

# How to increase earnings from your Mobile Website

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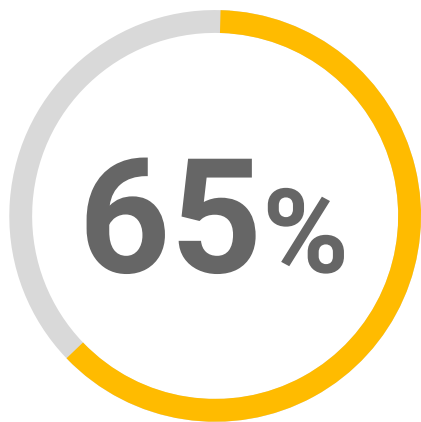
Olivia Lavin  
*Publisher Monetization Specialist*



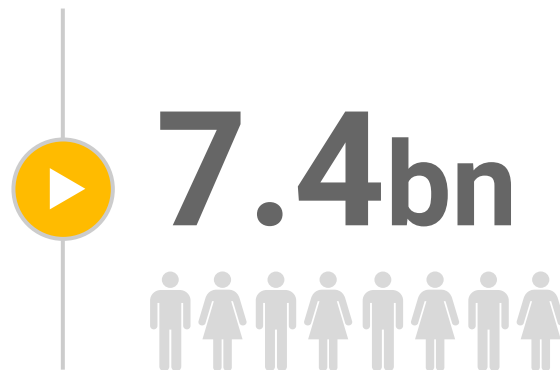
Google AdSense

Confidential and Proprietary

# Why optimize mobile websites?



of internet users globally only  
use their smartphones to  
access the web



mobile connections, with now more  
phones than people

# Best practices for building your mobile friendly site



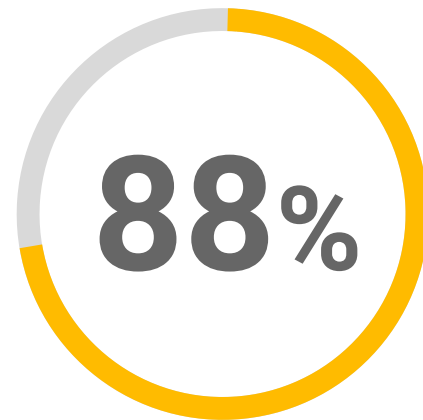
Make it easy  
for your users



Test your site

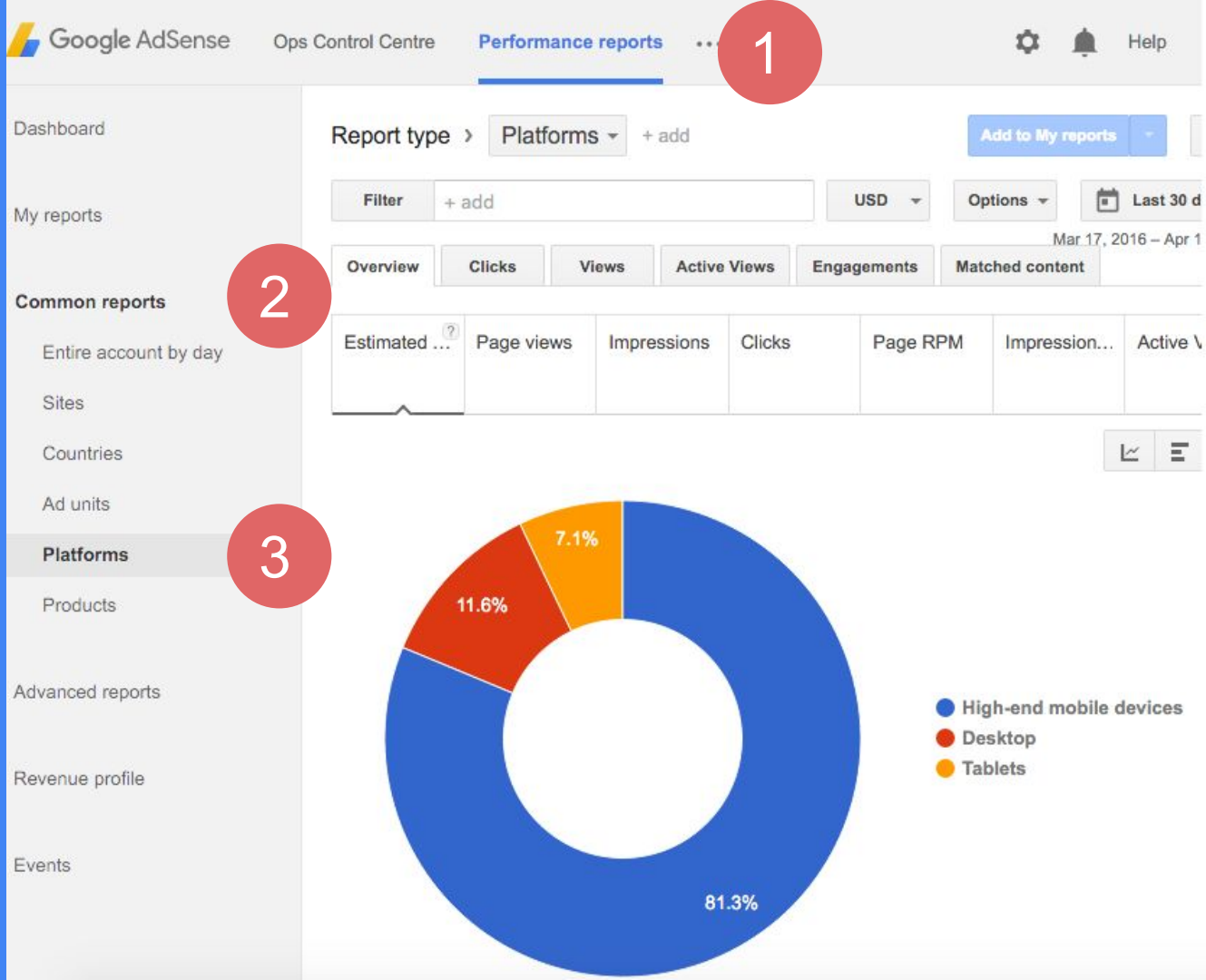


Make it fast  
and consistent



of people say they are  
more likely to return to a site that is  
mobile friendly

How many of  
your users  
came from  
the mobile  
web?





