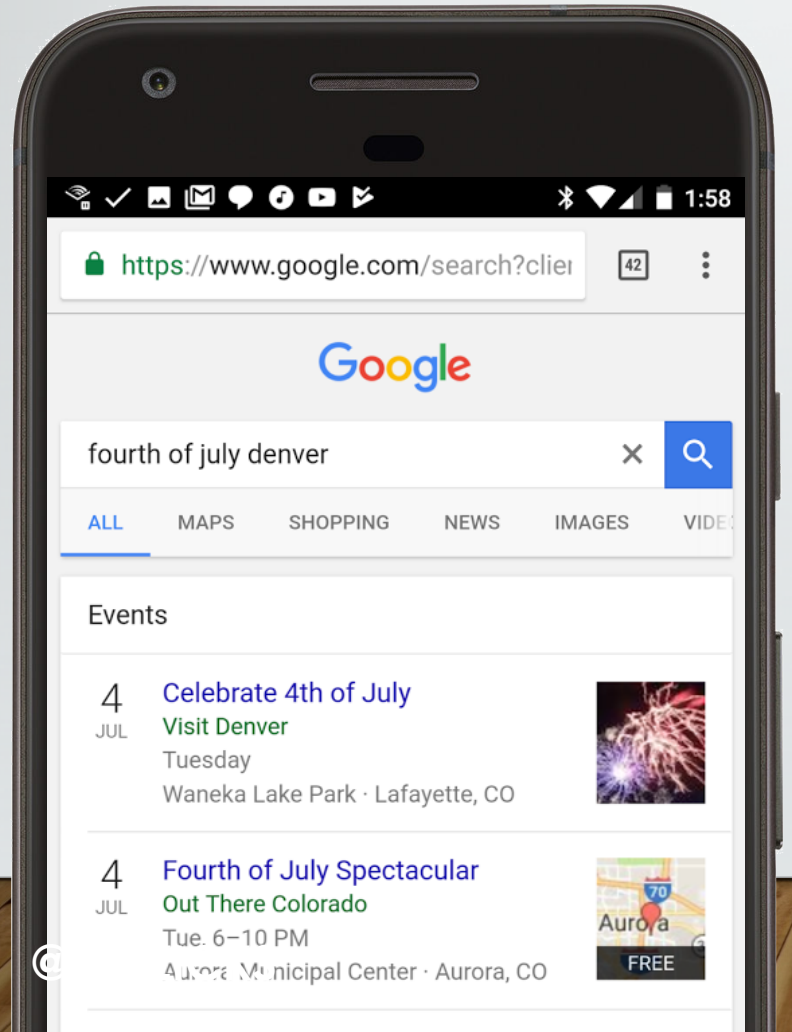






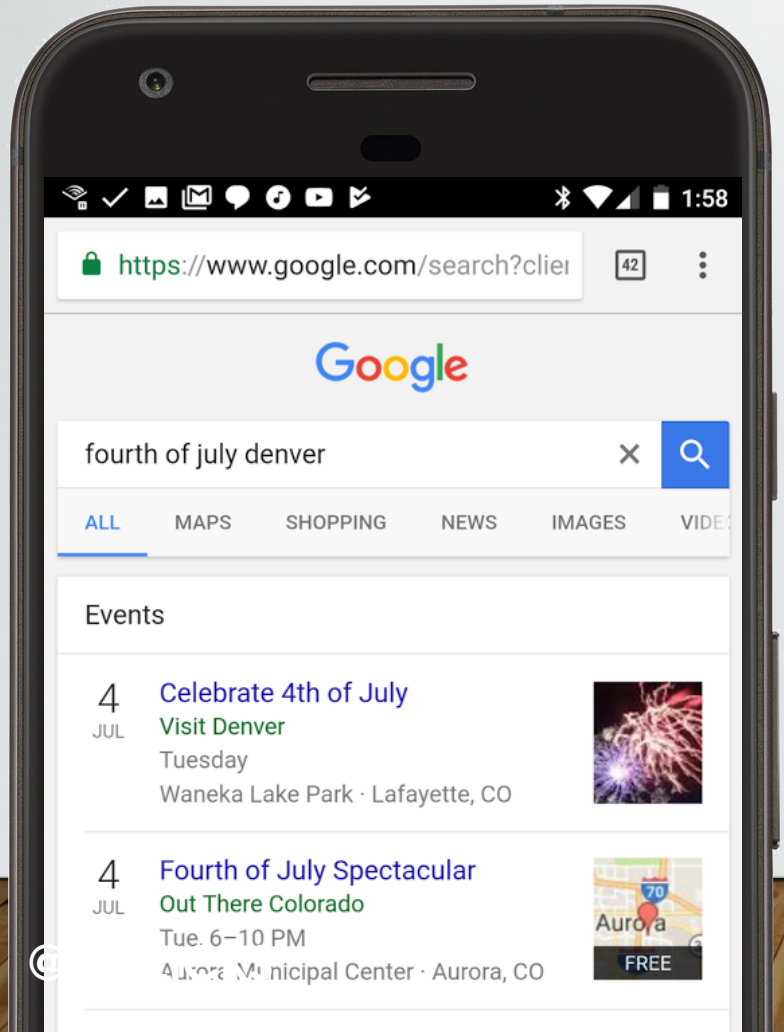
GOOGLE HOSTED CONTENT RANKS WELL IN SERPS

Events

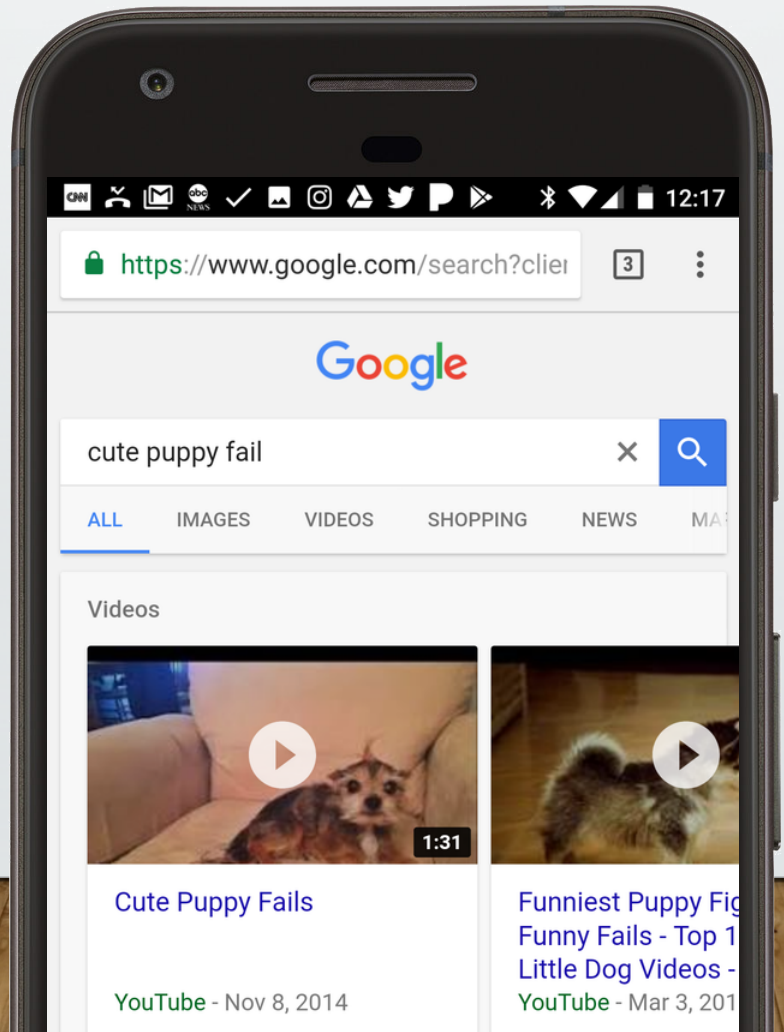


GOOGLE HOSTED CONTENT RANKS WELL IN SERPS

Events



YouTube



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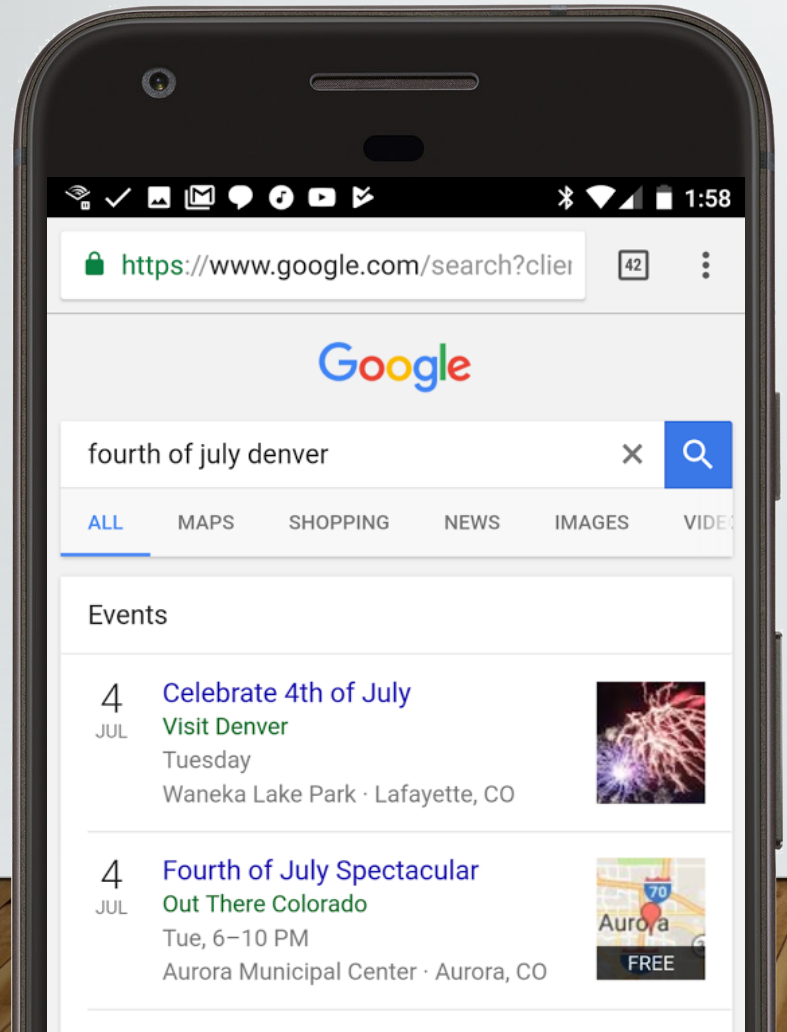
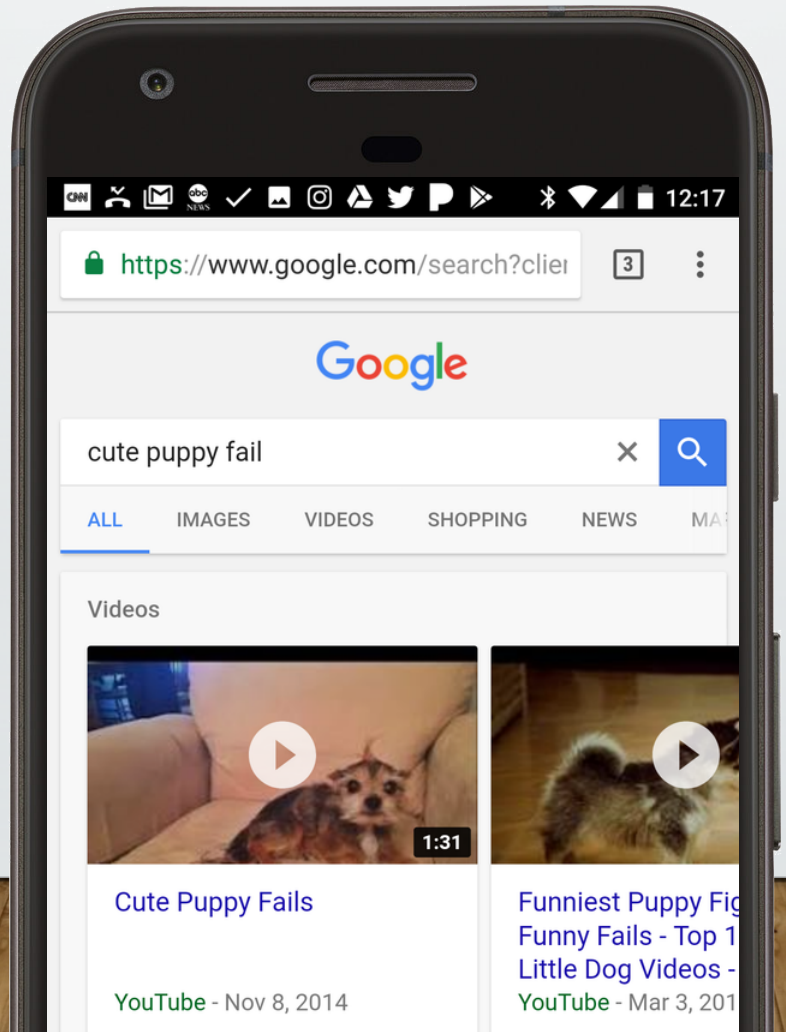
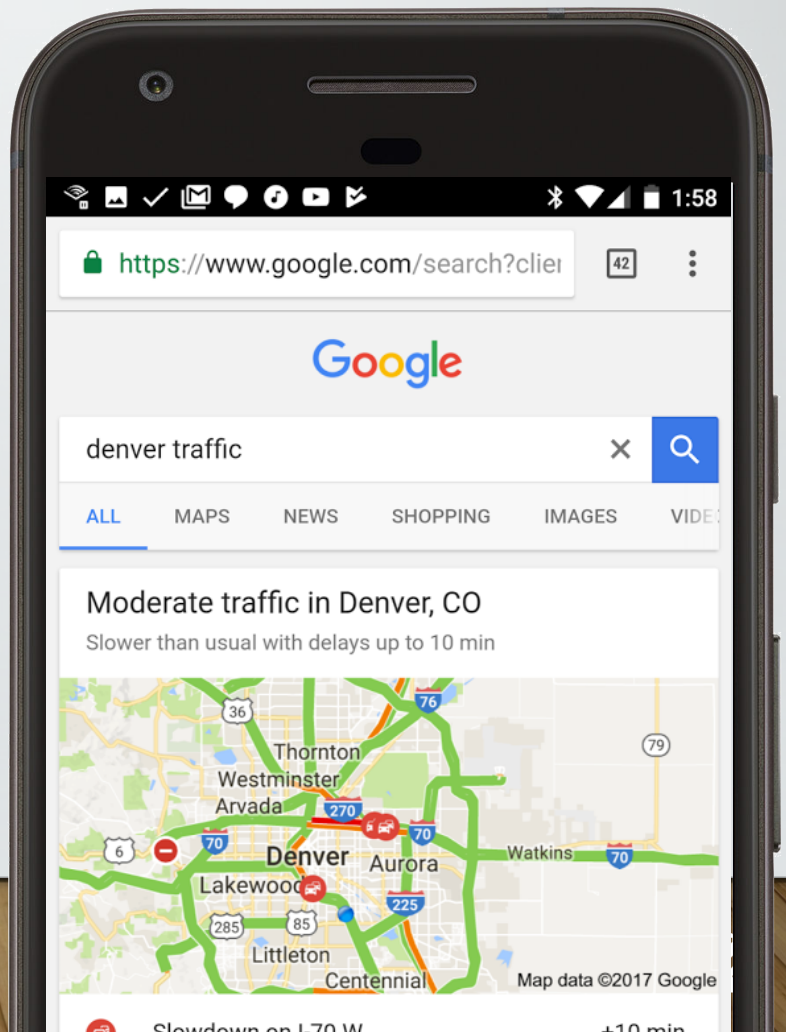
Events



YouTube



Traffic



FIREBASE IS STILL KEY

Firebase

Firebase

The fastest way to build your app

INSTANT APPS & DEEP LINKS

- Dynamic Deep Links Allow the App Content to Rank & Index
- Instant Apps Saved in 5K Bundles

MOBILE MOXIE

JSON &
JSON LD
@SUZZICKS
MOBILE MOXIE

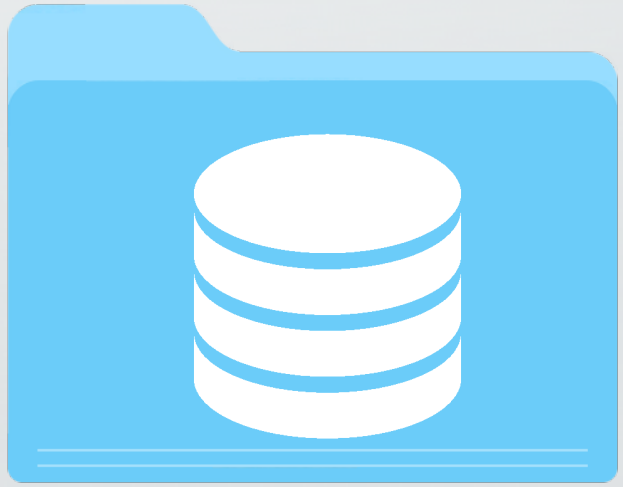
JSON SCHEMA CAN BE ASSOCIATED WITH:

Head of HTML

App Association Files

PWA Service Workers

Datasets

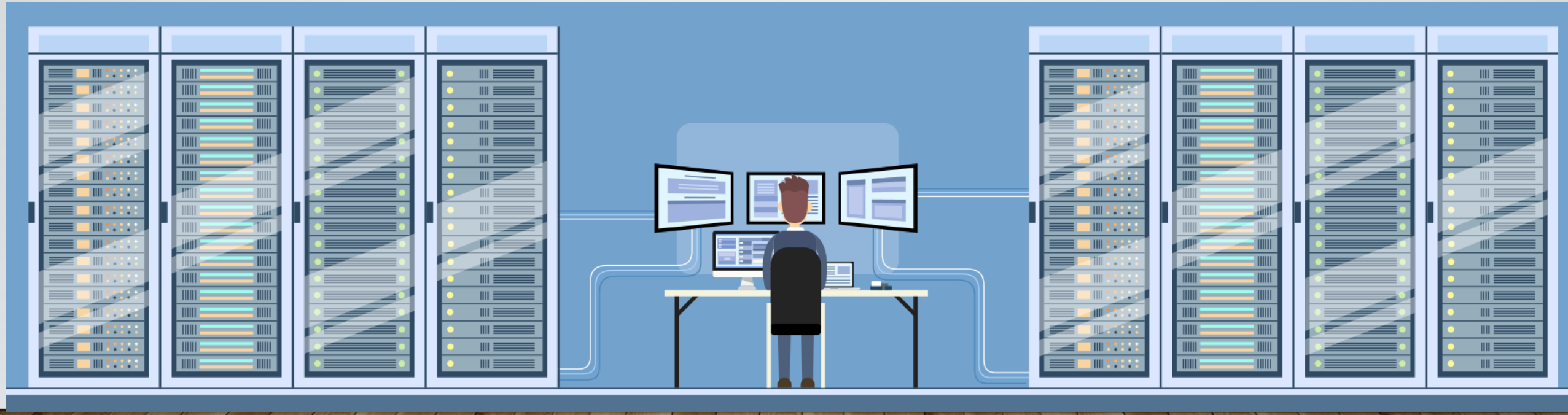


GOOGLE ALLOWS YOU TO MARK-UP YOUR DB

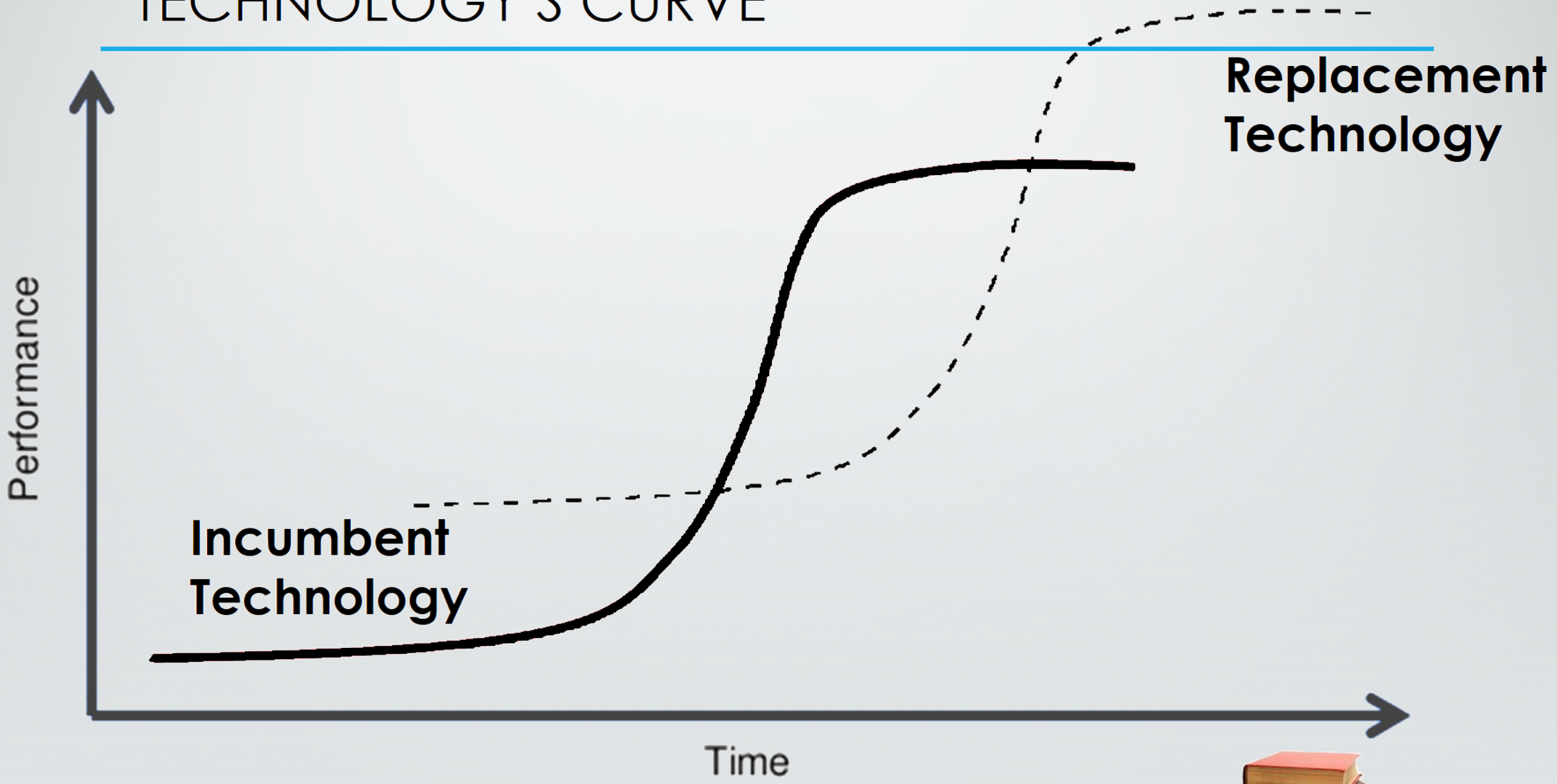
Dataset Instructions for Schema:

