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With the establishment of popular search based online web tools such as Google and Yahoo!, came the need for internet marketing to develop Search Engine Optimization strategies which ensured that your website would stay on top of all major search engineâ€™s search results.

Not that most strategist have been able to effectively master the art of SEO, there has been a shift in the way search is conducted on the portals. The emergence of smart phones and the added connectivity that it offers to its users, as led to increasing number of users accessing the web through their handsets. This means that search engines and websites now had to rework their models with respect to design, content and search relevancy to suit the needs of a smart phone user.

The idea was to create consistency in search experiences that are the same irrespective of where the user accesses the internet, over personal computers or their own smart phone handsets.

As a smart phone user, you may have noticed the disparity in the results that appear on a mobile phone as against a PC on the same search engine even when the keywords typed are exactly the same. SEO Vancouver experts explain that this is because the factors that determine the search results on these two platforms vary.

For starters, one must remember the following:

1. The requirements of Mobile Web Users are very different from those who access the internet from their laptops or personal computers.

2. As mentioned earlier, the behavior of the search engines are also very different on both these platforms.

3. The activities conducted by mobile web users also vary from the activities that are conducted by web users at home or work.

4. It is very likely that you will have to invest in building a parallel mobile website which is user-friendly on multiple smart phone interfaces. This means that your content strategy may also vary.

This brings us back to solving the original problem that is to ensure that your SEO exercise is successful across platforms. We have already established that mobile optimization strategies need to vary from their computer counterparts. To be able to achieve this effectively, one needs to take into consideration a number of factors such as how your users will be accessing your website. They are very likely logging on to your portal using a much smaller screen and keypad. A simple thing such as the size of their keypad will influence the keywords that they enter into the search box.

Designing a mobile specific SEO strategy is a commitment in its own sense. Get a comprehensive understanding of what is expected out of your portal and deliver only what will benefit your audience without compromising on navigational convenience.

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IvoryShore is a leading a SEO Vancouver company providing a host of services including Web development, CMS and Internet marketing.

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