Google AdSense

# Mobile Website best practices

#1 Improve user experience

#2 Ad placements

#3 Coverage

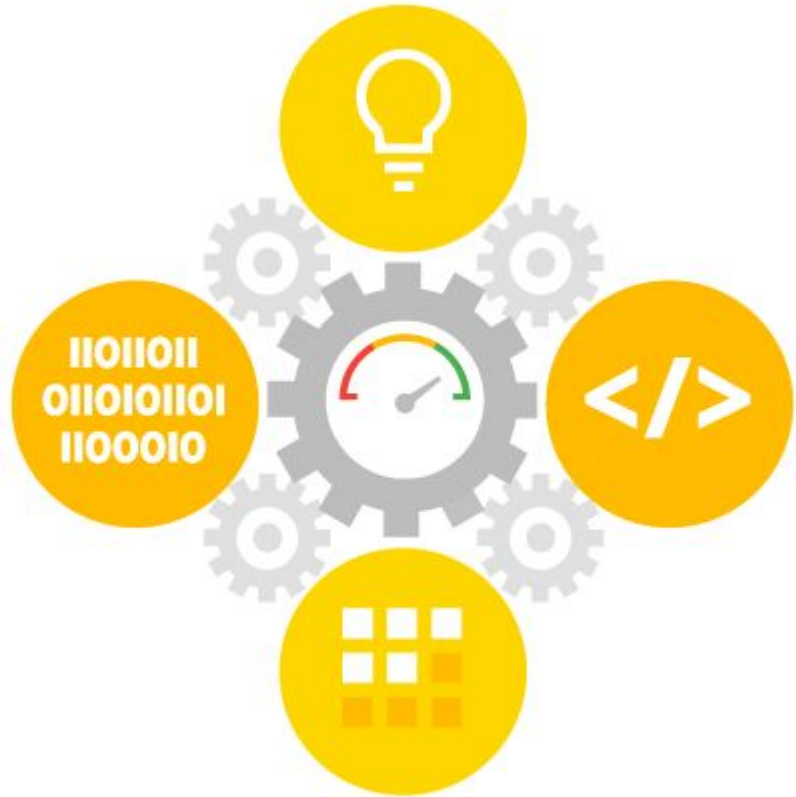
#4 Ad size

#5 Increase ad competition

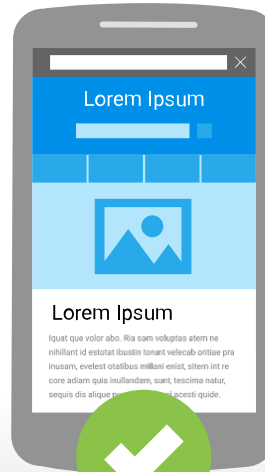
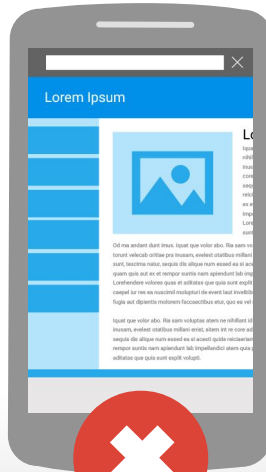
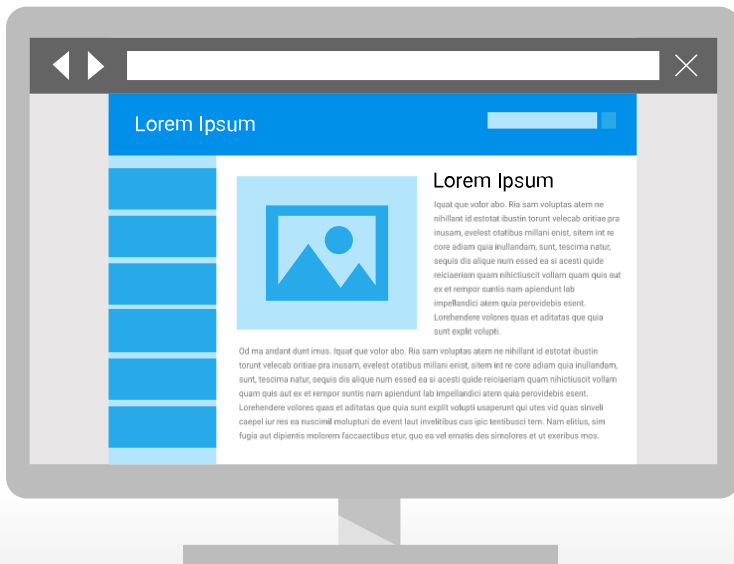


# #1 Improve user experience

- Opt for a responsive site
- Make it easy to find content
- Make it fast
- Build your organic search



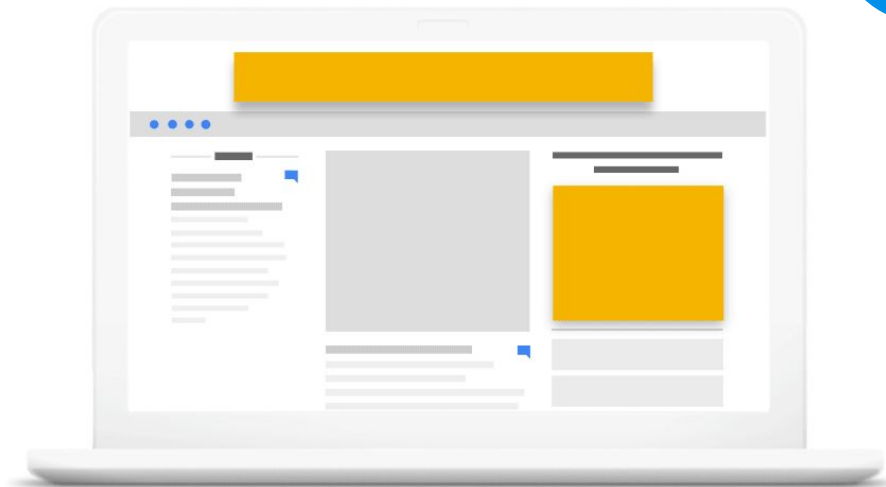
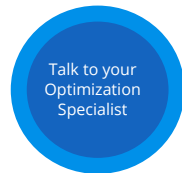
# Build for multi-screen viewer



# Responsive ad units

Ads that fit every screen size

- Optimize ad size to screen size
- Works seamlessly with your responsive site



970x250  
on Desktop

580x400  
on Tablet

320x100  
on Mobile



# Responsive ads

## Step 1: Generate the ad code

Create an ad unit in the usual way, making sure to select “Responsive ad unit” from the Ad size drop-down in the process

## Step 2: Place the ad code on your site

Copy and paste the ad code into the HTML source code of your page

## Step 3. Set the size of the responsive ad unit

Responsive ad units have no predefined size, so you need to specify the size dynamically through CSS

[Learn more](#)