https://developers.google.com/search/docs/data-types/datasets

http://bit.ly/dataset-markup



TECHNOLOGY S CURVE

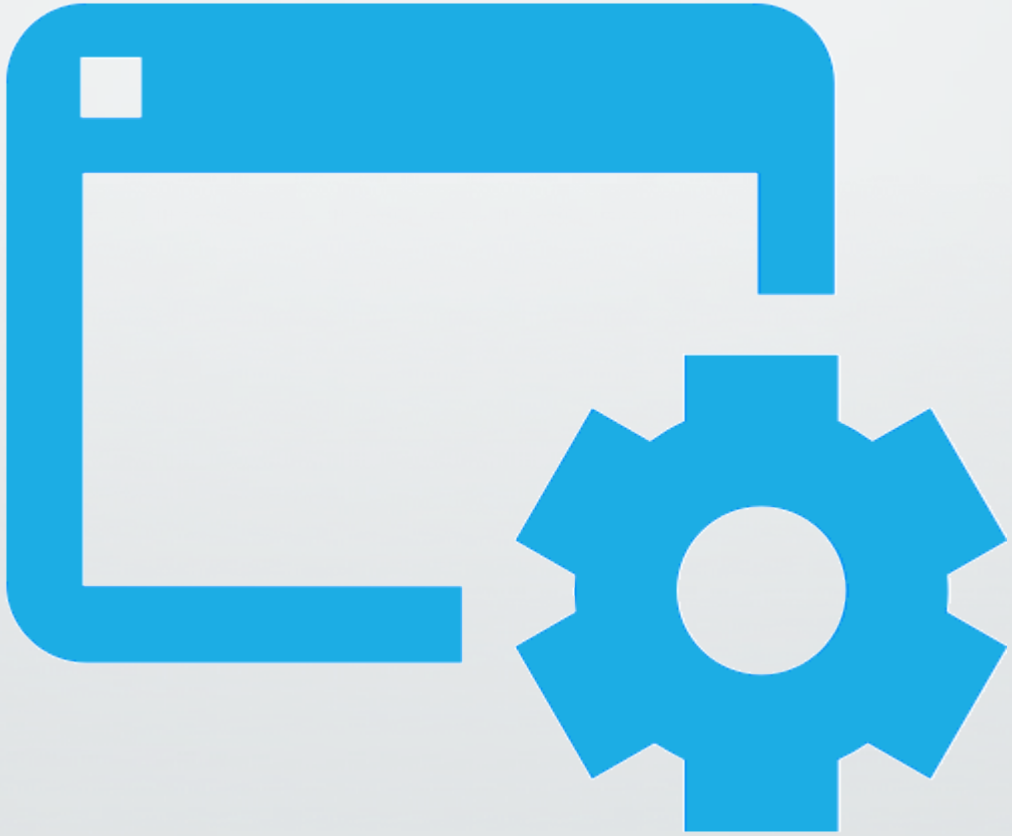


PWAs
& PLUG-INs
MOBILE MOXIE

= PROGRESSIVE WEB APP

= ESSENTIALLY A BROWSER PLUG-IN

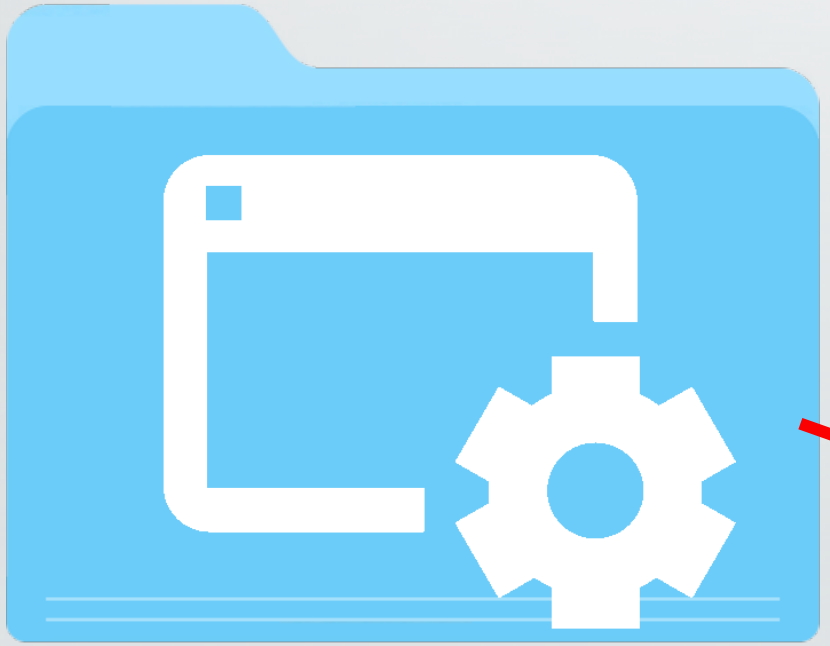
SERVICE WORKERS MAY BE CRITICAL TO SEO



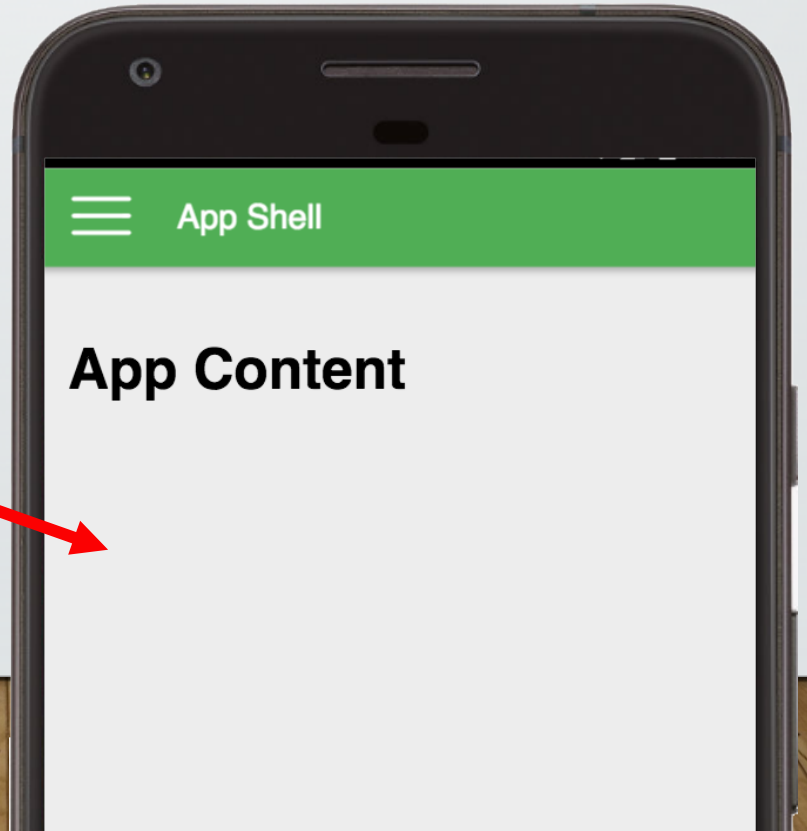
SERVICE WORKER

SERVICE WORKER CONTROLS

INDEX DB API AKA CACHE API



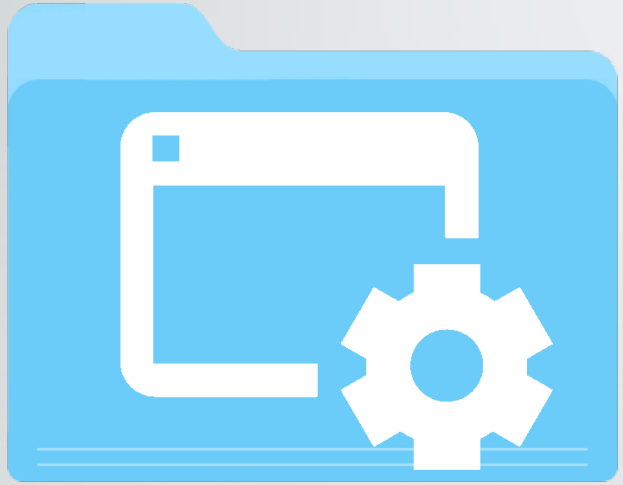
APP SHELL FROM APP MANIFEST

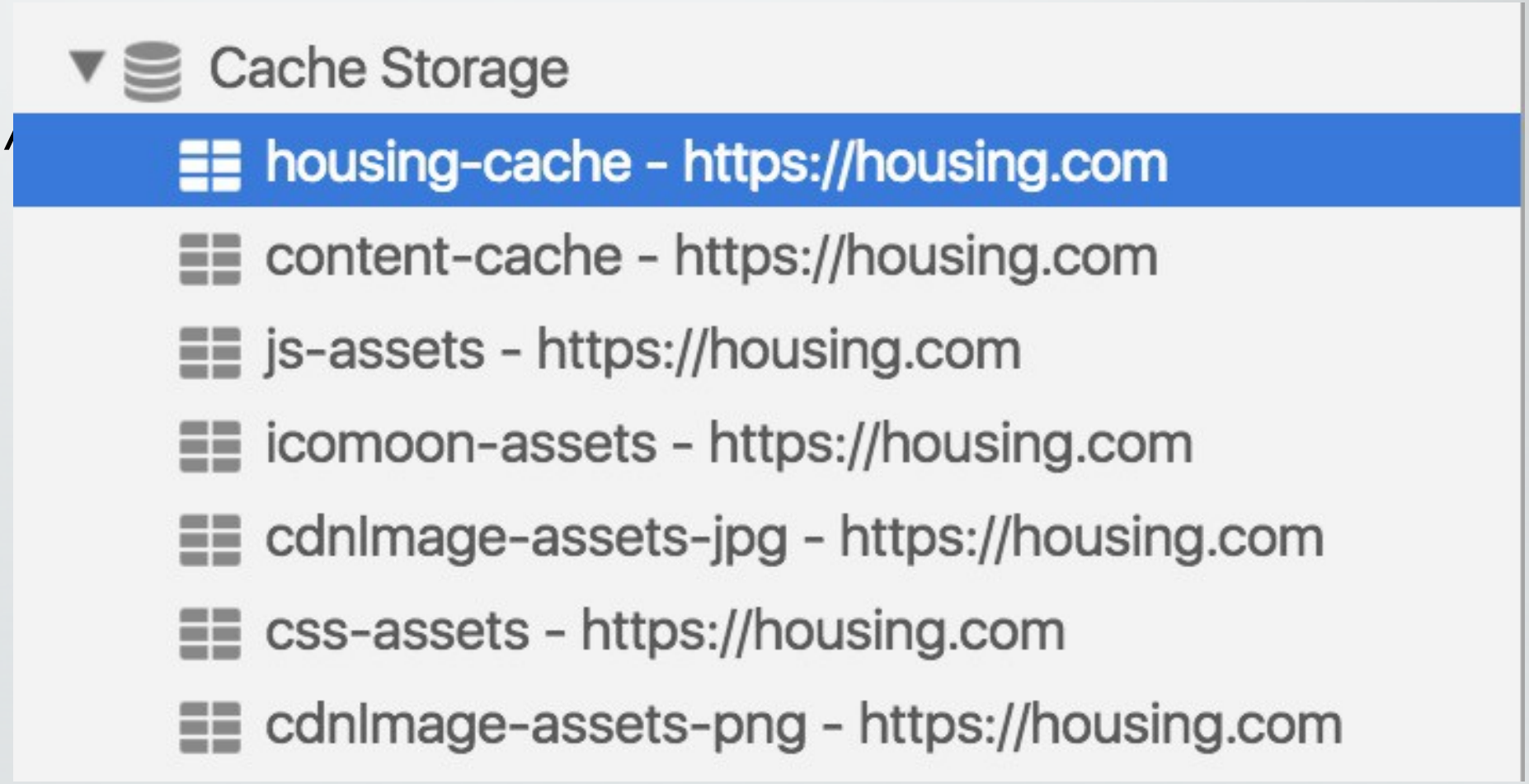


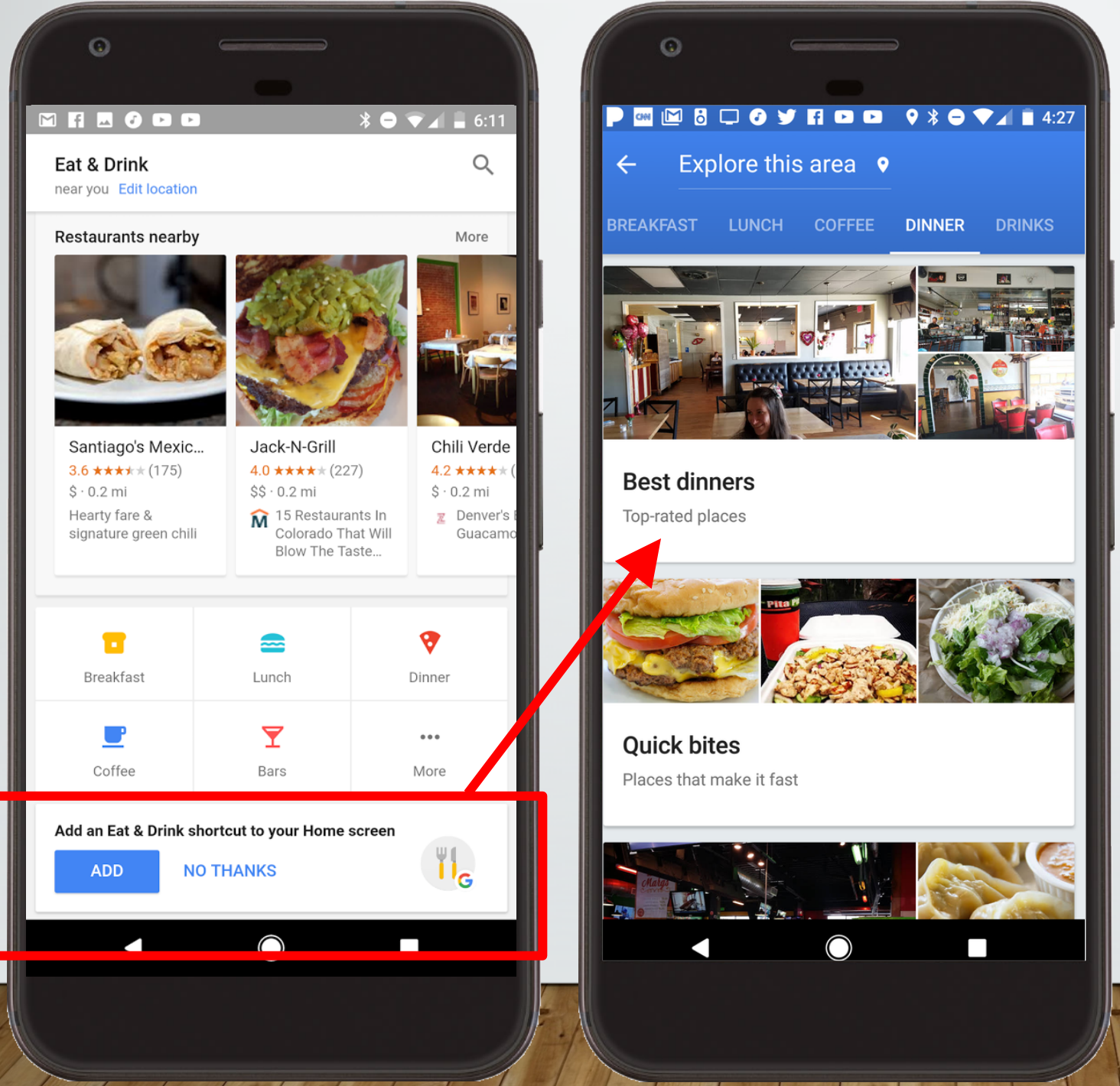
MOBILE MOXIE

JSON LD SCHEMA CAN BE ASSOCIATED WITH:

