

# Mobile Ranking Factors and How to Be Number One


## 10 Point Checklist

**Cindy Krum**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



"The only mobile search ranking spot that matters is #1. Proper markup and fast loading are paramount to getting there."

**CINDY KRUM**

# 10 STEPS YOU CAN TAKE TODAY

## Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Find out how fast my mobile website is using Google's new mobile page speed tool.
- Choose a responsive design or theme that has good mobile rendering; bad responsive design and a high bounce rate could push down my overall site rankings.
- Make sure that all of my mobile content has as much [schema.org](https://schema.org) markup as possible with a JSON-LD format in the head tag of the HTML instead of being embedded in the HTML throughout the page.
- Create an AMP version of my site. The accelerated mobile pages offer a pared down version of HTML, CSS, and JavaScript that runs super fast.
- Make sure I have my mobile and desktop versions connected using rel="alternate" and rel="canonical" tags if I have two separate versions for mobile and desktop also make sure the [schema.org](https://schema.org) information and title tag and description are the same.
- Use the Vary HTTP header as a best practice when dynamically serving different HTML elements within the same URL.
- Use PWA to rely on the server for faster loading through caching using the manifest (shell) and service worker. This makes the web act like a native app.
- Choose PWA over a native app and use AMP HTML to have the fastest app possible.
- Map across content on different platforms using Google Firebase for rich user attribution data to improve analytics. I must have an app manifest and service worker file to be in Firebase.
- Learn more about how to speed up my site and check out tools like the Search Simulator on Cindy Krum's website Mobile Moxie.