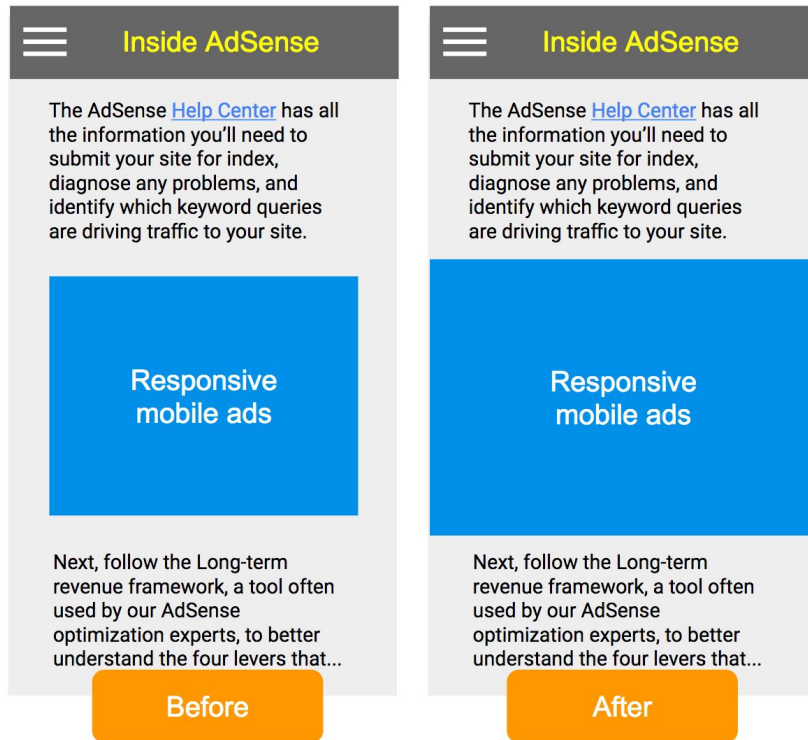


**\*New\***

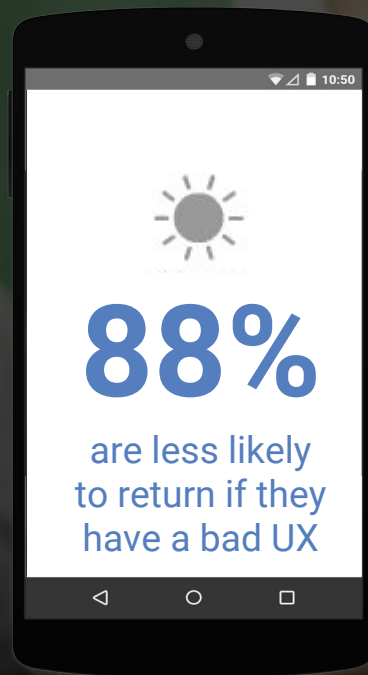
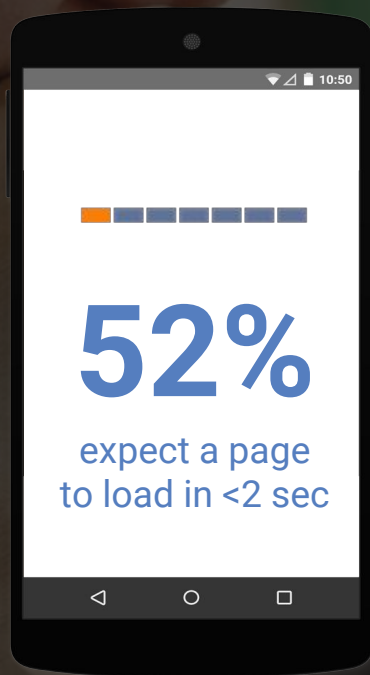
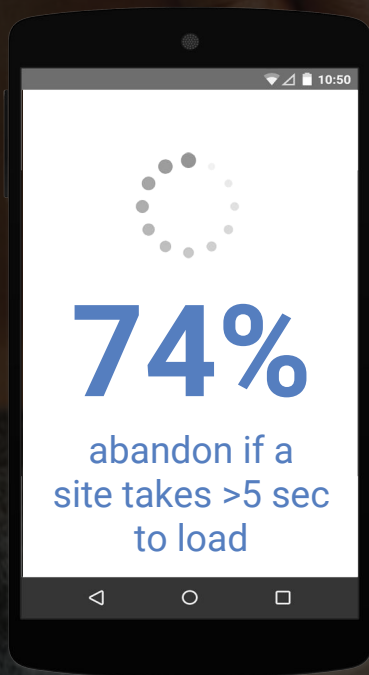
# Full-width responsive ads on mobile

Our experiments show that full width responsive ads perform better on mobile devices in portrait mode.

To help increase revenue, our responsive ad units automatically expand to use the full width of the user's screen when their device is orientated vertically.



# Users Have High Expectations On Mobile



**Click  
Away**

**Ad  
Blocker**



# Test how mobile-friendly your site is.

Find out how well your site works across mobile and desktop devices.

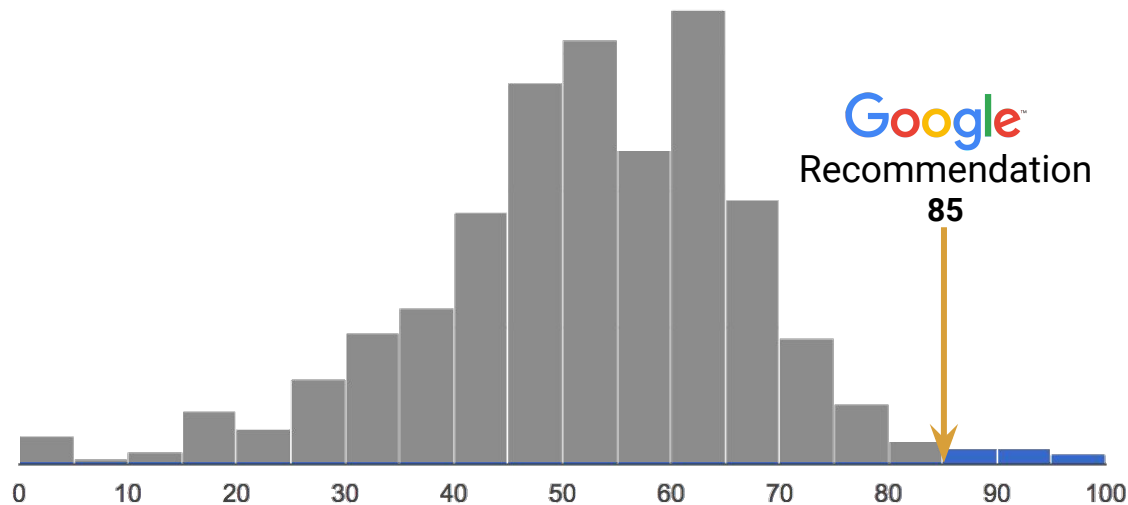
**TEST NOW**

Powered by PageSpeed Insights | Experienced developer? [Go here](#)

[testmysite.thinkwithgoogle.com](https://testmysite.thinkwithgoogle.com)



# Average page speed scores for top publishers



(9.56 seconds = avg load time for Top 50 news sites\*)