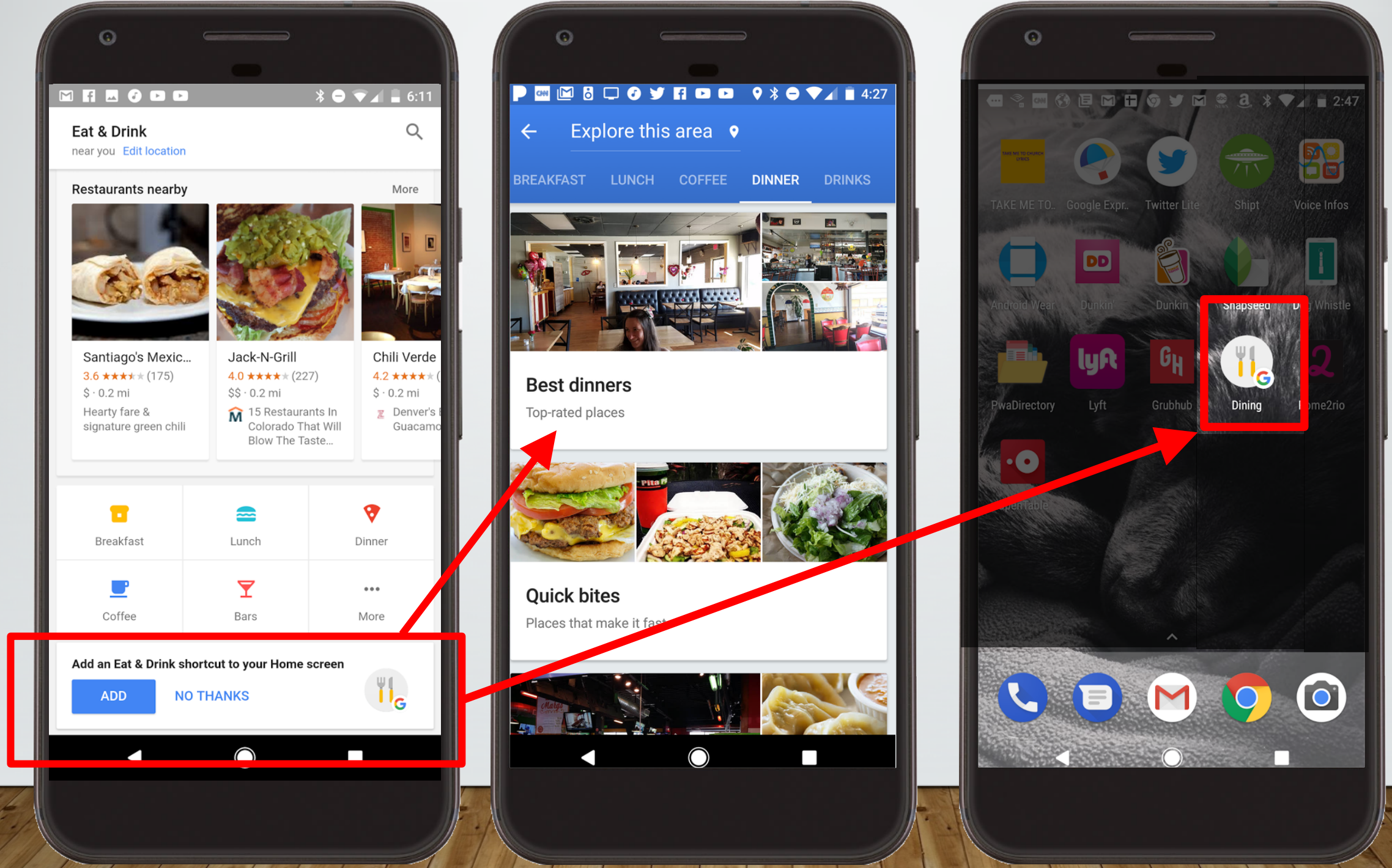
- **ServiceWorker**

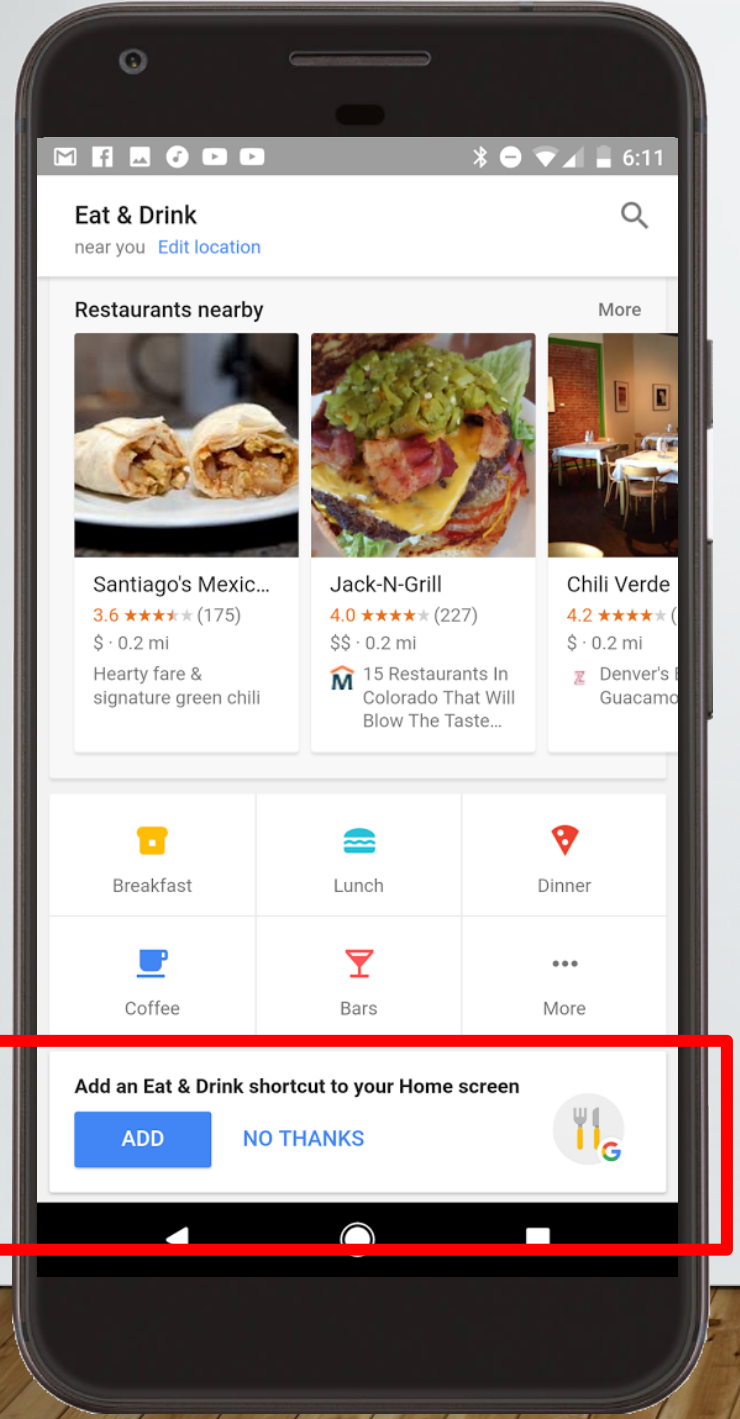


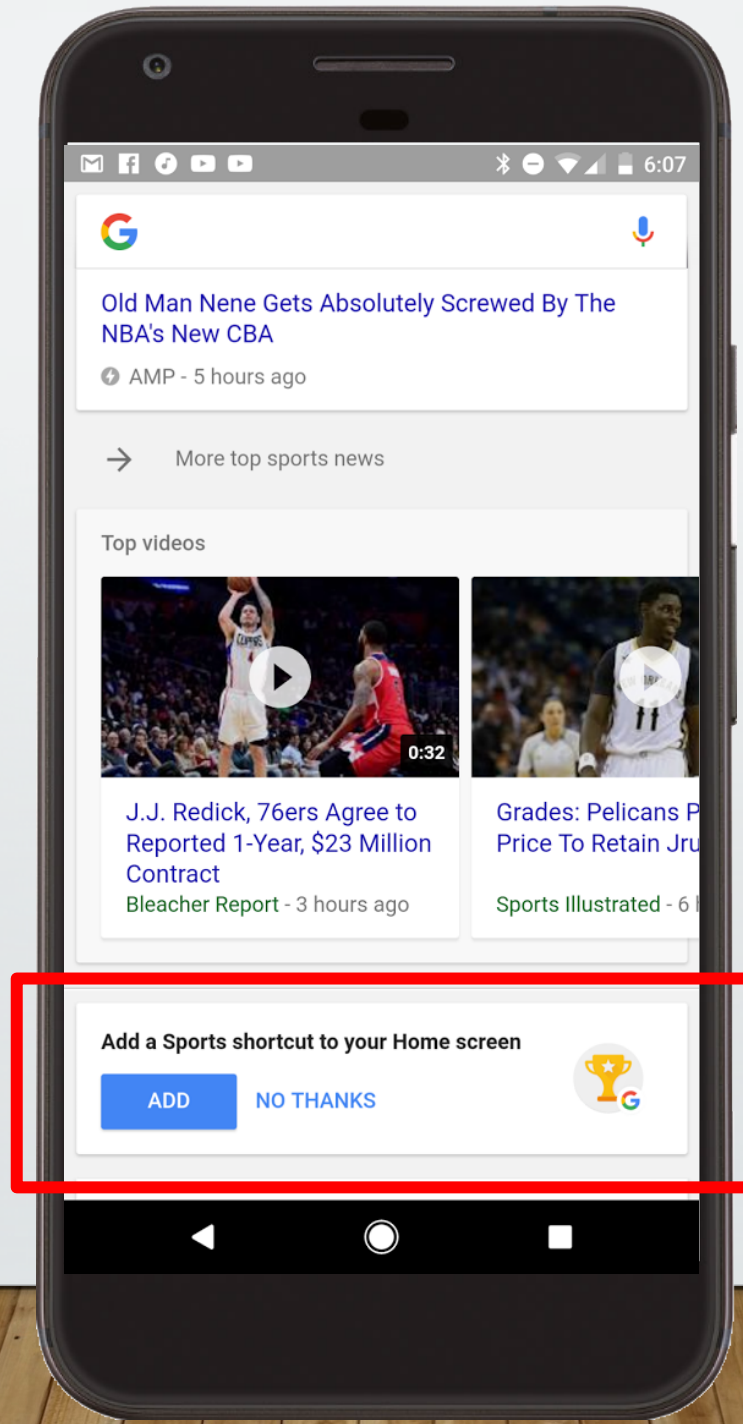


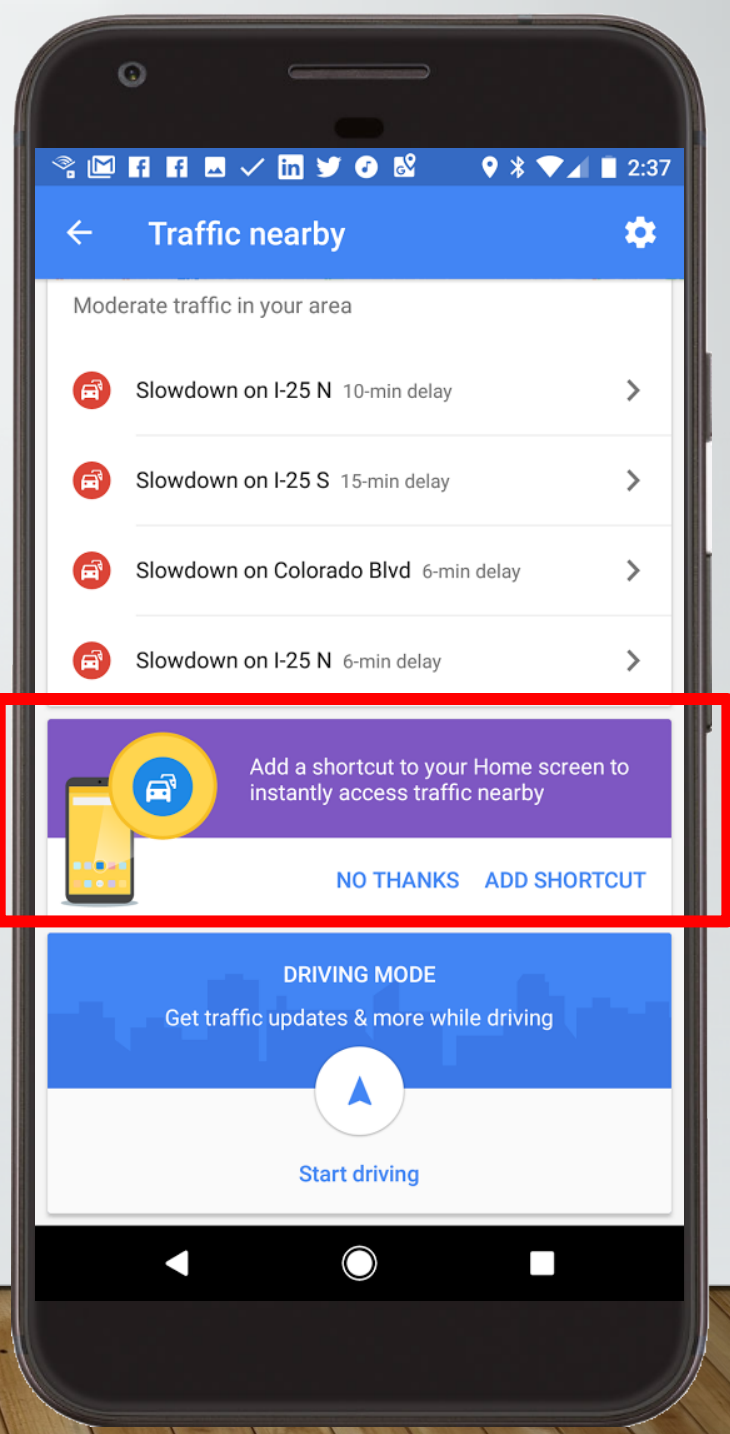


GOOGLE IS TURNING GOOGLE NOW/ KNOWLEDGE GRAPH CONTENT INTO PWAS:

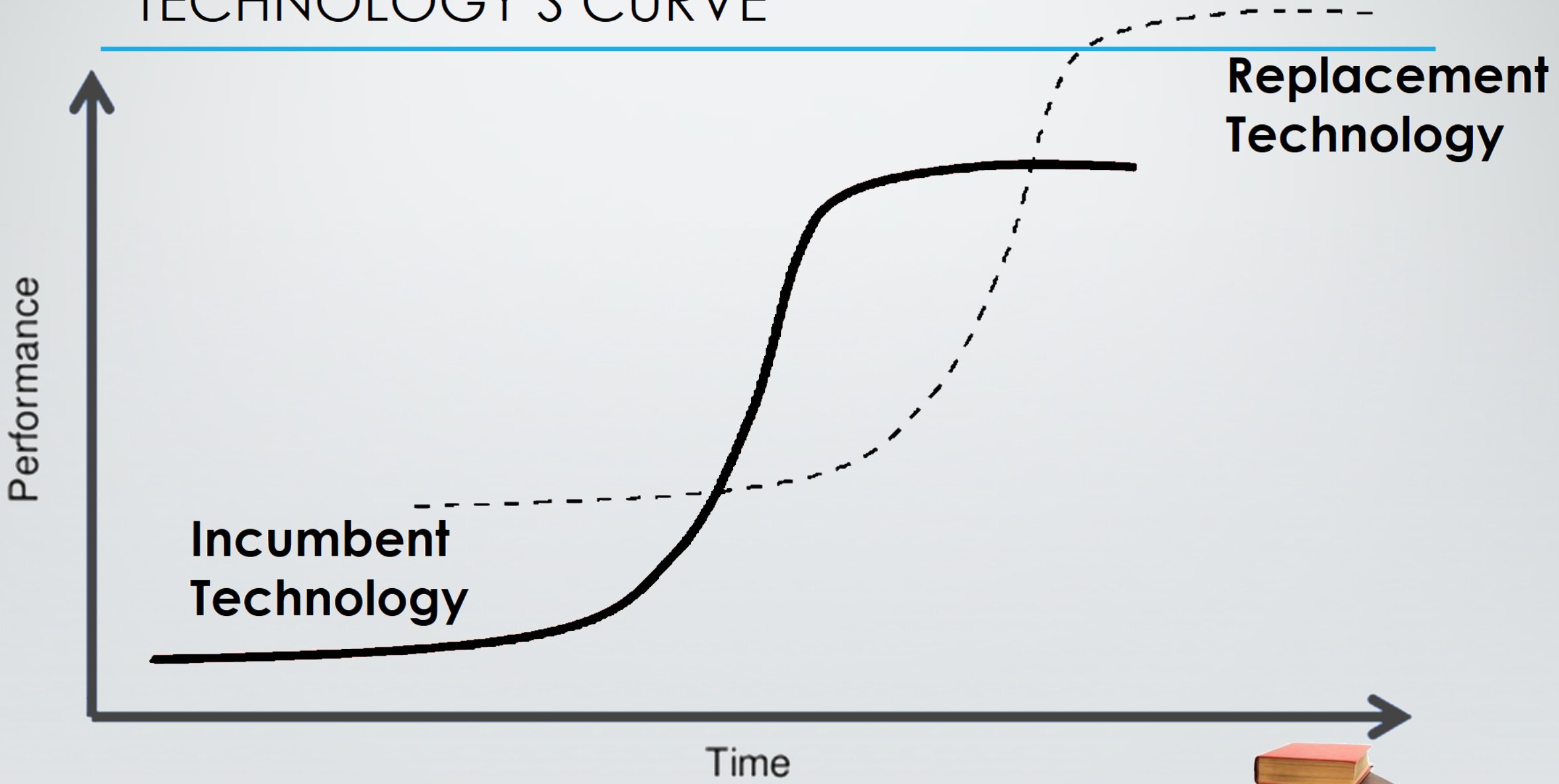

6:11
Eat & Drink
near you Edit location
Restaurants nearby
More
Santiago's Mexic...
3.6 (175)
$ · 0.2 mi
Hearty fare & signature green chili
Jack-N-Grill
4.0 (227)
$$ · 0.2 mi
15 Restaurants In Colorado That Will Blow The Taste...
Chili Verde
4.2
$ · 0.2 mi
Breakfast
Lunch
Dinner
Coffee
Bars
More
Add an Eat & Drink shortcut to your Home screen
ADD
NO THANKS
4:27
Explore this area
BREAKFAST
LUNCH
COFFEE
DINNER
DRINKS
Best dinners
Top-rated places
Quick bites
Places that make it fast
2:47
TAKE ME TO..
Google Expr..
Twitter Lite
Shipt
Voice Infos
Android Wear
Dunkin'
Dunkin
Snapseed
PwaDirectory
Lyft
Grubhub
Dining


6:11
Eat & Drink
near you Edit location
Restaurants nearby
More
Santiago's Mexic...
3.6 (175)
$ · 0.2 mi
Hearty fare & signature green chili
Jack-N-Grill
4.0 (227)
$$ · 0.2 mi
15 Restaurants In Colorado That Will Blow The Taste...
Chili Verde
4.2
$ · 0.2 mi
Breakfast
Lunch
Dinner
Coffee
Bars
More
Add an Eat & Drink shortcut to your Home screen
ADD
NO THANKS


6:07
Old Man Nene Gets Absolutely Screwed By The NBA's New CBA
AMP - 5 hours ago
More top sports news
Top videos
0:32
J.J. Redick, 76ers Agree to Reported 1-Year, $23 Million Contract
Bleacher Report - 3 hours ago
Grades: Pelicans P
Price To Retain Jru
Sports Illustrated - 6
Add a Sports shortcut to your Home screen
ADD
NO THANKS


2:37
Traffic nearby
Moderate traffic in your area
Slowdown on I-25 N 10-min delay
Slowdown on I-25 S 15-min delay
Slowdown on Colorado Blvd 6-min delay
Slowdown on I-25 N 6-min delay
Add a shortcut to your Home screen to instantly access traffic nearby
NO THANKS
ADD SHORTCUT
DRIVING MODE
Get traffic updates & more while driving
Start driving

