

Consider a Responsive Website for Your Practice

In 2015, a Google algorithm change began to reward better search rankings to websites designed for use on smartphones and tablets and gave lower search rankings to websites that were not mobile friendly.

Google made the change because:

- Mobile searches now outnumber desktop searches.
- Sixty-eight percent of American adults own smartphones.
- One in five American adults have no other access to high-speed internet at home.
- Mobile usage accounts for more than 60 percent of all time spent consuming digital media.
- Sixty-two percent of smartphone owners have used their phone to look up information about a health condition.

Most practices adapted to the change by using a traditional mobile website that redirected patients to the mobile version when they tried to access the website from a phone or tablet.

However, responsive websites are a stronger option because they identify what sort of device is trying to access them and adjust themselves automatically.

Google ranks responsive sites higher than other sites because:

- Traditional mobile sites require two URLs, and responsive sites require only one.
- Mobile sites require a redirection, which means longer loading times.
- With responsive design, each page only needs to be crawled once, which means Google can index your content more efficiently and can keep your information fresh.

ACFAS Member Benefit Partner Officite can help you make your website more responsive. Visit onlinepodiatrysites.com to learn more or call (888) 932-5560.