# Suggested Best Practices\*

## First Impressions Matter

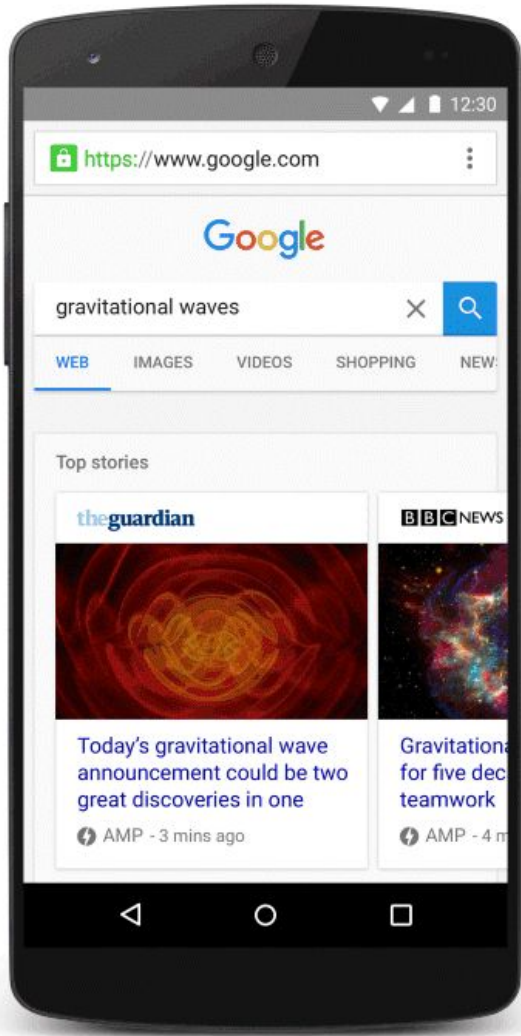
1. Avoid landing page redirects
2. Compress and select efficient images
3. Prioritize download of visible content
4. Progressively load anticipated data
5. Use inline and internal CSS and JS

## Limit Server Hits

1. Enable HTTPS
2. Enable HTTP/2
3. If on HTTP/1, concatenate resources
4. Leverage browser caching

## Optimize Content Delivery

1. Reduce server response time
2. Compress with GZIP
3. Minify resources
4. Refactor CSS declarations and JS logic routinely



# Hello AMP

Accelerated Mobile Pages (AMP) Project is an open source effort to make the mobile web great again, and in one fell swoop, make publishing thrive in the open web ecosystem

[g.co/ampdemo](https://g.co/ampdemo)

# Join AMP initiative

1

## EXPLORE

Review the technical [documentation](#) and join the community on [GitHub](#), [StackOverflow](#), and our own [Product Forum](#)

2

## DEVELOP & TEST

Start [developing](#) your AMP files and [validate](#) them. You can use [ampbyexample.com](#) for reference

3

## FACILITATE DEVELOPMENT WITH PLUGINS

If your site is hosted on Wordpress CMS, use this [plugin](#) that will generate your AMP pages in a few clicks

4

## FOLLOW THE GOOGLE SEARCH GUIDELINES

Review the [Google Search requirements](#) and check the [AMP Search Console Report](#)

5

## RESEARCH ADS & ANALYTICS

Review your options for [ads](#) and [analytics](#), more [here](#)

6

## LAUNCH

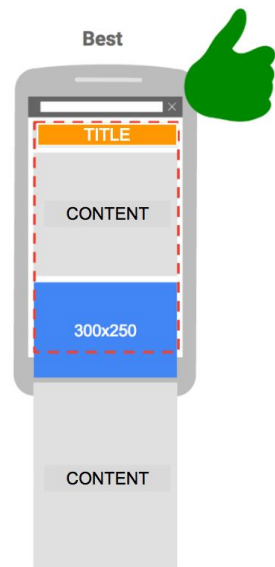
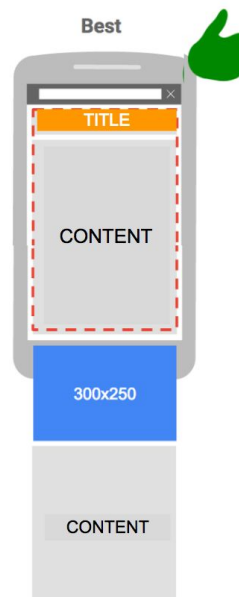
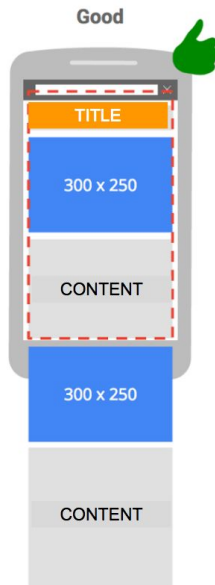
Don't forget the canonical link to make AMP pages publicly crawlable, and stay up-to-date with [upcoming launches](#)



## #2 Improve ad placements

The visibility (viewability) of an ad is important. For optimum viewability, ads should be:

- Above the fold
- Below the title
- Close to the most viewed content on your page\*