TECHNOLOGY S CURVE

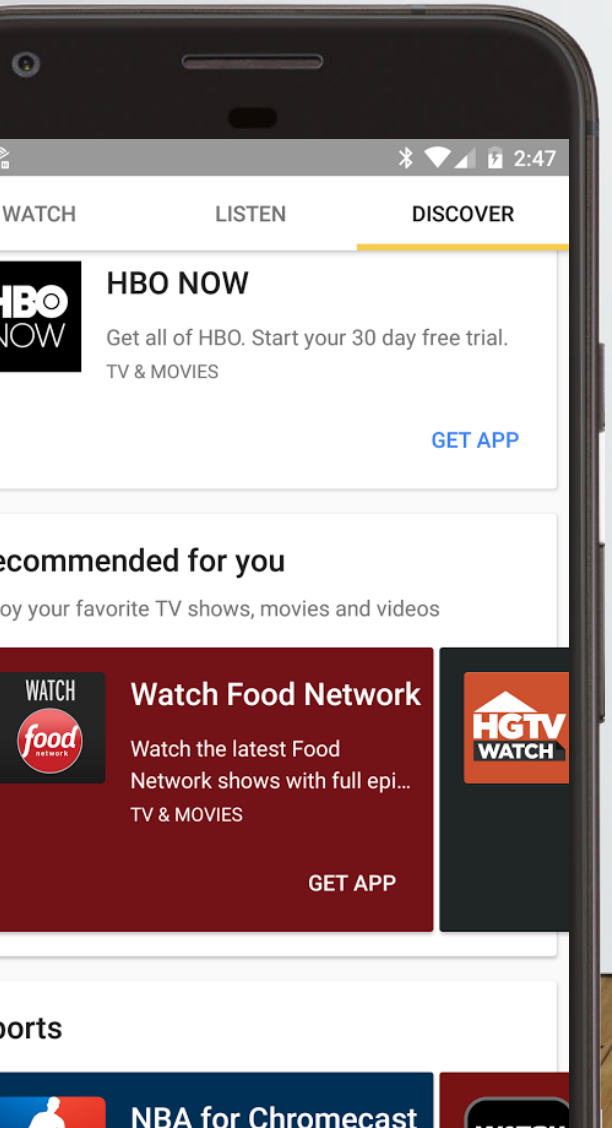


APP 2 APP PLUG-INS

MOBILE MOXIE

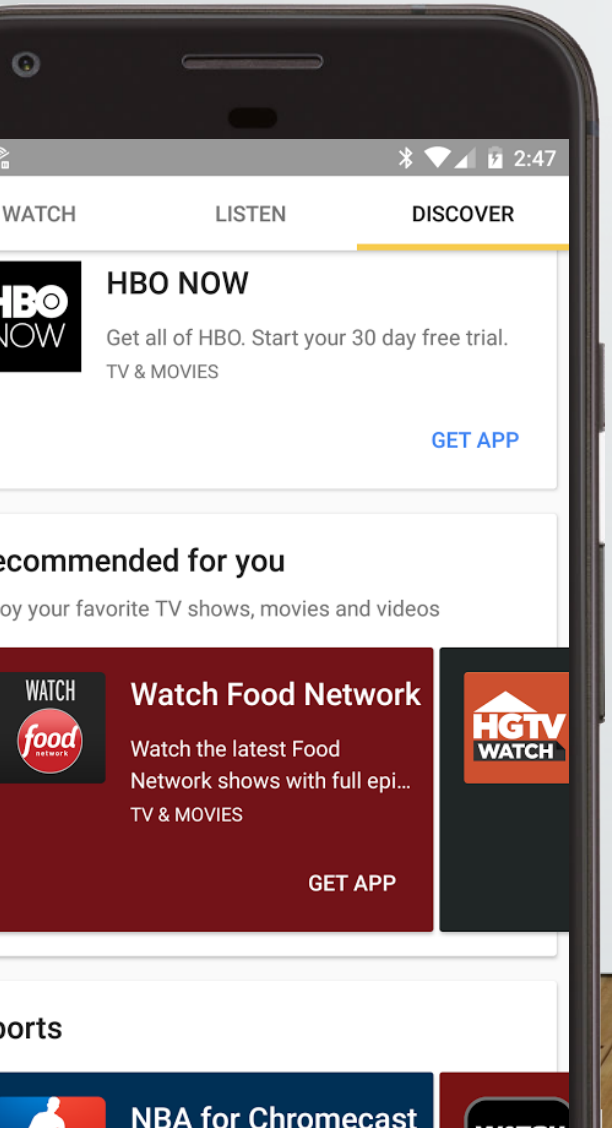
APP PLUGINS

Google Home

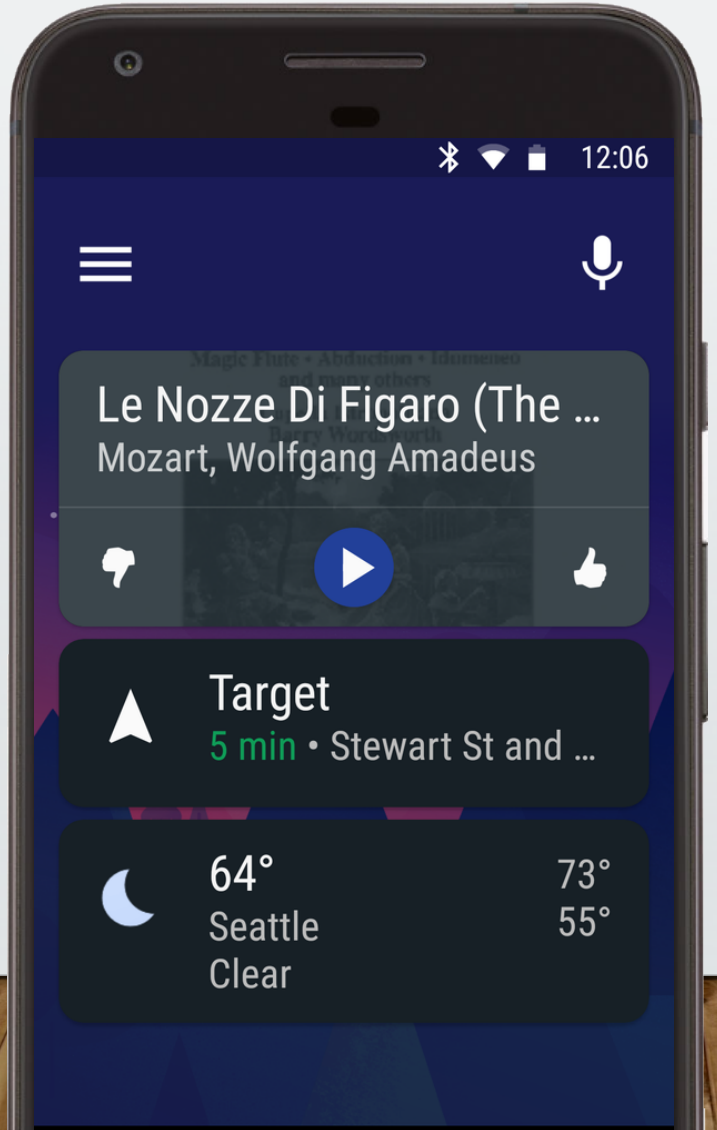


APP PLUGINS

Google Home

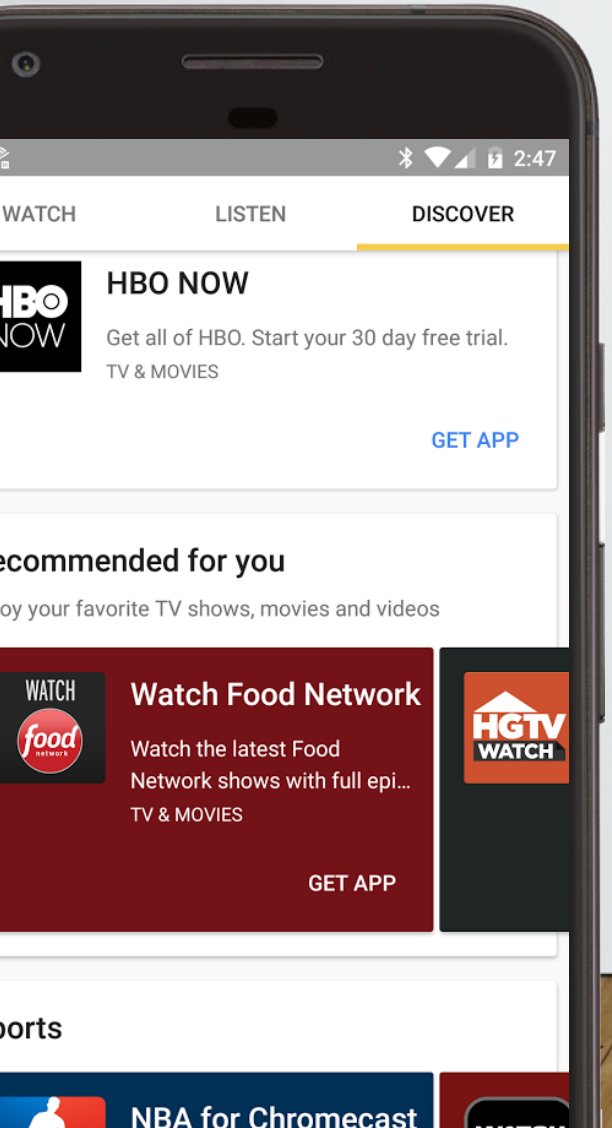


Android Auto

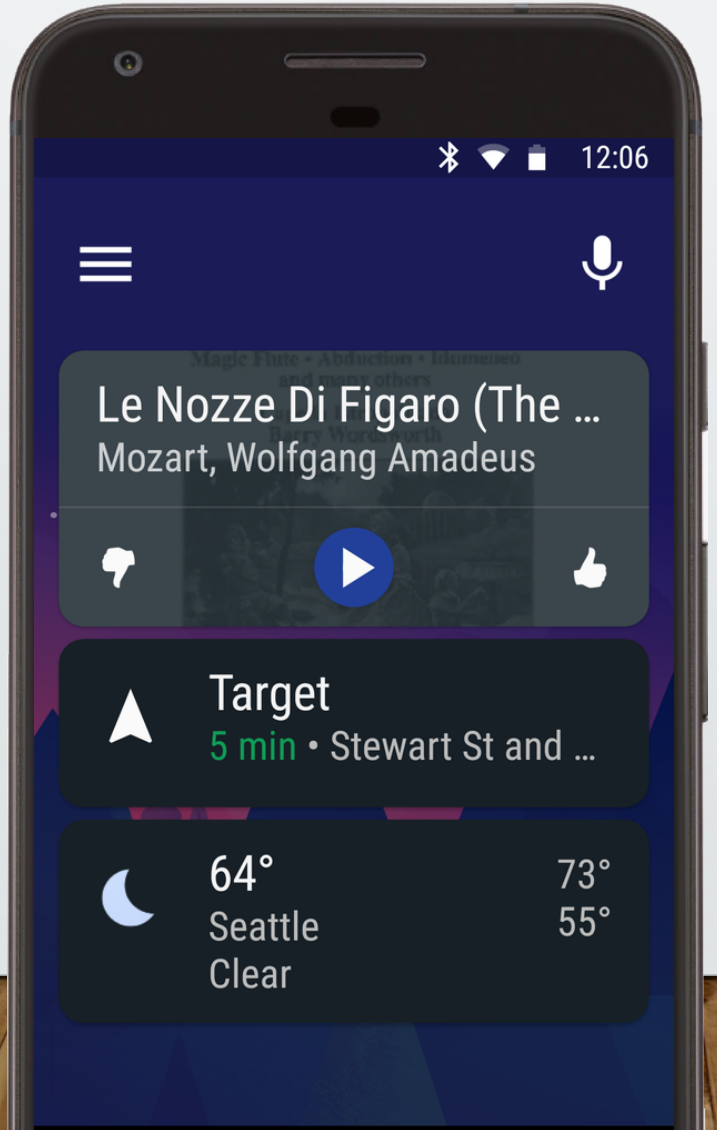


APP PLUGINS

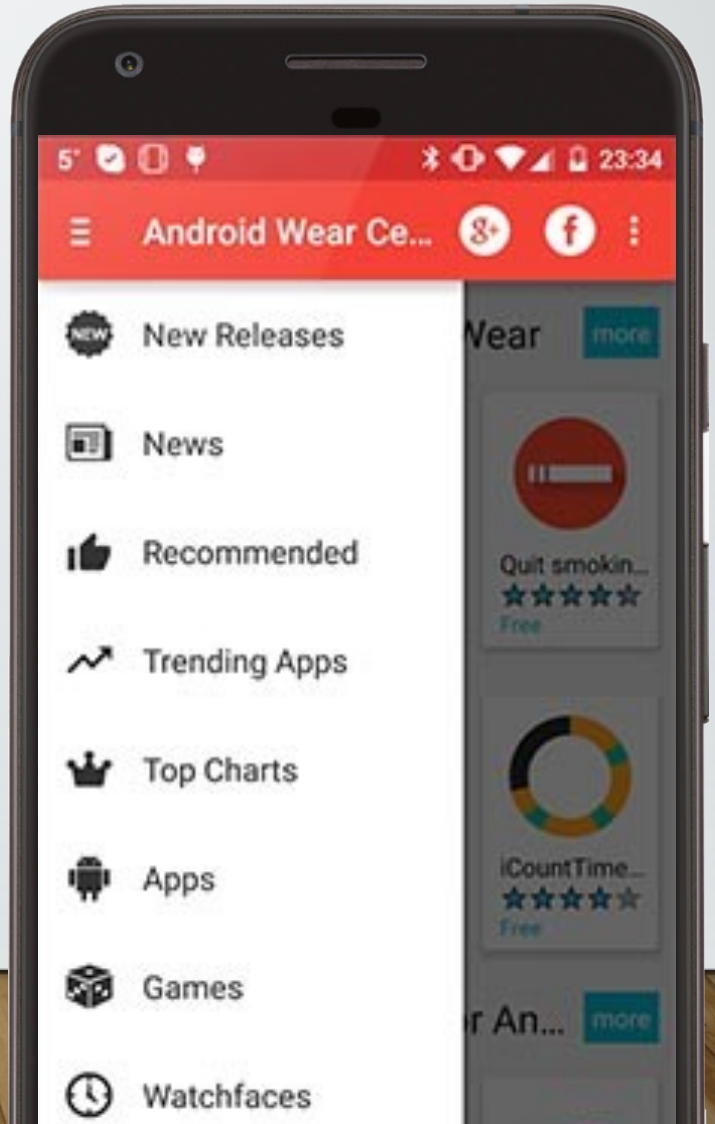
Google Home



Android Auto



Android Wear

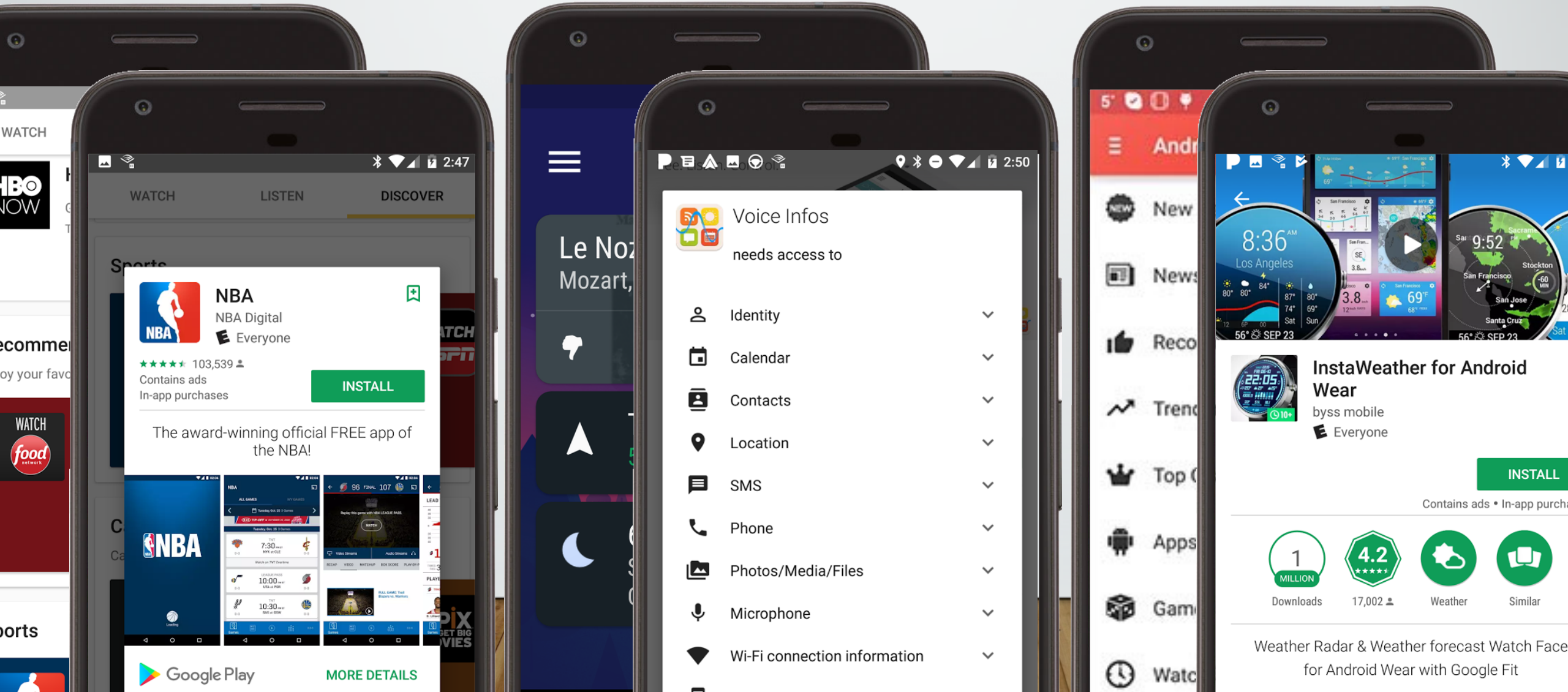


APP PLUGINS

Google Home

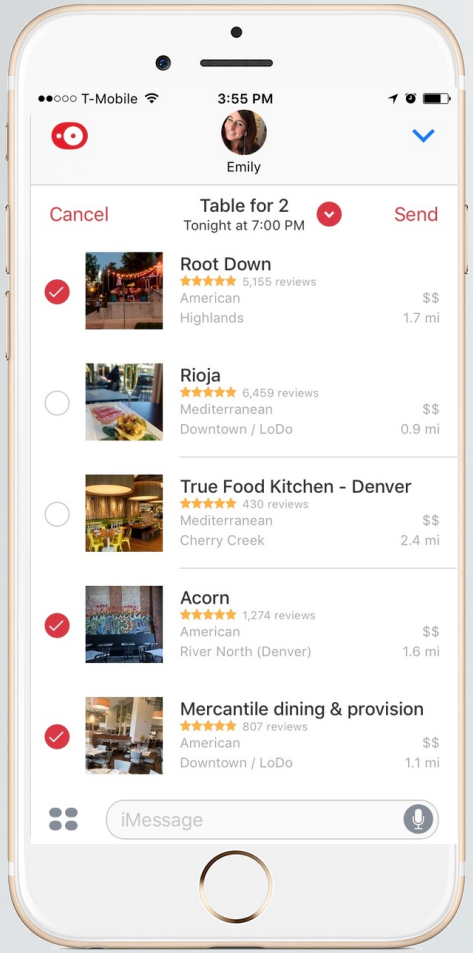
Android Auto

Android Wear

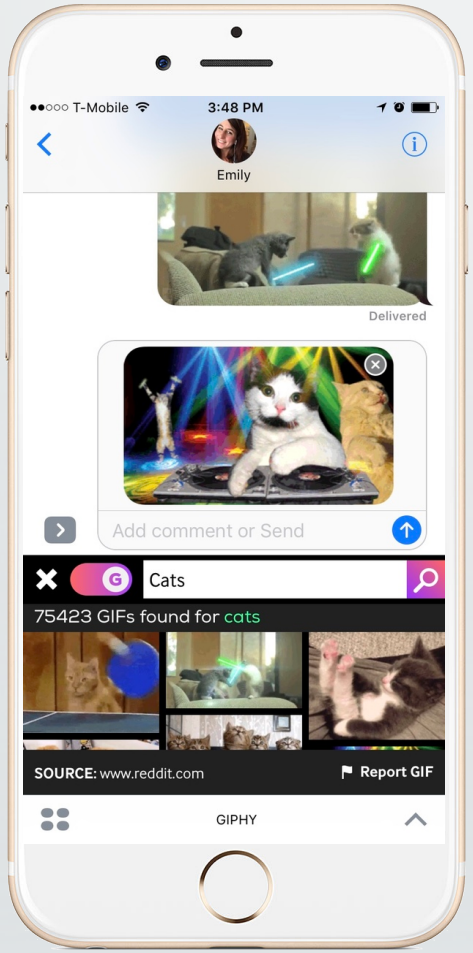


IMESSAGE APPS = APP PLUGINS

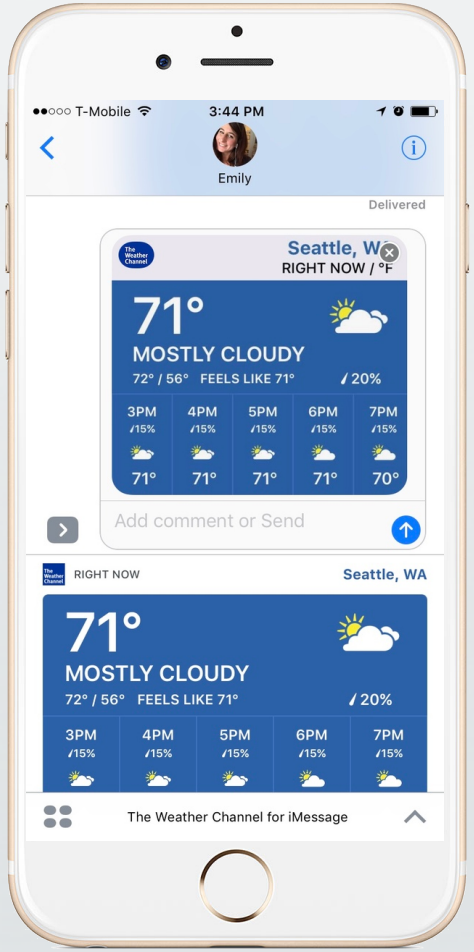
