

WHY MOBILE MATTERS to your chamber

Google Provides Mobile-Friendly Websites Better Search Rankings

That's right; Google is striving to **put mobile users first**.

Starting **April 21st, 2015** Google expanded their use of mobile-friendliness as a ranking signal. This change will affect mobile searches in all languages worldwide and will have a significant impact in Google's search results.

Why is Google doing this?

Google reports mobile users will find it easier to get relevant, high-quality search results that are optimized for their devices.

What does this mean for Chambers?

If your website is not configured for smartphone and tablet users, then it's not compliant with [Google's Mobile Optimization Guidelines](#) »

What should your Chamber do?

[Test your Chamber's website URL here](#) »



If your Chamber's website isn't mobile-friendly, you need to act soon.

ChamberMaster has mobile-friendly website solutions for Chambers, Associations, and CVBs. Give us a call and let's discuss the best option for your organization. We can be reached at 800.825.9171, option 5.