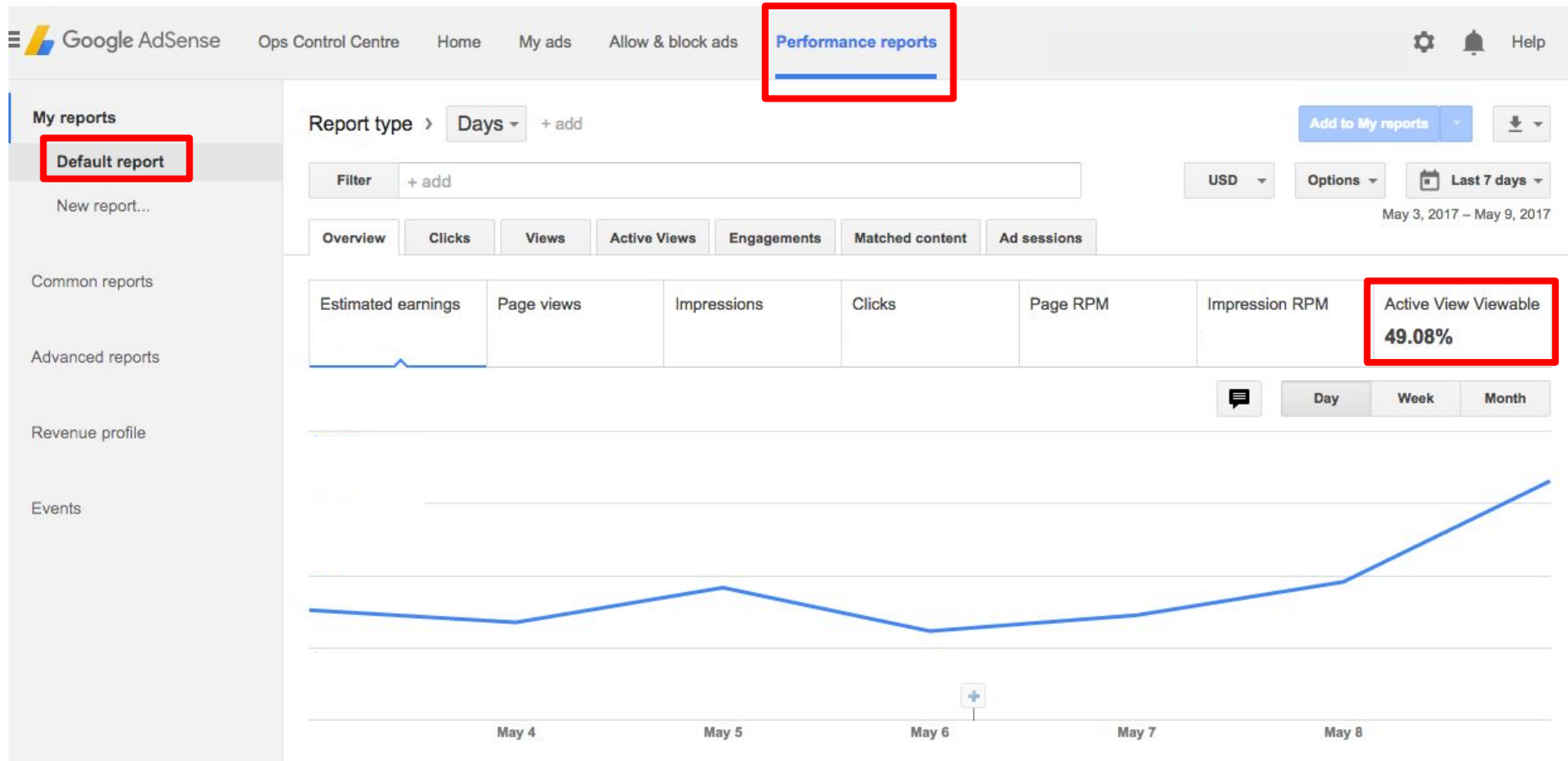
# An ad is considered viewable when....

***“At least 50% of the ad creative’s pixels must be in-view for 1 consecutive second”***

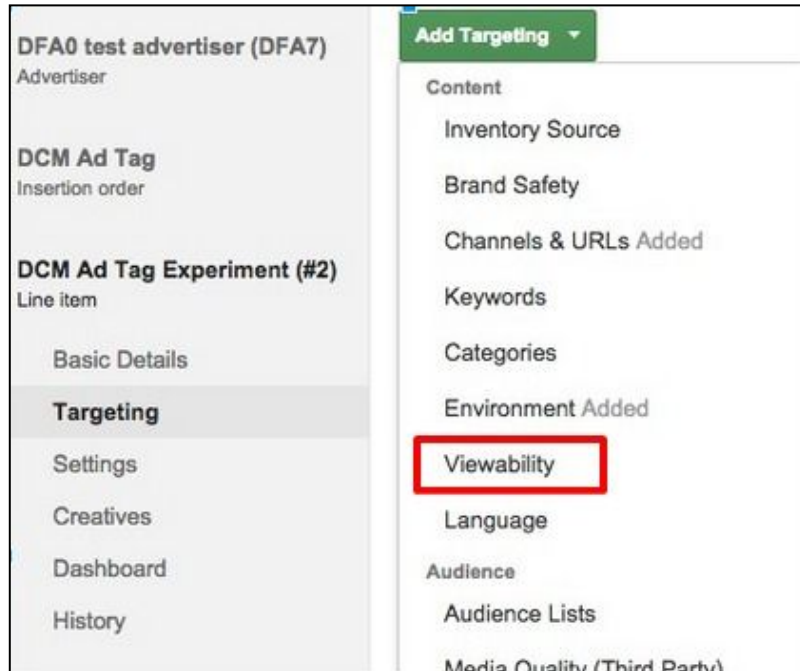
*Media Rating Council (MRC)*



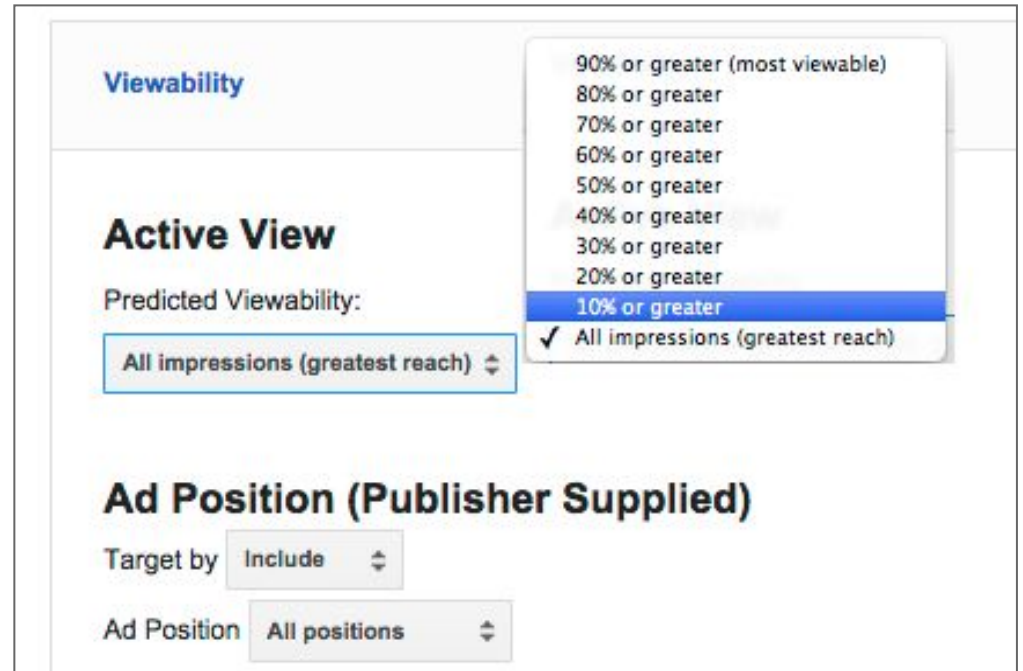
Active View Viewable (AVV%) = Number of Viewable Ads/ Number of Measured Ads