OpenTable



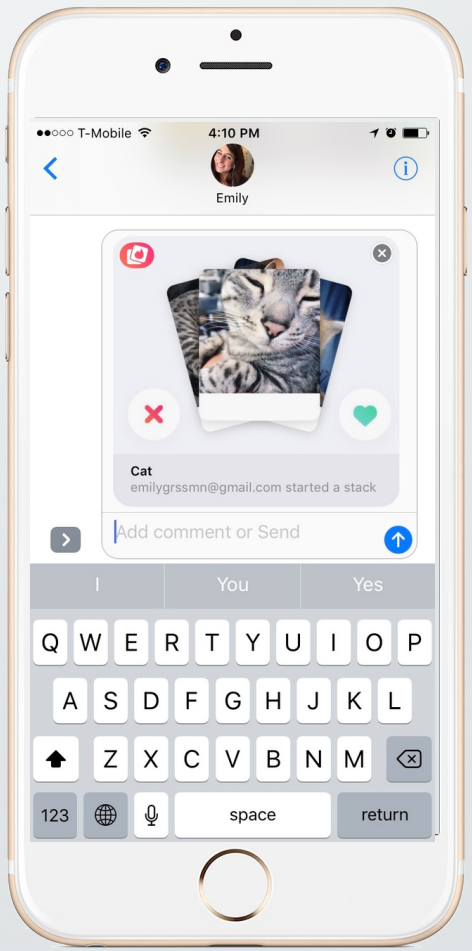
Giphy



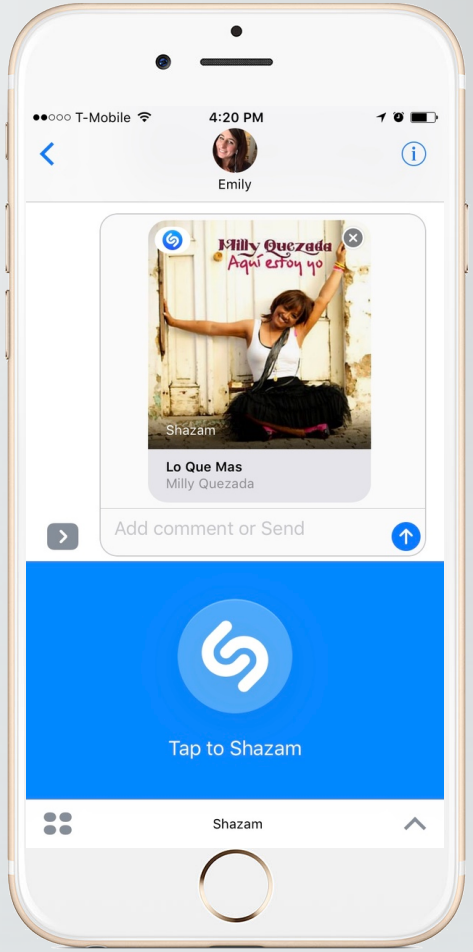
Weather Channel



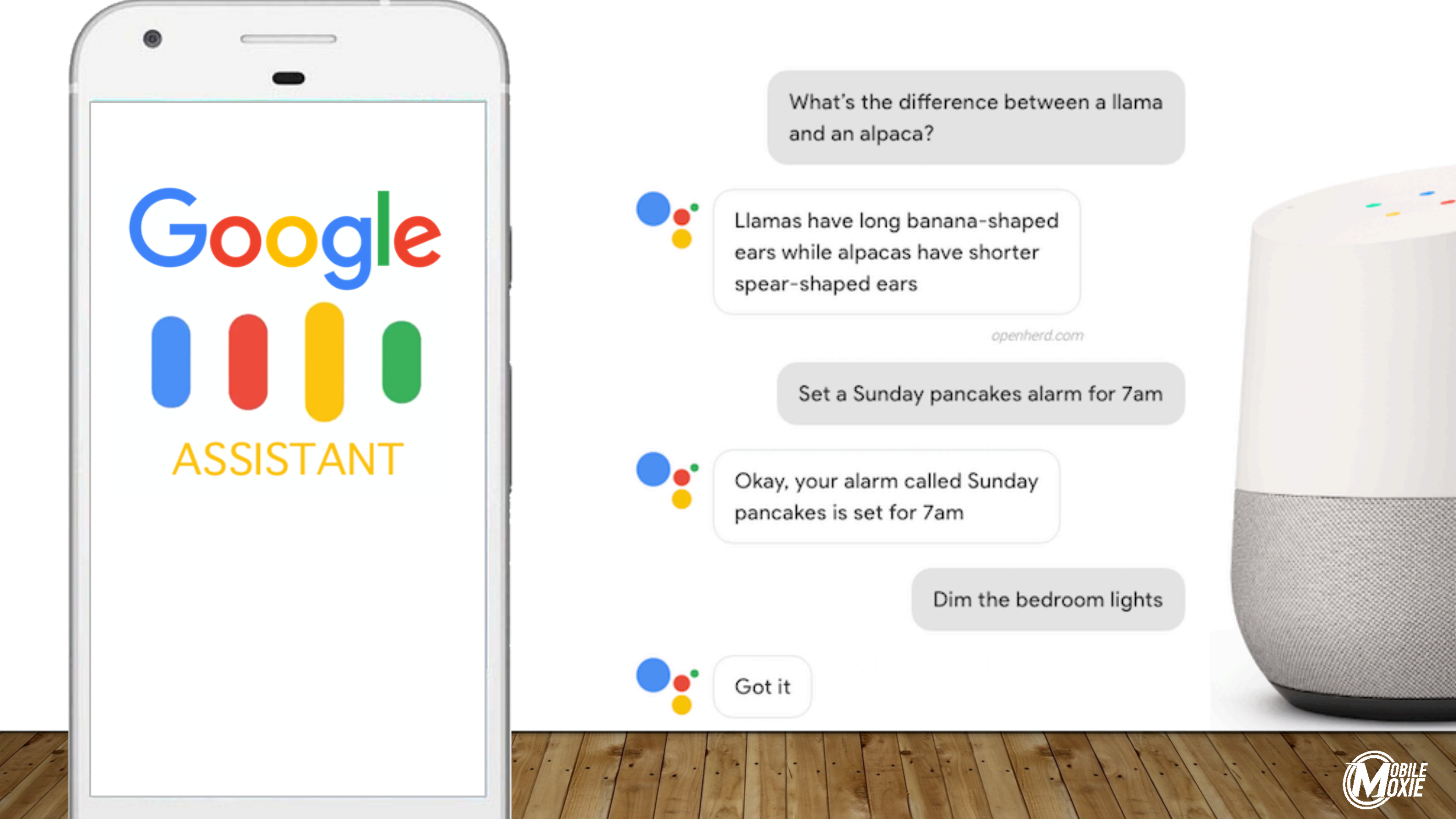
Tinder



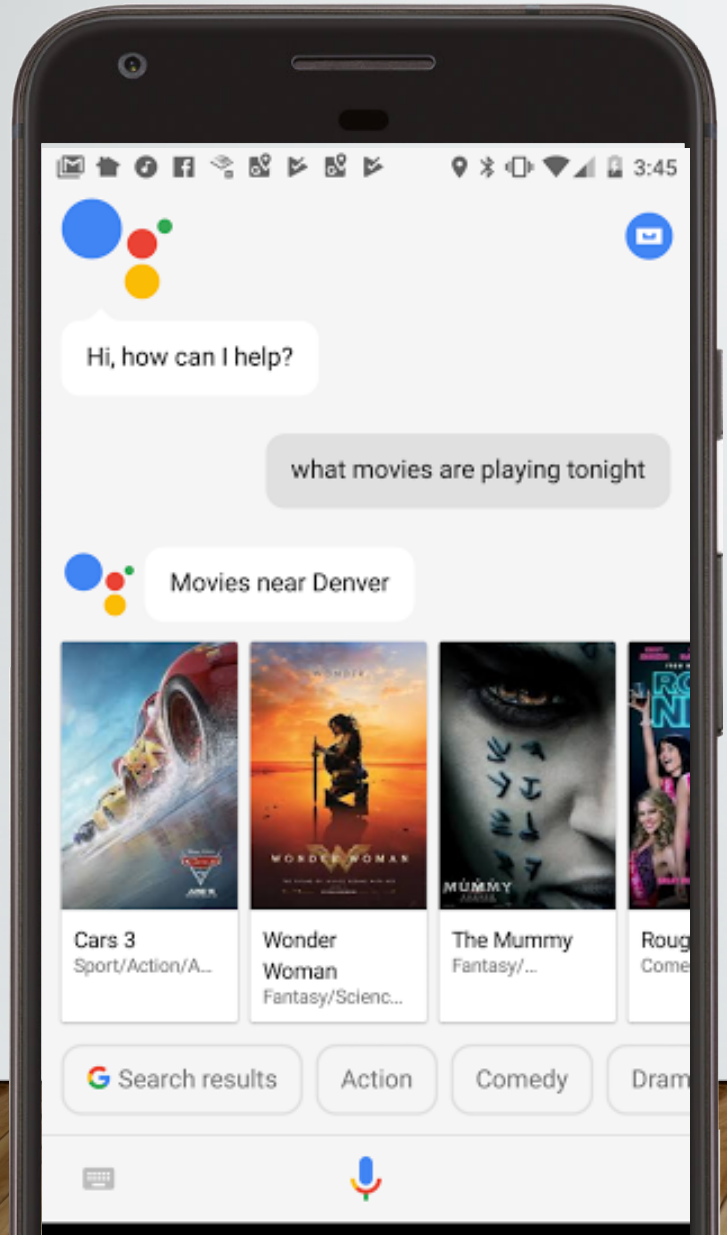
Shazam

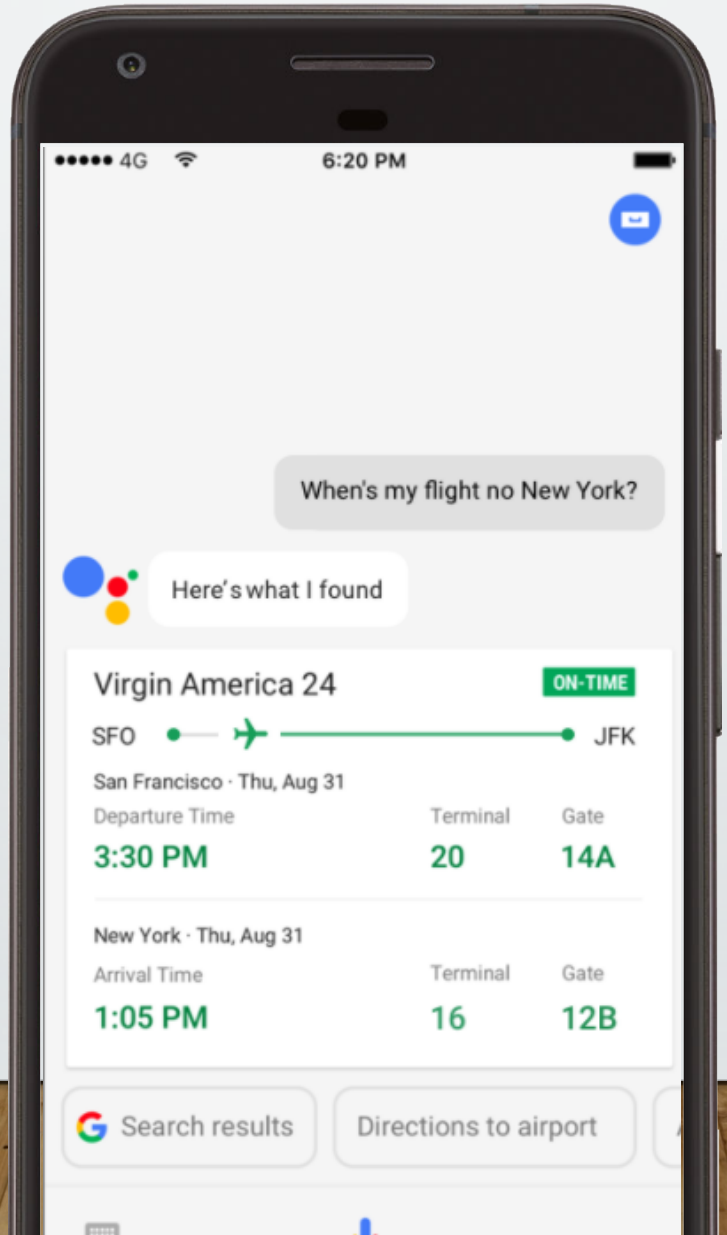


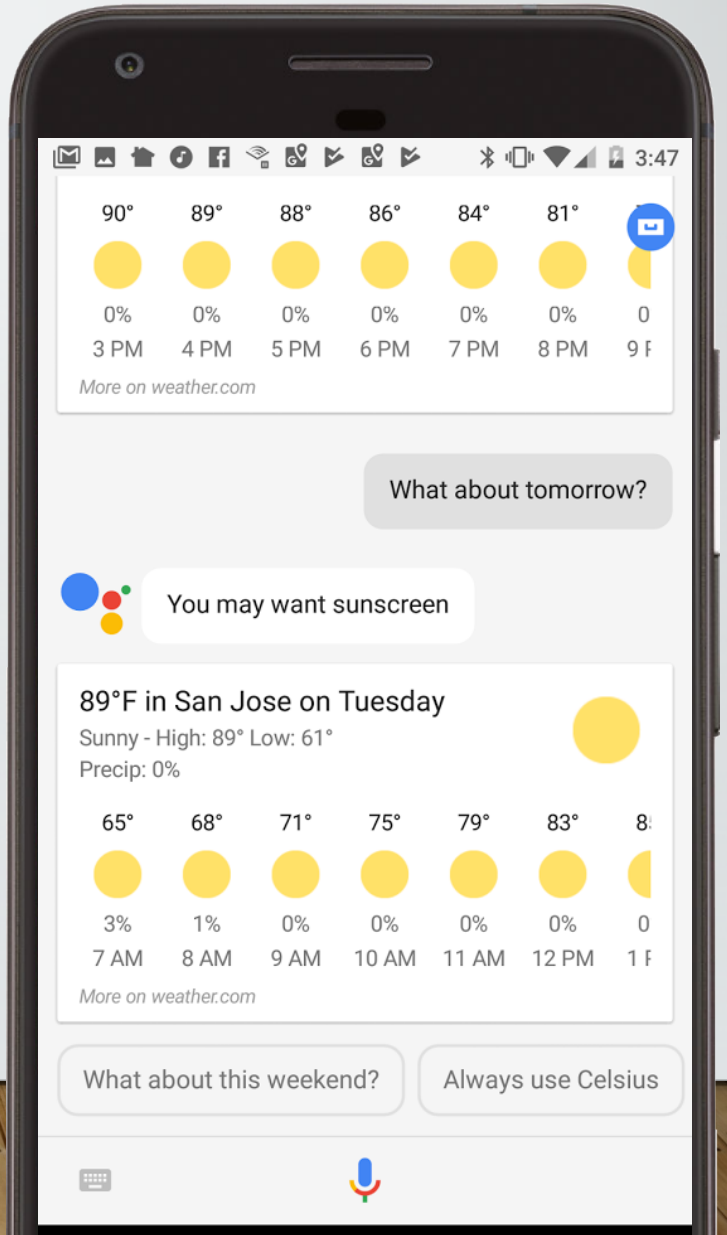
GOOGLE
ACTIONS

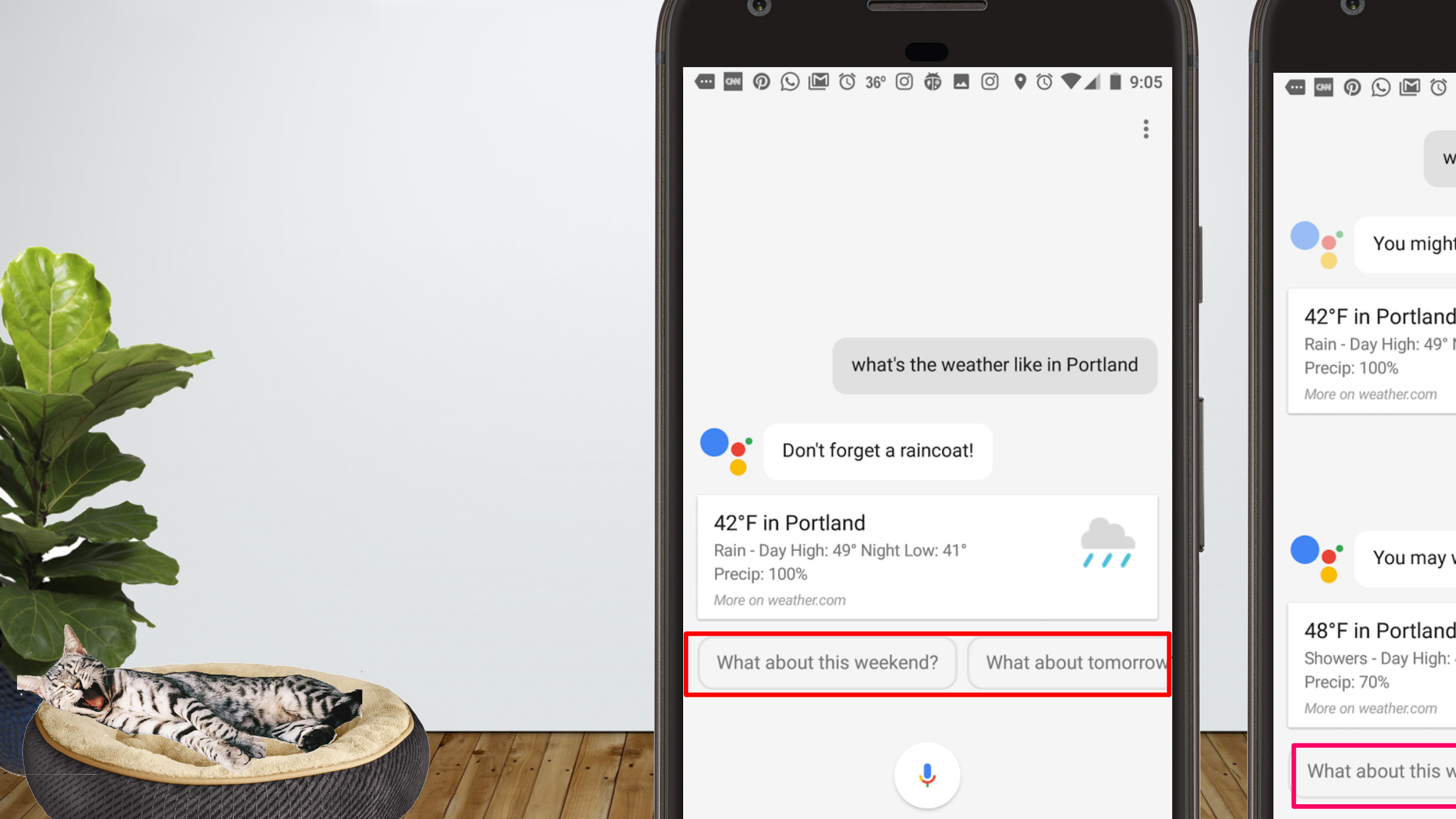

Google
ASSISTANT
What's the difference between a llama and an alpaca?
Llamas have long banana-shaped ears while alpacas have shorter spear-shaped ears
openherd.com
Set a Sunday pancakes alarm for 7am
Okay, your alarm called Sunday pancakes is set for 7am
Dim the bedroom lights
Got it

