

World Markets Korea Helps Businesses Combat The Mobile Friendly Change

Google ranks sites higher that are Mobile Friendly

SEOUL, SEOUL, SOUTH KOREA, May 14, 2015 /EINPresswire.com/ -- [World Markets Korea](#) a company based in Seoul, Korea explains why it is important to pay attention to Google's recent announcement about 'Mobile Friendly' sites.

As of April 21st 2015 Google has given preference to what it refers to as 'Mobile Friendly' sites when ranking a website in its searches. If your site isn't 'Mobile Friendly' your website will drop in rankings on Google.

According to Ofcom research as far back as the first quarter of 2014 the preferred way to access the internet was through a mobile device. Smartphones and Tablets accounted for 52% of users surfing the internet.

Google are looking at certain criteria when viewing a site. The criteria includes text size, the amount of space between links and whether the content fits across a mobile screen. After reviewing these areas Google will then decide if your site is 'Mobile Friendly'.

To check if your site meets Google's criteria go to their 'Mobile Friendly Test' page - this is an official Google link where you can test your site. Click [HERE](#) to check your site.

To make the change World Markets Korea suggests that businesses get their web designers to update their sites in the first instance or [contact](#) the World Markets Korea design team.

If we were to look at the statistics of mobile internet traffic from June 2013 to June 2014 we can see why being 'Mobile Friendly' is so important.

These statistics show internet usage from mobile devices.

In North America we seen an increase from 19.5% in June 2013 to 31.2% in June 2014 a year on year increase of 60%.

In Europe we seen an increase from 13.9% in June 2013 to 27.5% in June 2014 a year on year increase of 97.8%.

In Asia we seen an increase from 27.1% in June 2013 to 41.3% in June 2014 a year on year increase of 52.3%.



End2End Entry Solutions

In Oceania we seen an increase from 21.7% in June 2013 to 29% in June 2014 a year on year increase of 33.6%.

In Africa we seen an increase from 23% in June 2013 to 39.6% in June 2014 a year on year increase of 72.1%.

In South America we seen an increase from 8.3% in June 2013 to 19.4% in June 2014 a year on year increase of 133.7%.

The facts show that internet usage from mobile devices is increasing worldwide.

Statistics are from Statcounter

With the advent of mobile devices the need to be viewed and found online through smartphones, tablets and other mobile devices is a must for any business with a presence online.

World Markets Korea is an online marketing company based in Seoul, South Korea.

Liam Lusk

World Markets Korea

email us here

82 10 2720 5834

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.