# In DBM, Viewability is one of the targeting criteria



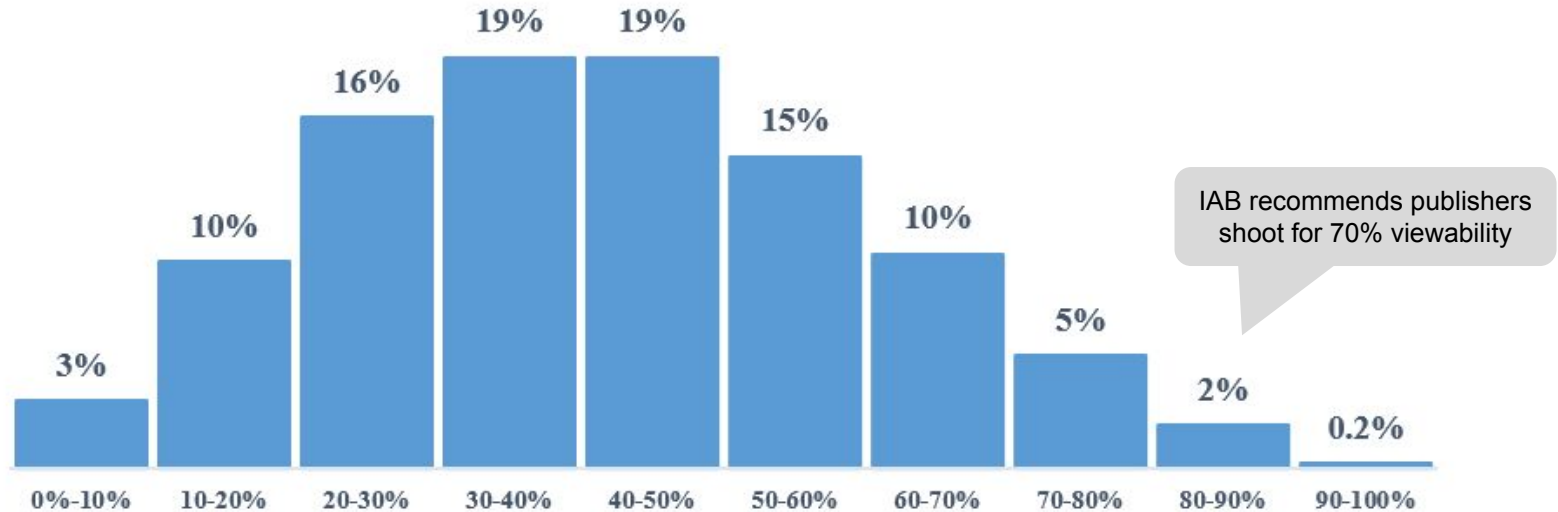
The screenshot shows the left-hand navigation menu of the DBM interface. The menu items are: DFA0 test advertiser (DFA7) Advertiser, DCM Ad Tag Insertion order, DCM Ad Tag Experiment (#2) Line item, Basic Details, Targeting (highlighted), Settings, Creatives, Dashboard, and History. The 'Targeting' section is expanded, showing a list of targeting criteria: Content, Inventory Source, Brand Safety, Channels & URLs Added, Keywords, Categories, Environment Added, Viewability (highlighted with a red rectangle), Language, Audience, Audience Lists, and Media Quality (Third Party).



The screenshot shows the 'Viewability' settings panel. The panel has a title 'Viewability' and a section 'Active View'. Under 'Active View', there is a 'Predicted Viewability:' label and a dropdown menu. The dropdown menu is open, showing a list of viewability thresholds: 90% or greater (most viewable), 80% or greater, 70% or greater, 60% or greater, 50% or greater, 40% or greater, 30% or greater, 20% or greater, 10% or greater, and All impressions (greatest reach) (checked). Below the dropdown, there is a button 'All impressions (greatest reach)'. The panel also has a section 'Ad Position (Publisher Supplied)' with a 'Target by' dropdown set to 'Include' and an 'Ad Position' dropdown set to 'All positions'.

# Globally, IAB recommend 70% viewability

## Viewability Distribution Across Domains



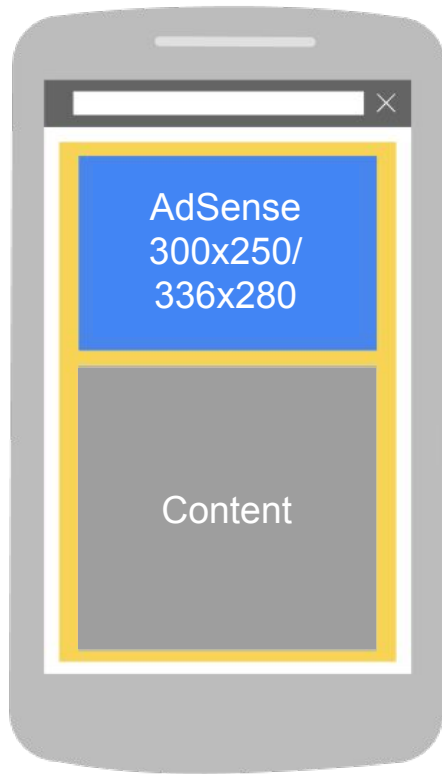
## ★Policy Update★

# 300x250 Ads on mWeb ATF

Is now allowed IF...  
the ad does not push down content below the first view.

You are still not allowed to push the content down with ads above the fold (ATF).

However, we are relaxing our policy by allowing 300x250 ads ATF - as long as there is enough content on the first view page (ATF).



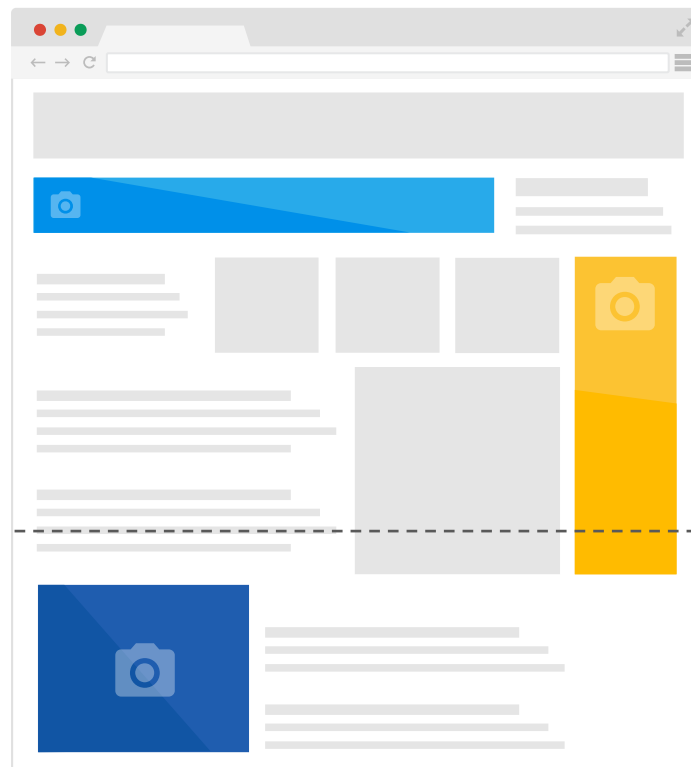
# Mobile ad best practices



# #3 Improve coverage

To maximize AdSense coverage:

- Place ads on your most visited pages
- Try Native ads to supplement existing ad units
- Include Responsive Link units where possible



Talk to your  
Optimization  
Specialist



# Place ads near the most engaging content

Keepo.me LOGIN

EXPLORE UNIK LOL WTF! QUIZ IMAGE

apabila berhasil melampaui target penjualan lho.  
Kebayang kan gimana banyaknya?