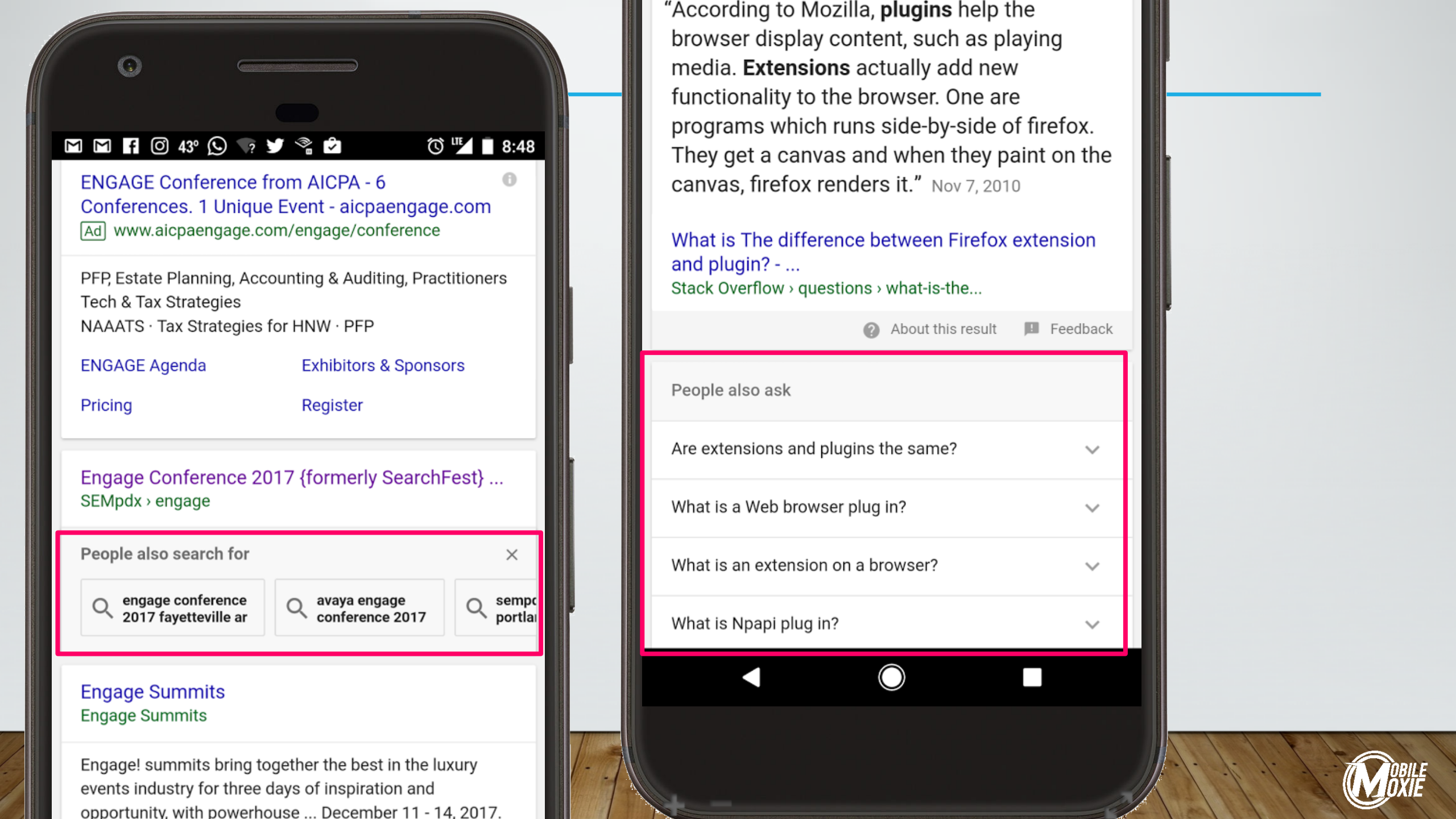
GOOGLE ASSISTANT



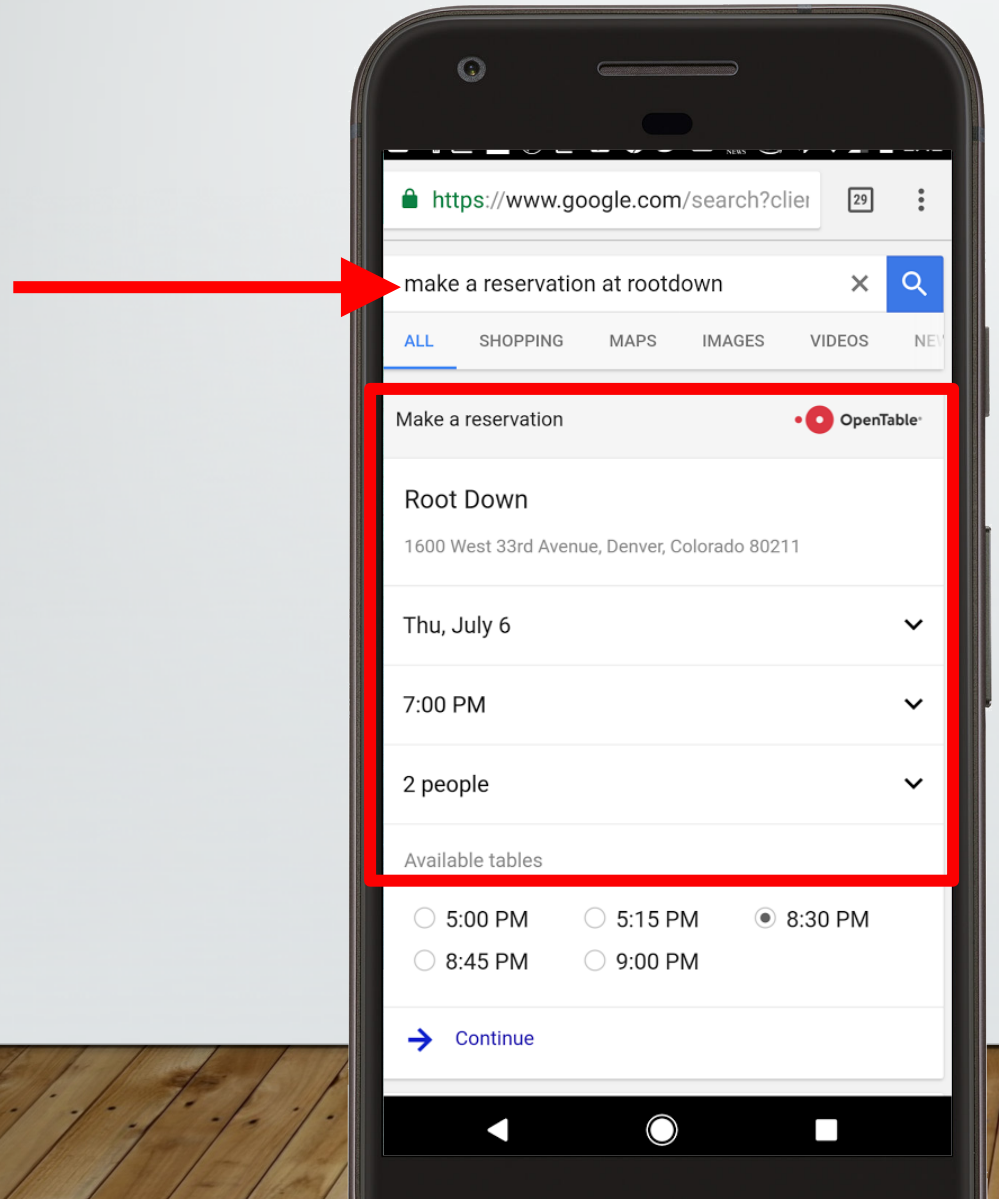





9:05
what's the weather like in Portland
Don't forget a raincoat!
42°F in Portland
Rain - Day High: 49° Night Low: 41°
Precip: 100%
More on weather.com
What about this weekend?
What about tomorrow
You might
42°F in Portland
Rain - Day High: 49°
Precip: 100%
More on weather.com
You may
48°F in Portland
Showers - Day High:
Precip: 70%
More on weather.com
What about this

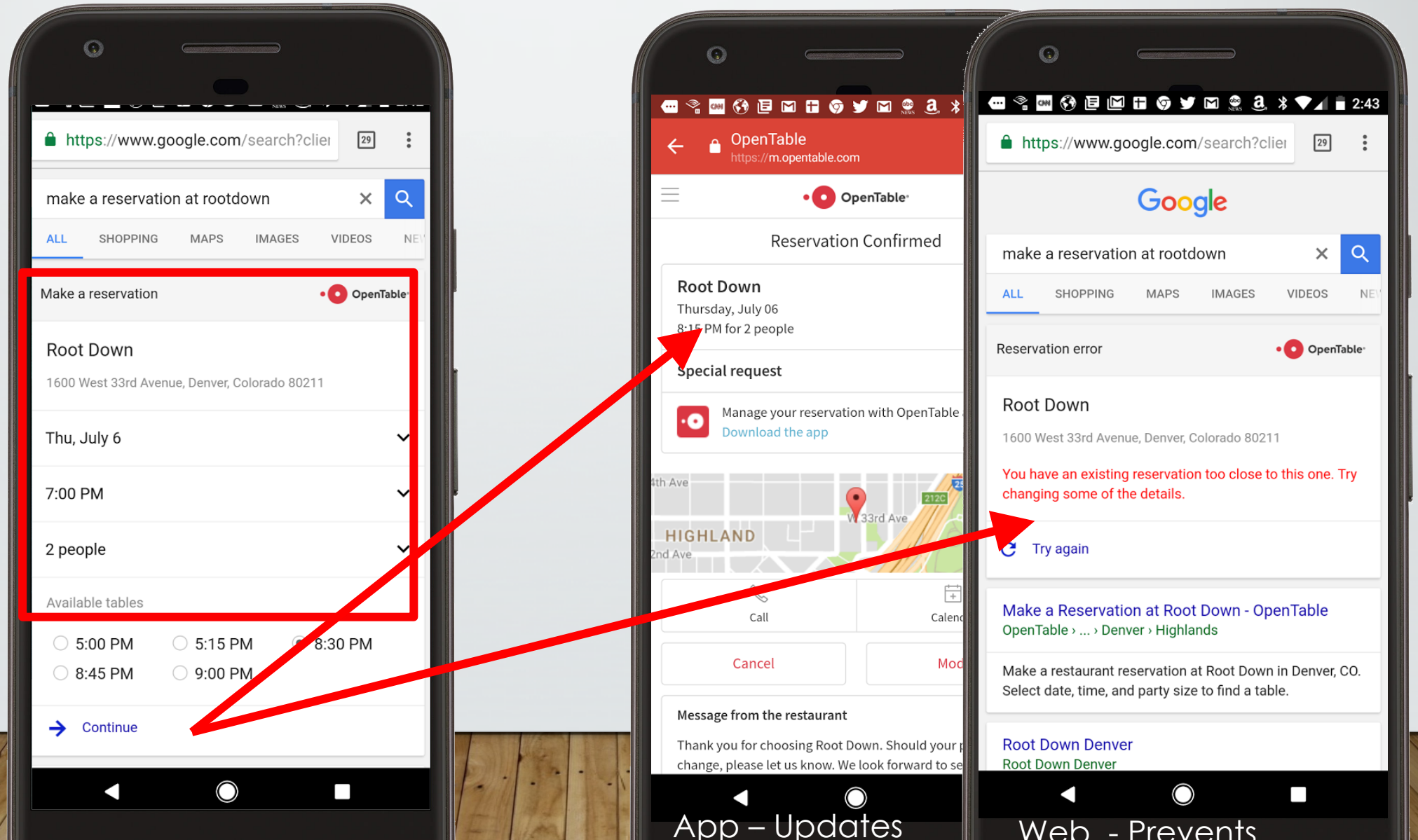

8:48
ENGAGE Conference from AICPA - 6 Conferences. 1 Unique Event - aicpaengage.com
Ad www.aicpaengage.com/engage/conference
PFP, Estate Planning, Accounting & Auditing, Practitioners Tech & Tax Strategies
NAAATS · Tax Strategies for HNW · PFP
ENGAGE Agenda
Exhibitors & Sponsors
Pricing
Register
Engage Conference 2017 {formerly SearchFest} ...
SEMpdx › engage
People also search for
engage conference 2017 fayetteville ar
avaya engage conference 2017
Engage Summits
Engage Summits
Engage! summits bring together the best in the luxury events industry for three days of inspiration and opportunity, with powerhouse ... December 11 - 14, 2017.
"According to Mozilla, plugins help the browser display content, such as playing media. Extensions actually add new functionality to the browser. One are programs which runs side-by-side of firefox. They get a canvas and when they paint on the canvas, firefox renders it." Nov 7, 2010
What is The difference between Firefox extension and plugin? - ...
Stack Overflow › questions › what-is-the...
About this result
Feedback
People also ask
Are extensions and plugins the same?
What is a Web browser plug in?
What is an extension on a browser?
What is Npapi plug in?

OPENTABLE – GOOGLE ACTION



OpenTable

OPENTABLE – GOOGLE ACTION



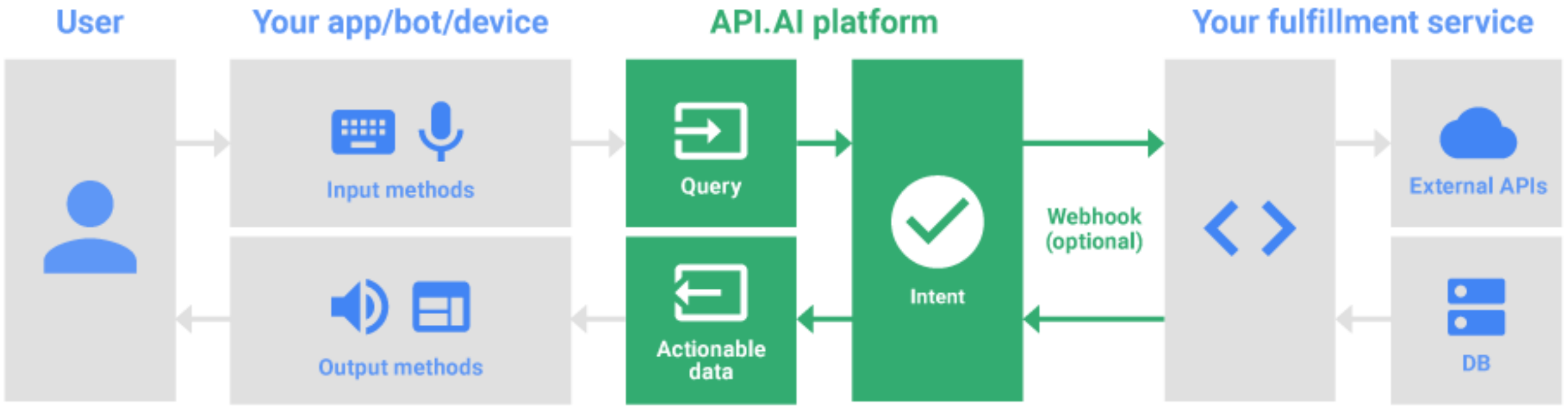
App – Updates

Web - Prevents

ACTIONS HAVE 2 PRESENTATION LAYERS

ACTIONS HAVE 2 PRESENTATION LAYERS

COMPONENTS OF A **GOOGLE ACTION**

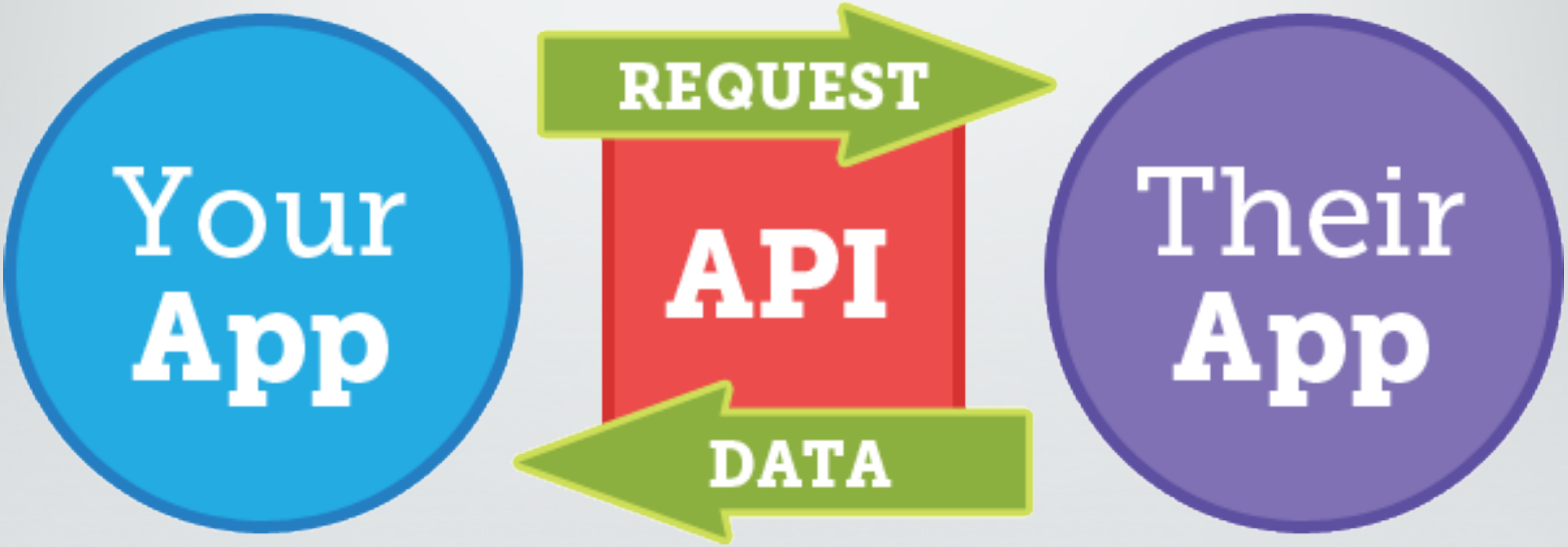


OTHER
APIs

APIS MAKE DATA COLLECTION EASIER

API = Application program interface (**API**) is a set of routines, protocols, and tools for building software applications. An **API** specifies how software components should interact.

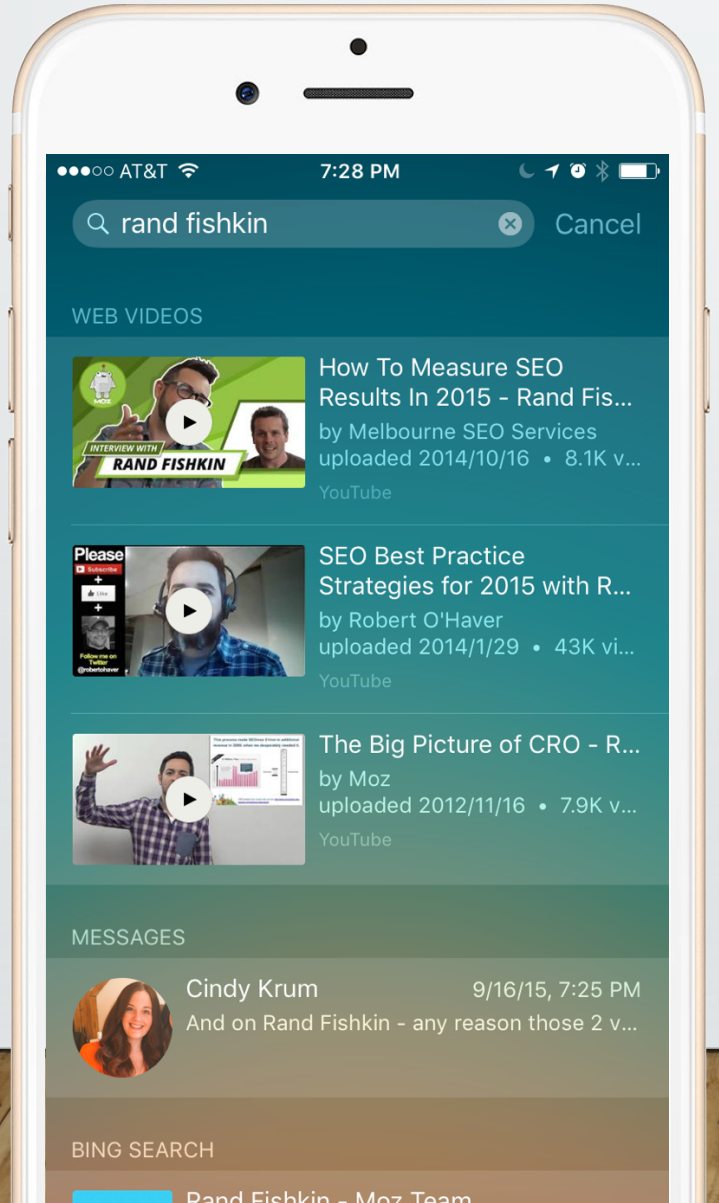
SO BASICALLY….THIS

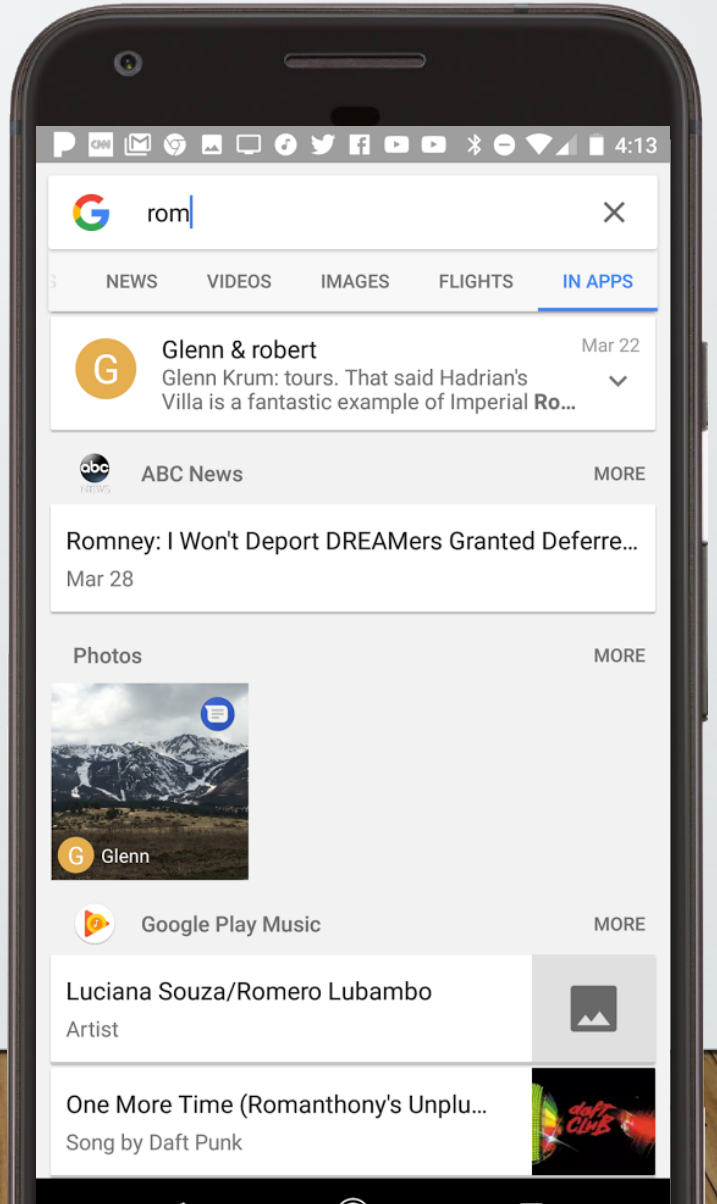


APIS FOR OS-LEVEL INTEGRATION

iCloud Account
& Local Storage

NSUserActivity &
CoreSpotlight
APIs



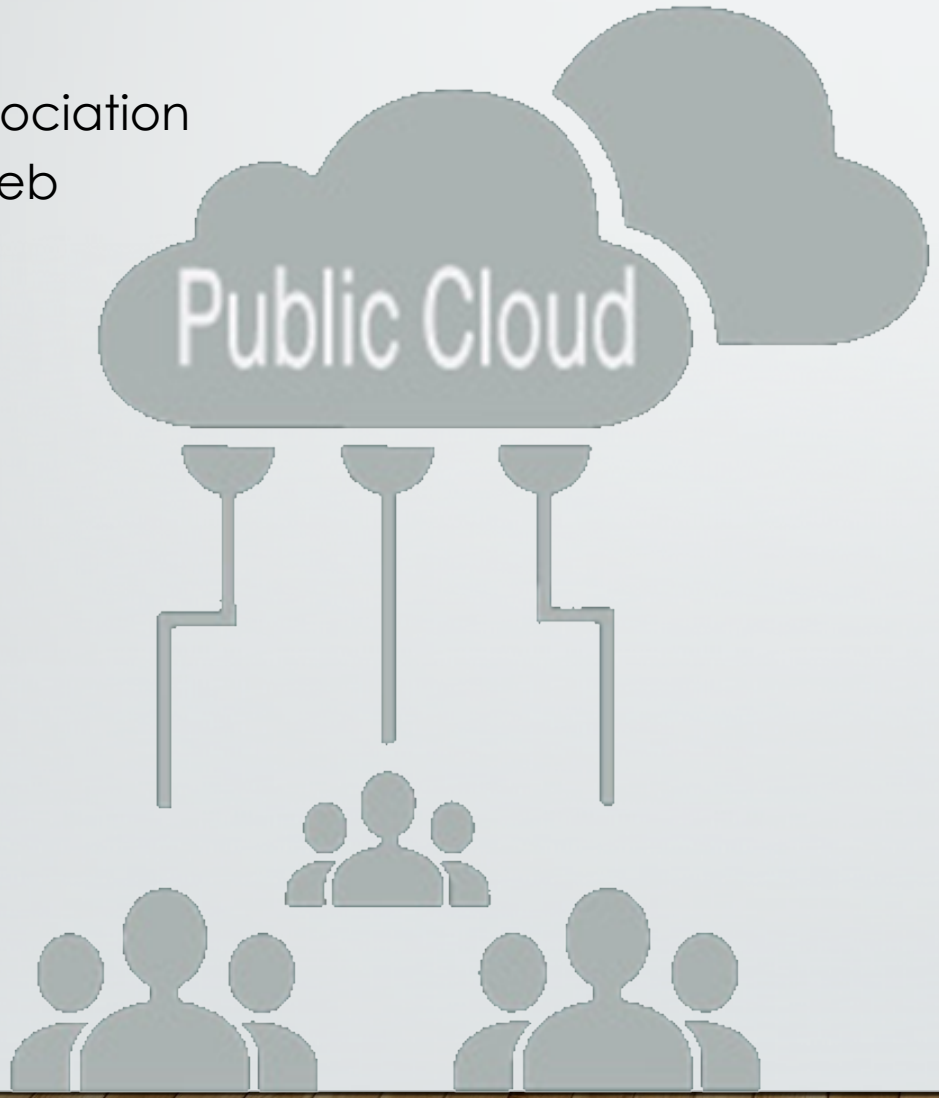


Google Account
& Local Storage

Firebase App
Indexing APIs

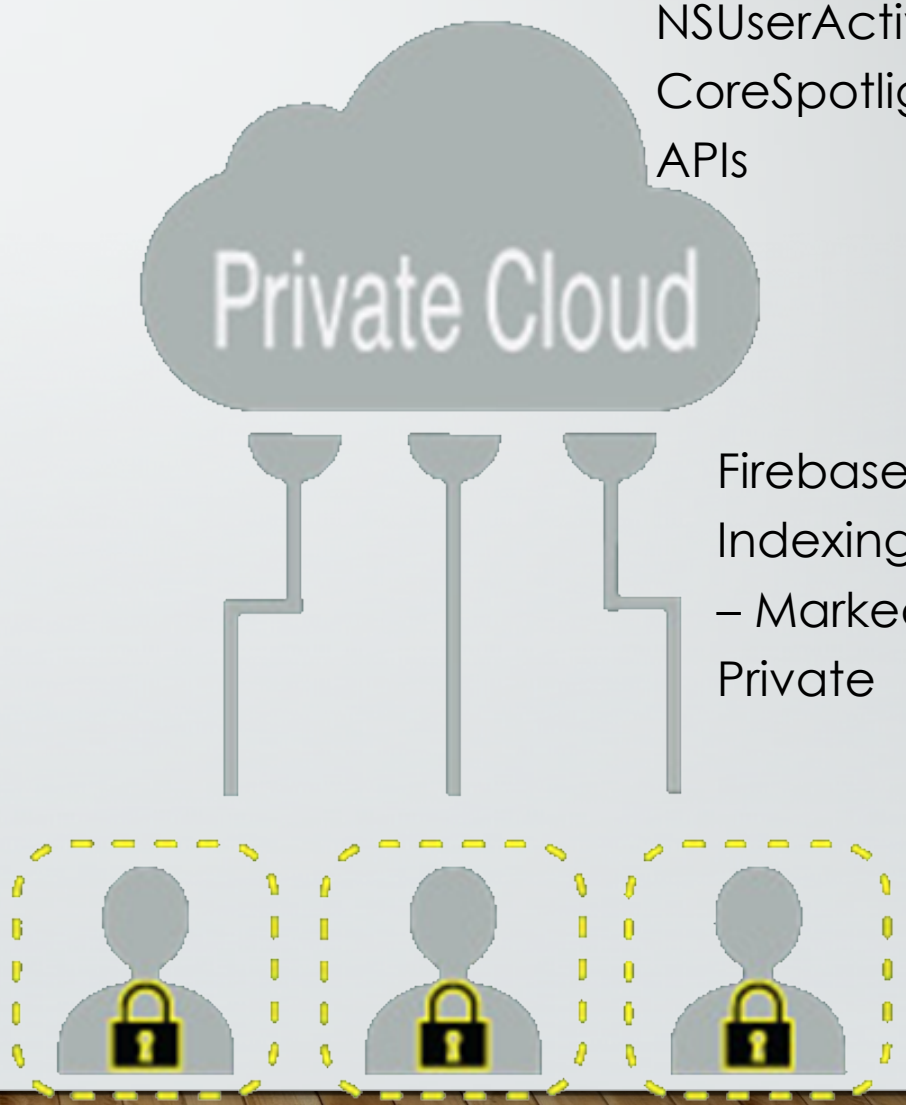
PUBLIC & PRIVATE APP INDEXING

App Association File & Web Markup



VS.

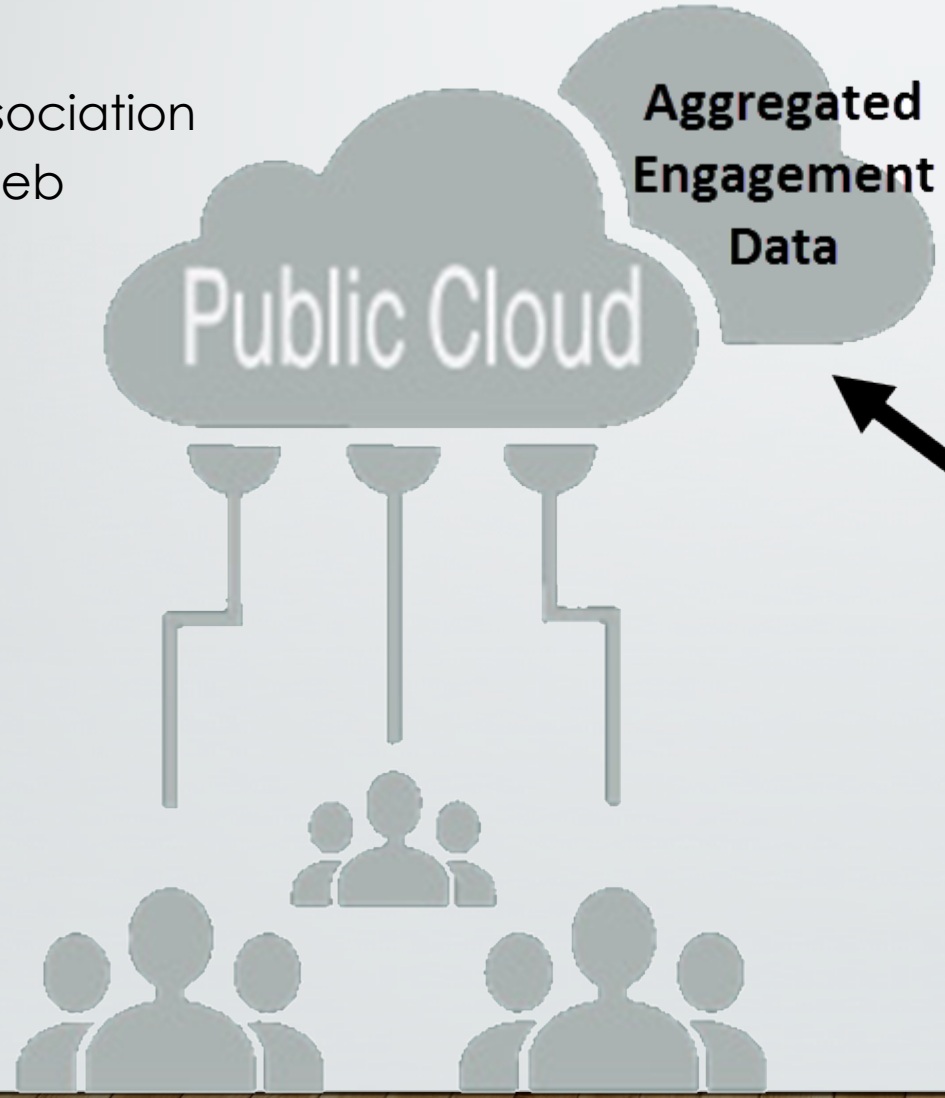
NSUserActivity & CoreSpotlight APIs



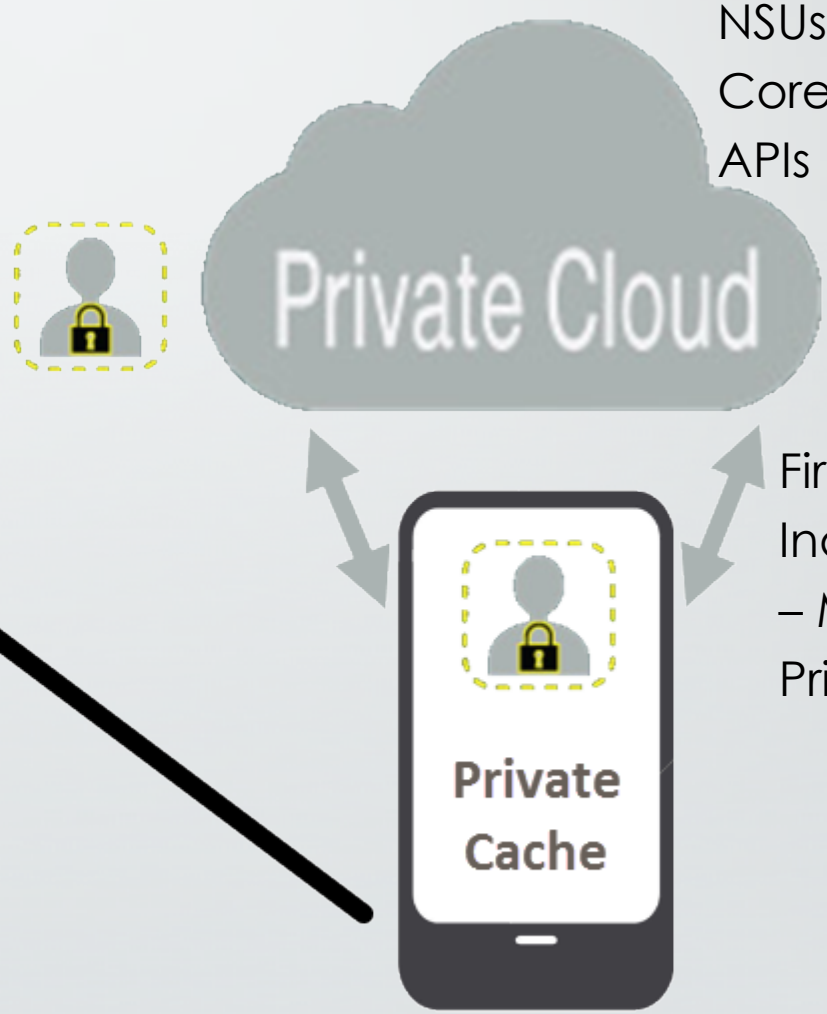
Firebase App Indexing APIs – Marked Private

PUBLIC & PRIVATE ENGAGEMENT & CACHING

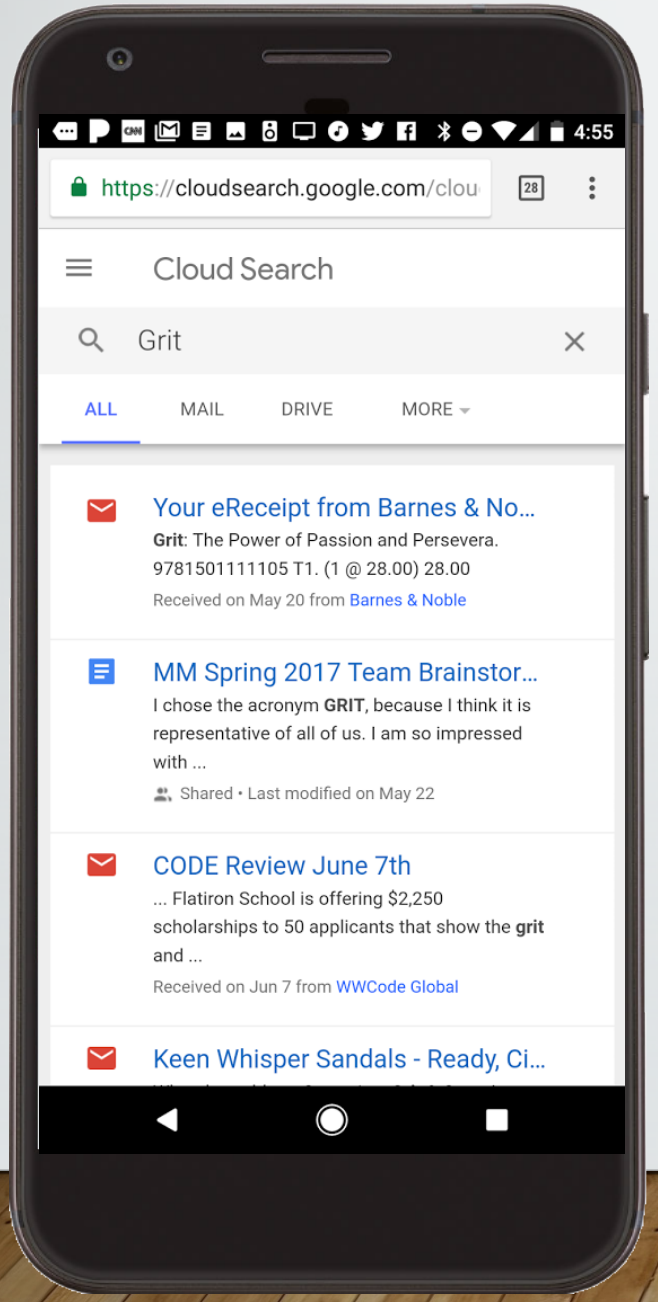
App Association File & Web Markup



NSUserActivity & CoreSpotlight APIs

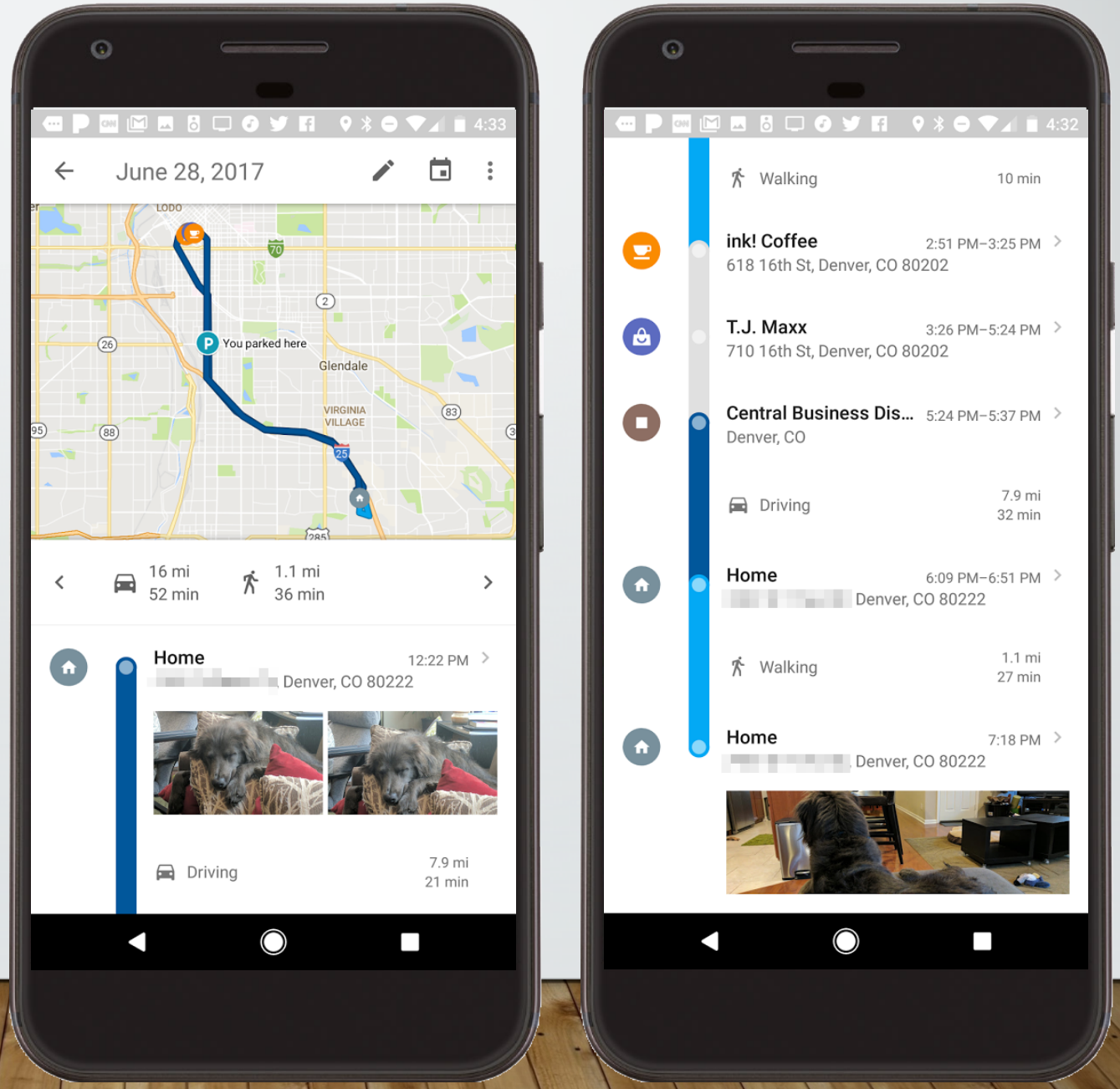


Firebase App Indexing APIs – Marked Private



GOOGLE IS ALREADY MAKING YOUR PERSONAL CLOUD CONTENT PRIVATELY SEARCHABLE

AND ASSEMBLING LOTS OF RICH INFORMATION ABOUT YOU



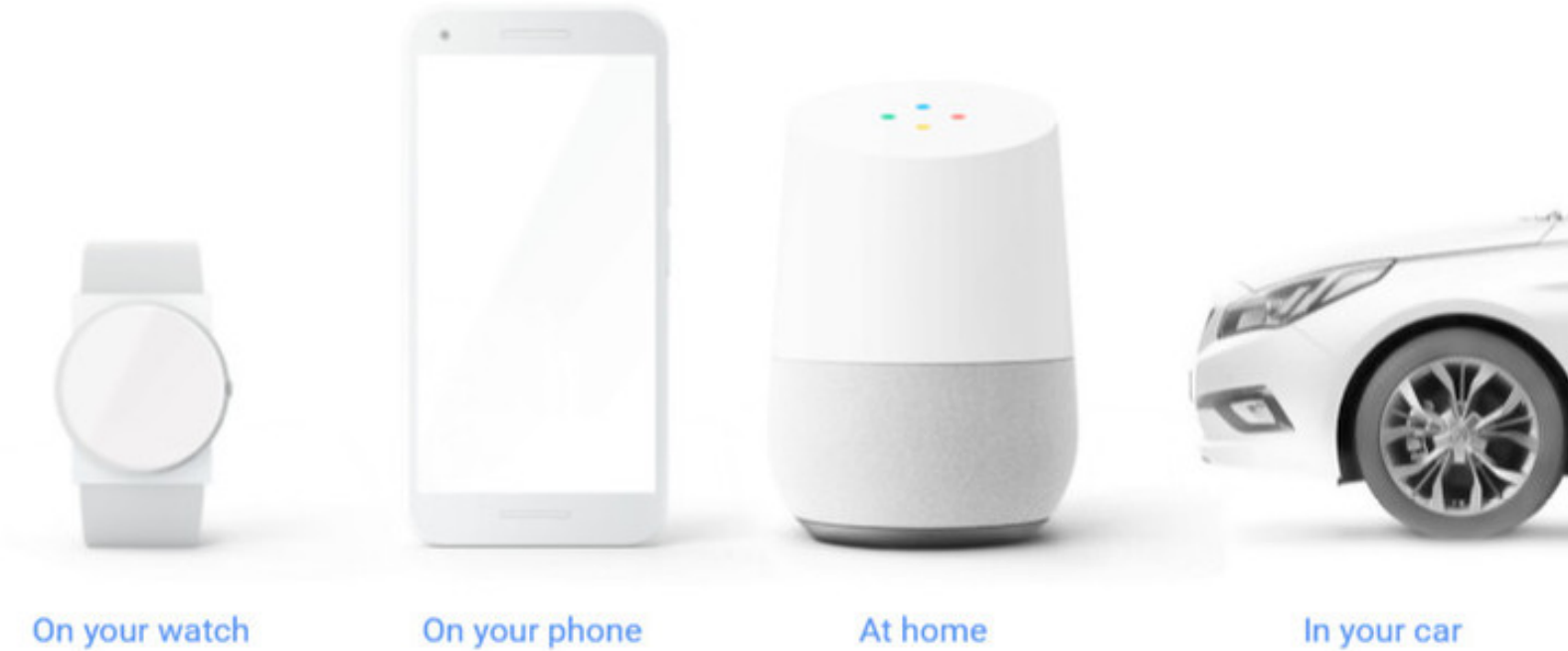
APIS WITH AI & BIG DATA = PERSONALIZATION

WHERE IS THIS ALL GOING?
@SUZZICKS
MOBILE MOXIE

All your devices. One Assistant.