**EZPOPSY**  
**FREE SHIPPING** **SHOP NOW**

7 Manajer Sumber Daya Manusia



f Share WhatsApp Telegram Messenger

Keepo.me TERBARU UNIK LOL LIFESTYLE IMAGE & MEME QUIZ WTF! NSFW MORE

Post Sign up Login

355 VIEWS

0 SHARES

f Share

Tweet


Tanpa perlu dijelaskan lagi, semua orang pasti tahu kalau orang yang berprofesi di ladang minyak pasti kaya, dan itu emang fakta. Pendapatan per bulan staf perusahaan minyak dimana-mana emang bikin ngiler lho yakni Rp. 50 juta / bulan! Wihhhhh

grammarly


**Instant Grammar Checker**

Try Now

4 Digital Marketer



[https://www.googleadservices.com/pagead/acik?sa=L&ai=CV5nByuUmWc-7AY\\_muQTH3J](https://www.googleadservices.com/pagead/acik?sa=L&ai=CV5nByuUmWc-7AY_muQTH3J)



**slippers.  
reinvented.**

m

the world's most comfortable  
slippers

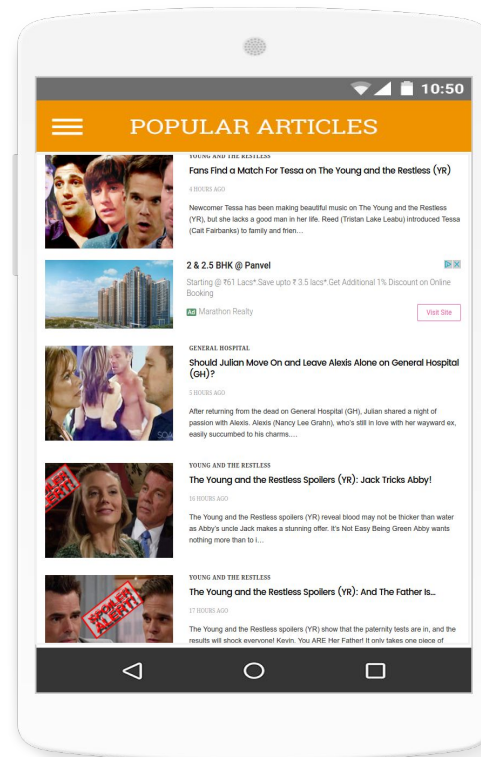
>

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Advertising © Keepo 2016

# Native Ads

## In Feed Ads

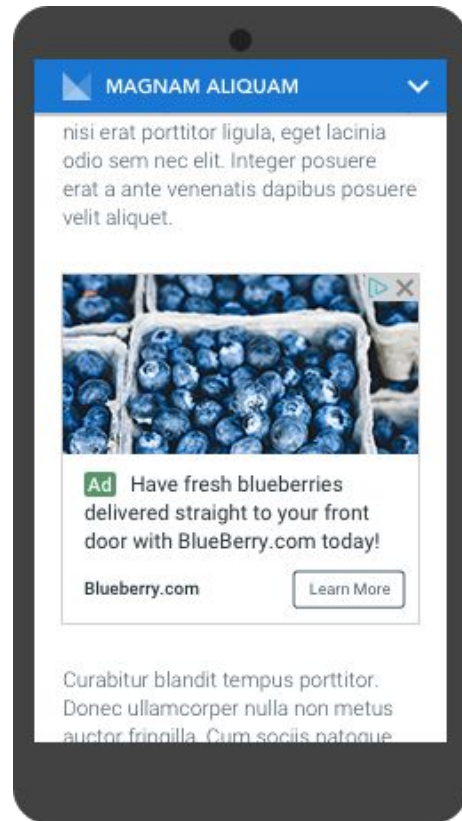
- A feed can be an editorial feed (e.g., a list of articles or news) or listings pages (e.g., a list of products, services, etc.).
- Highly customizable
- Optimized by Google to ensure that they perform well on your feed pages



# Native Ads

## In Article Ads

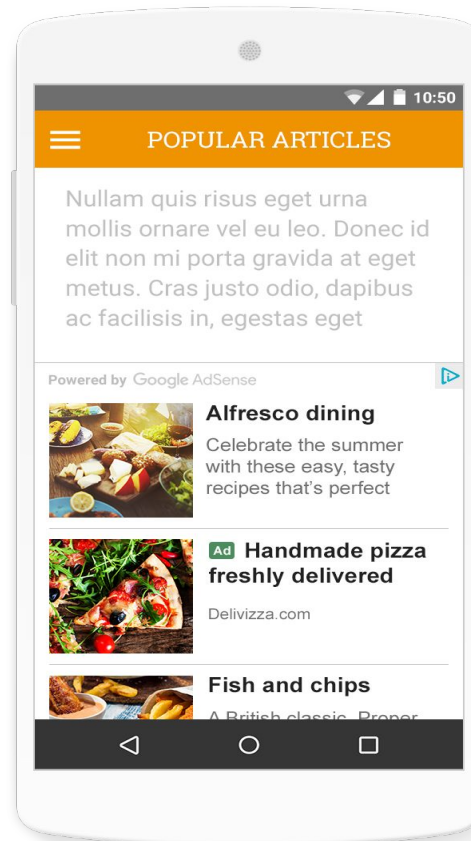
- Provides a high quality user experience for your readers
- Blends well with your page depending on your customization needs
- Optimized by Google to ensure that they perform well on your article pages