From your smartphone to your smart home. Your one Assistant will extend to help you across contexts. Meet your Assistant today on Google Home, Google Allo, or Pixel, a phone by Google.

LEARN MORE >



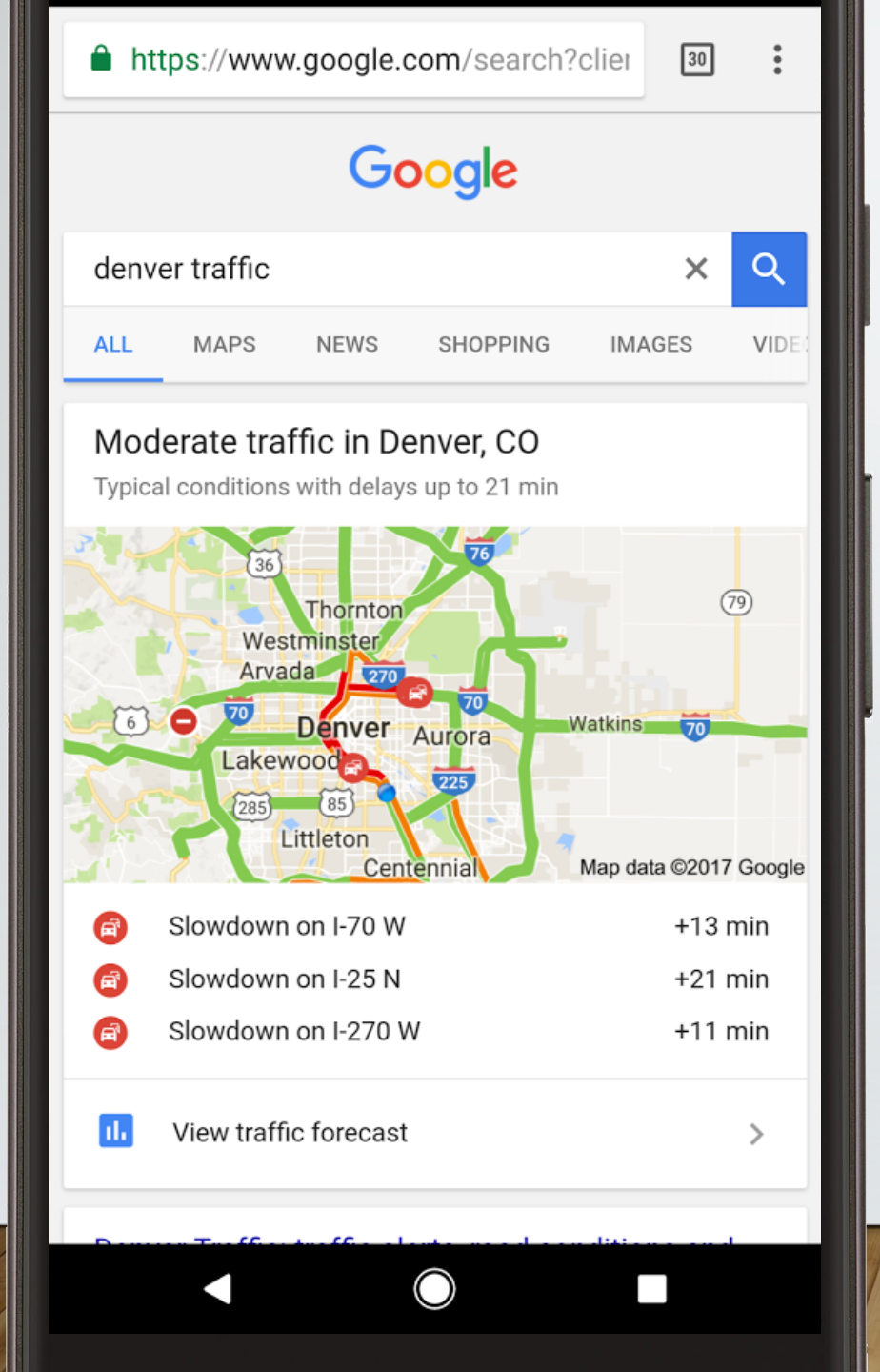
On your watch | On your phone | At home | In your car

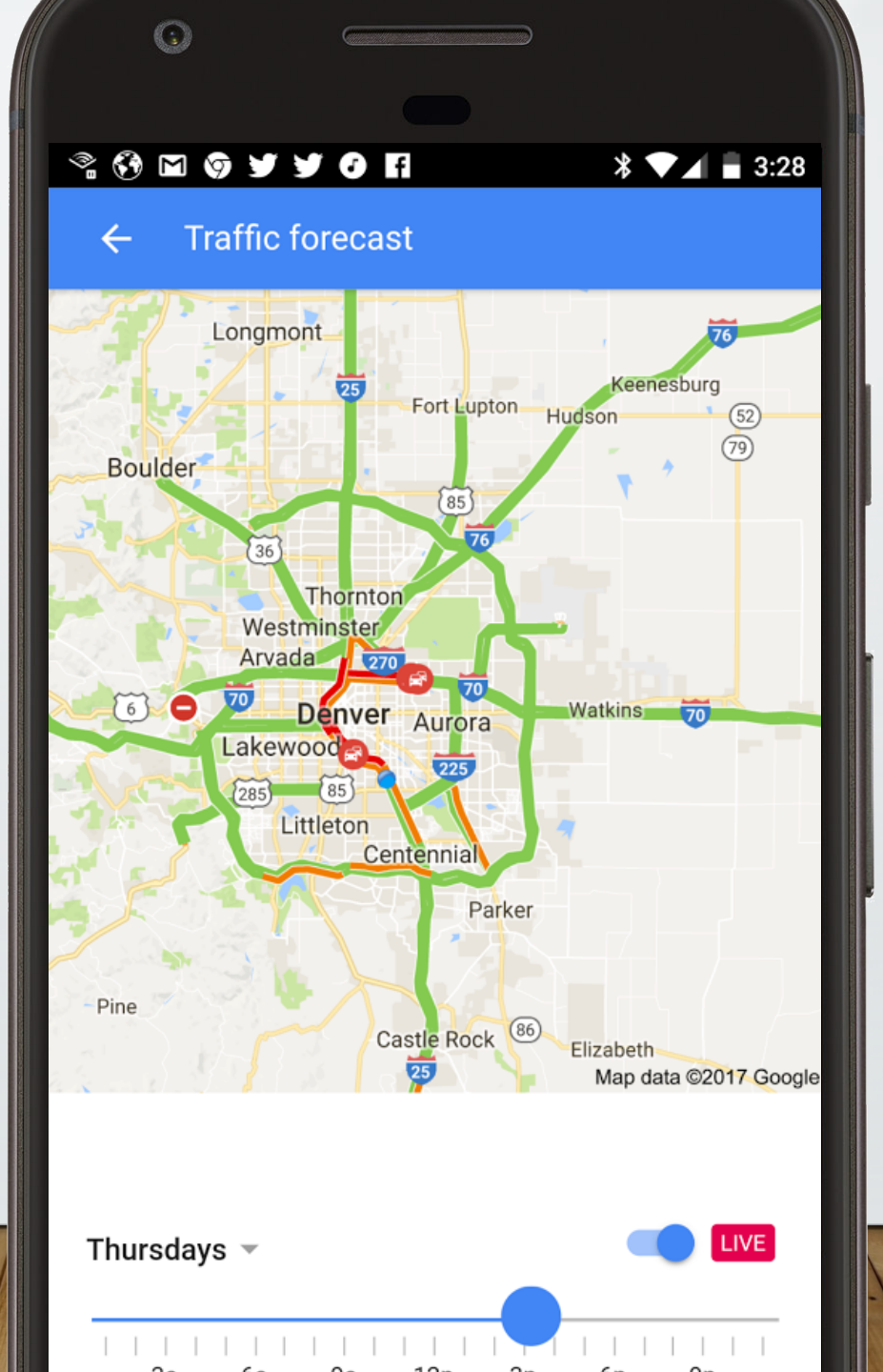
WHAT IF....

CLOUD-FIRST PROGRAMMING IS THE NEW SEO?

@SUZZICKS

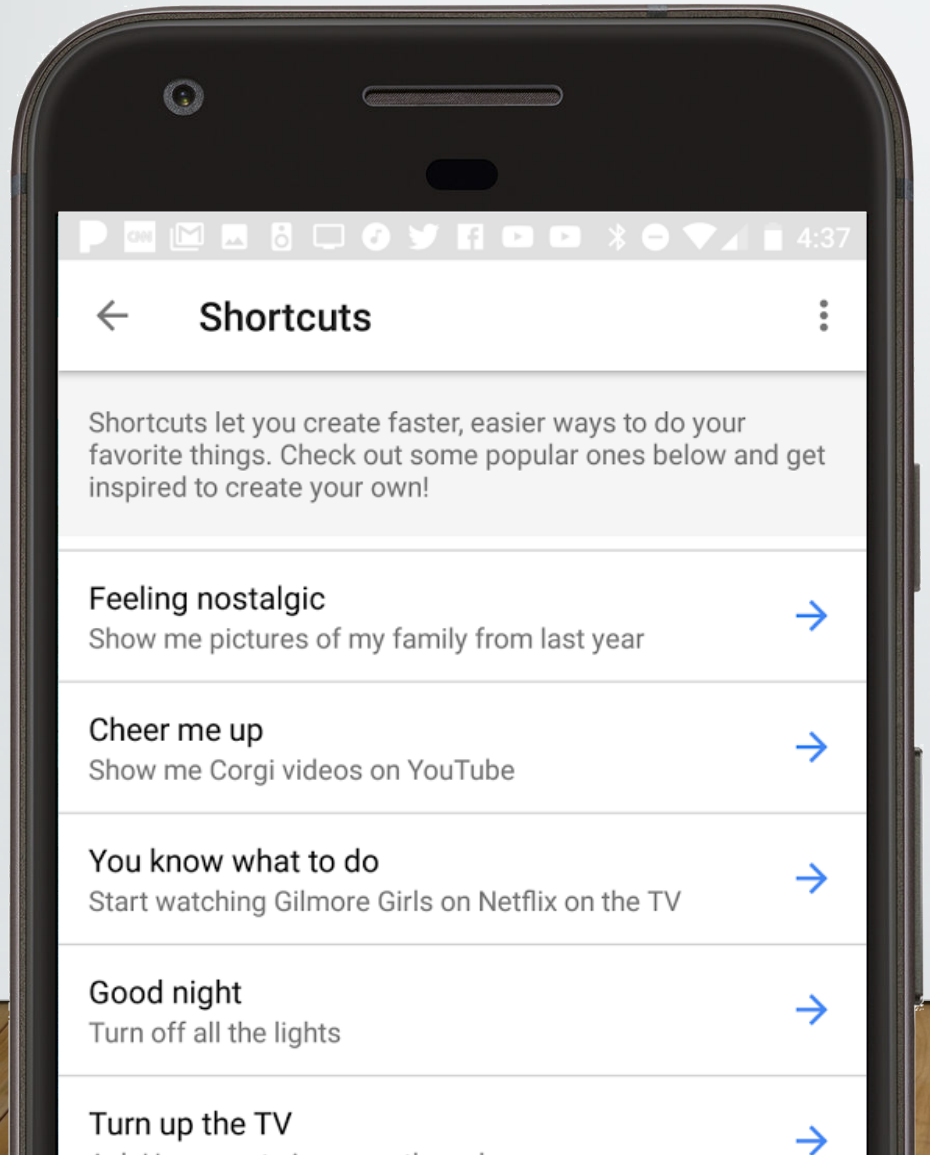
MOBILE MOXIE

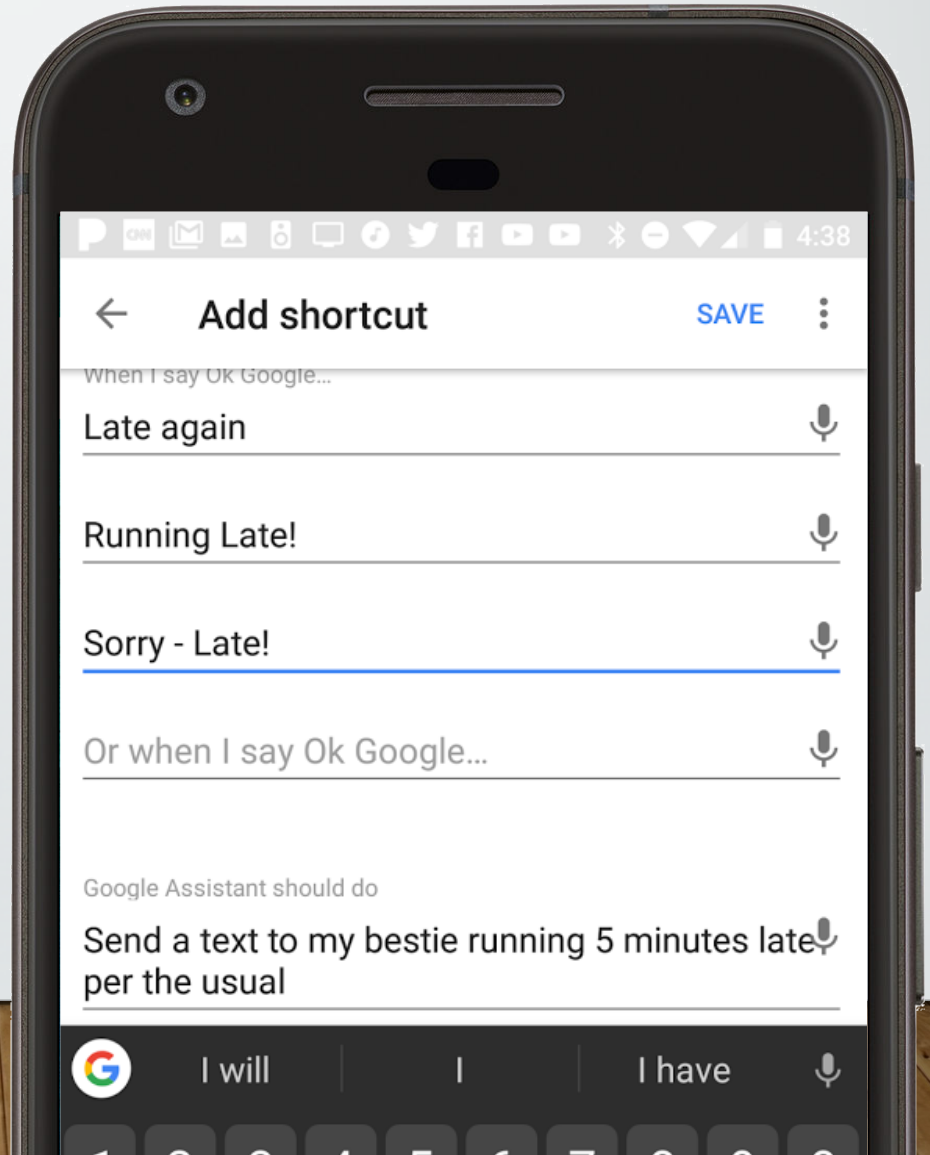




AI & BIG DATA LET GOOGLE GENERATE STATIC CONTENT & SOFTWARE/ APPS TO RANK IN **POSITION ZERO** OF SERPS

ANDROID PERSONALIZED BOTS





CHROME IS A BROWSER BUT IS BEGINNING TO WORK LIKE AN REMOTE OS

You can now run Android apps on a Mac or PC with Google Chrome

207

by Tom Warren | @tomwarren | Apr 3, 2015, 4:37am EDT

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Google's convergence of Chrome and Android is taking a big step forward this week. After

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CLOUD-FIRST DEVELOPMENT MAKES APPS, SOFTWARE & WEB DEVICE INDEPENDENT

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Report: Android overtakes Windows as the internet's most used operating system

Posted Apr 3, 2017 by Jon Russell (@jonrussell)

Mobile is today as important, if not more important, than desktops when it comes to the internet and apps. A clear reminder of that comes with news of a report claiming that Google's Android has overtaken Windows as the internet's most used operating system.

AdChoices

Crunchbase

Android –

DESCRIPTION
Android is a software platform for mobile devices based on the Linux operating system and developed by Google and the Open Handset

WEBSITE
http://code.google.com/android

Full profile for Android

Microsoft +

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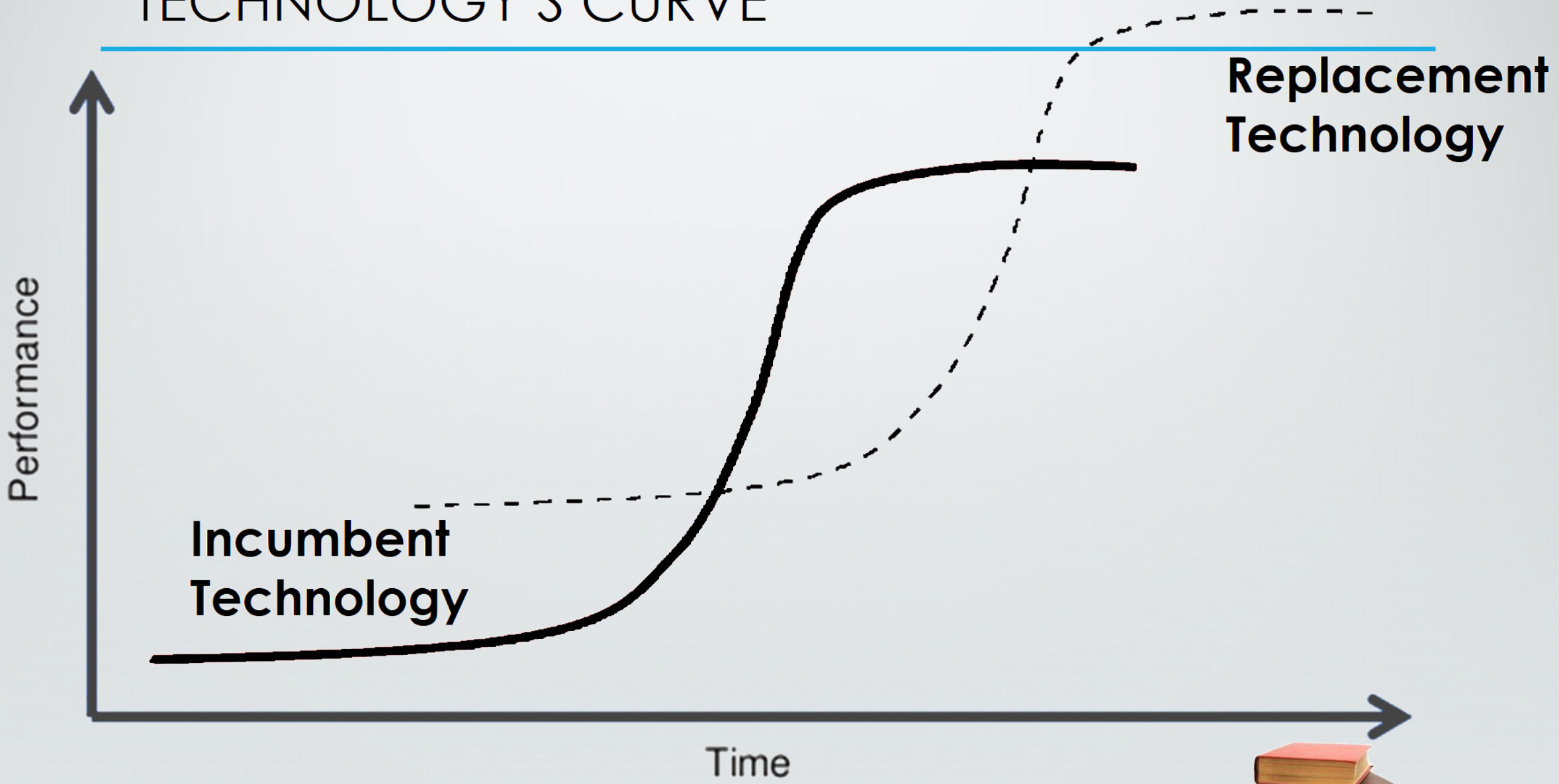
TECHNOLOGY S CURVE



#MobileFirstIndexing

Bit.ly://MobileFirstSEO

Cindy Krum
Presentation at:
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Thank You

Cindy Krum

CEO & Founder, MobileMoxie

@Suzzicks