# Native Ads

## Matched Content Ads

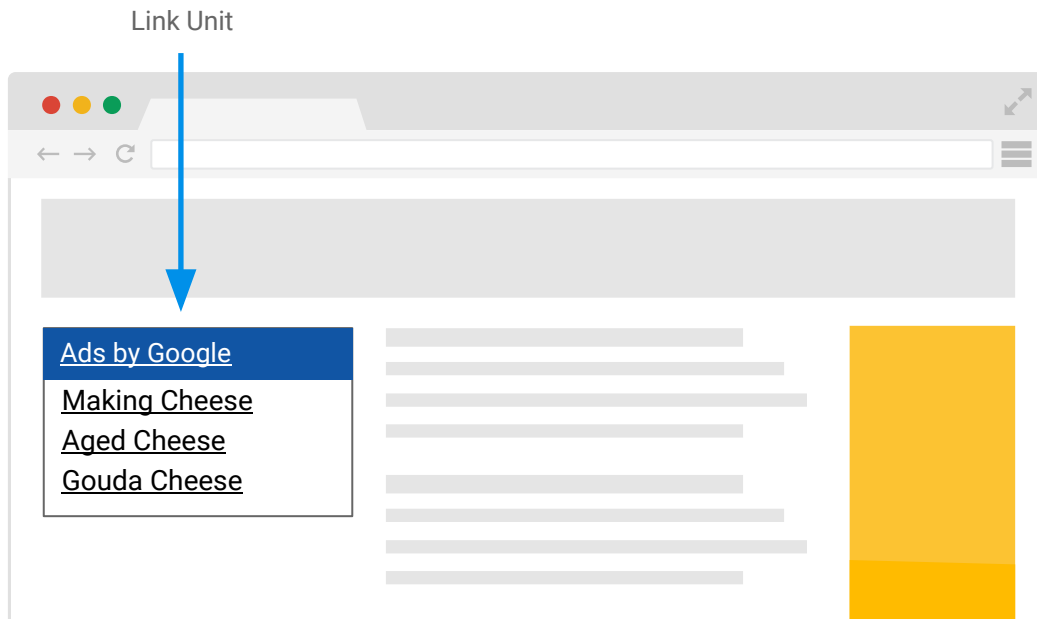
- Promotes your content to your readers
- Improves reader retention by increasing page views and time on site.
- Depending on your eligibility, you can show ads between recommendations



# Responsive Link Units

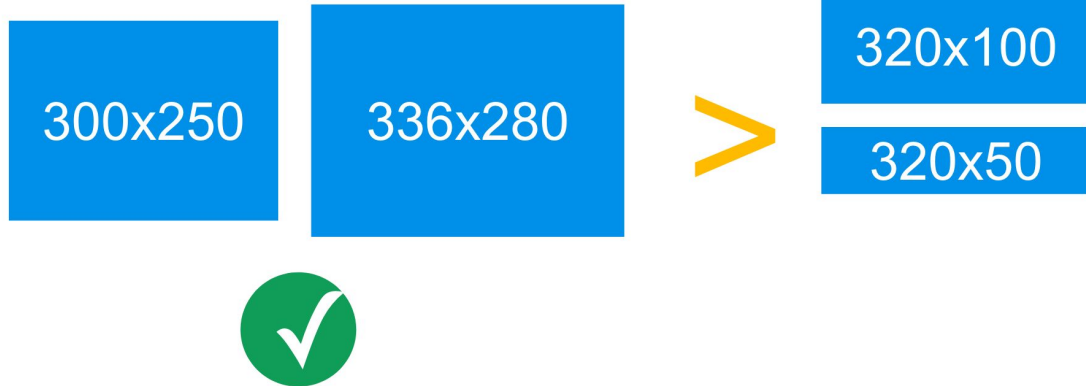
Display a list of topics that are relevant to the content of your page

- Closely targeted to the interests of your users.
- Works well for small ad spaces

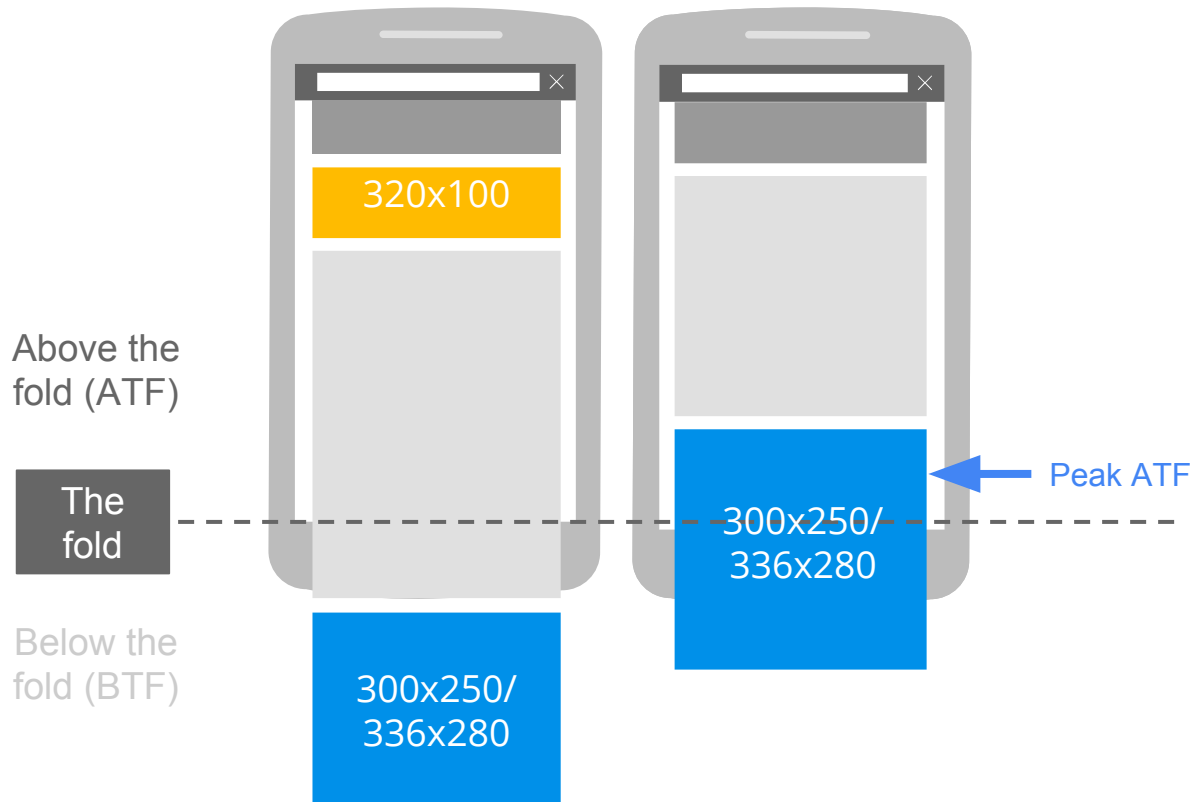


## #4 Optimize ad size

If you're using static ads, try using most optimal sizes



# User larger ad sizes



Mobile Web recommendation:

- 336x280
- 300x250

Tips:

If you're currently using 300x50 as a "leaderboard", try 320x100.

# #5 Allow more advertisers to compete

- Allow Text & Image ads
- Reduce blocked categories
- Use *Ad Review Center* to block the specific ad instead of the entire category





# Final checklist

- Use responsive ad units
- Move ads above the fold
- Allow text & image ads
- Place ads near most viewed content
- Limit blocked categories
- Improve the user experience on your website

# Better Ads Standards Coming In 2018

Starting in early 2018, Chrome will filter ads on sites that we identify as repeatedly showing annoying ads identified in the Better Ads Standards.

Better Ads Standards: <https://www.betterads.org/standards/>

[Ad Experience Report in Search Console](#)

[Ad Experience Report Help Center](#)

# Thank you



Google AdSense

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