

PRACTICAL SEO

* Vol. 5 *

icba.org/mrc | ICBA Guidebook Series

Mobile Friendliness and User Experience



Practical SEO Overview



Welcome to our SEO guidebook series tailored for community banks.

We've worked with marketing experts and long-established search specialists to develop custom guidance to help community banks succeed in our specialized industry.

Our biggest goal was to fine-tune the most important parts of a basic program that allows you to implement the most crucial tactics first and start seeing gains fast.

We understand that SEO can seem complex, especially if you're not a tech expert. Don't worry - we've designed this guidebook series to be easy to understand and implement, even for those with no prior SEO experience.

The series is organized into short guidebooks that allow you to use as needed and at your own pace.

The goal is to help you improve your community bank's online visibility without overwhelming you with technical jargon or long processes.

We'll even show you how to set up some simple tracking reports that allow you to show the results of your work.

And through it all, you'll learn that search engine optimization is simply an iterative process that you or multiple teammates can work through together.

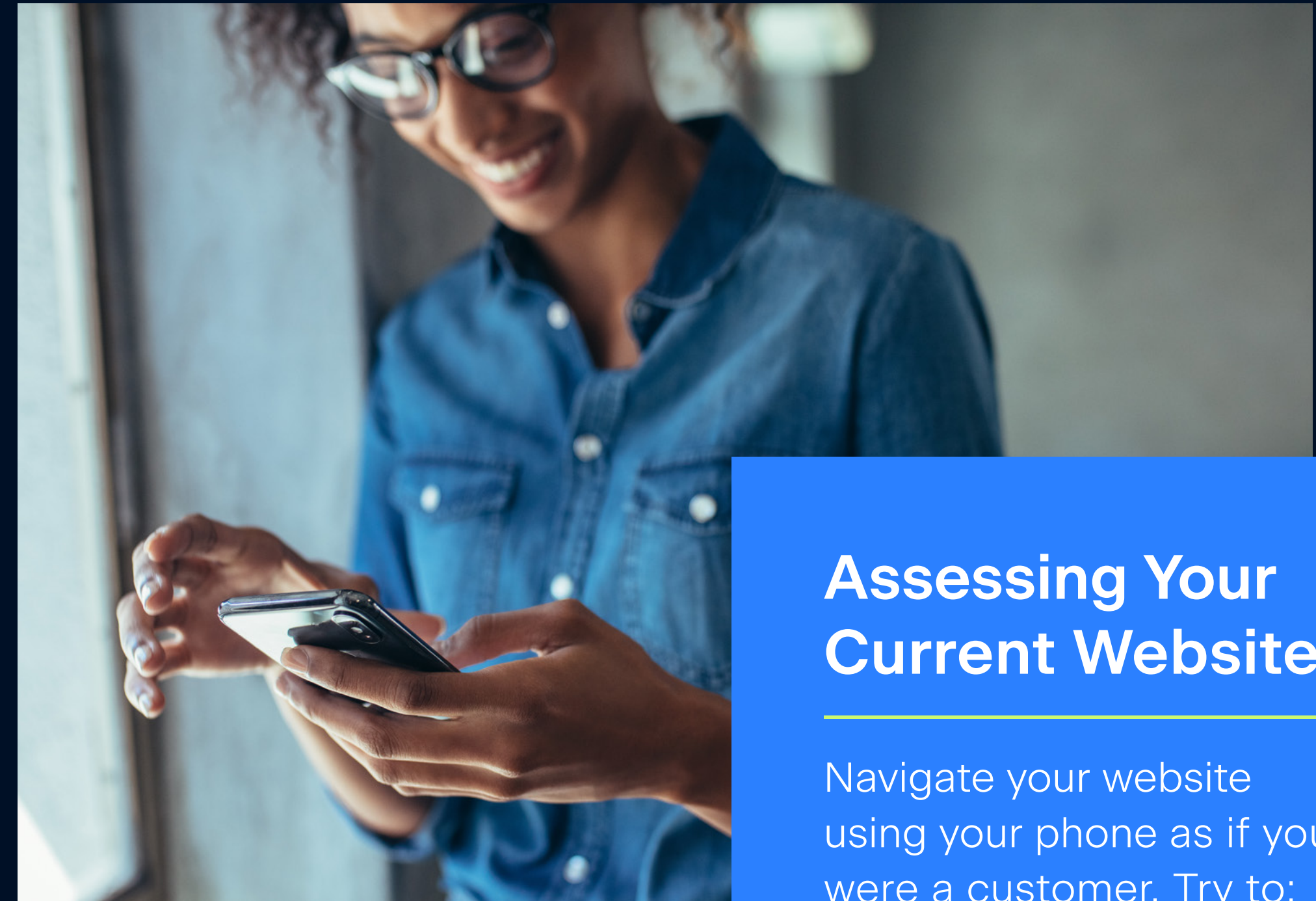


In 2019, Google began using the mobile version of a website for indexing. If you check with the person who has access to your website's statistics, you might be surprised to learn that many, perhaps even the majority, of your website's visitors are using mobile devices.

Even today, many in the industry design first for the big monitors in their offices and conference rooms instead of the six-inch screen most visitors use.

Google was adamant that a website's mobile version would be its most important, and that included how easy it was to find information, conduct transactions, or research services.

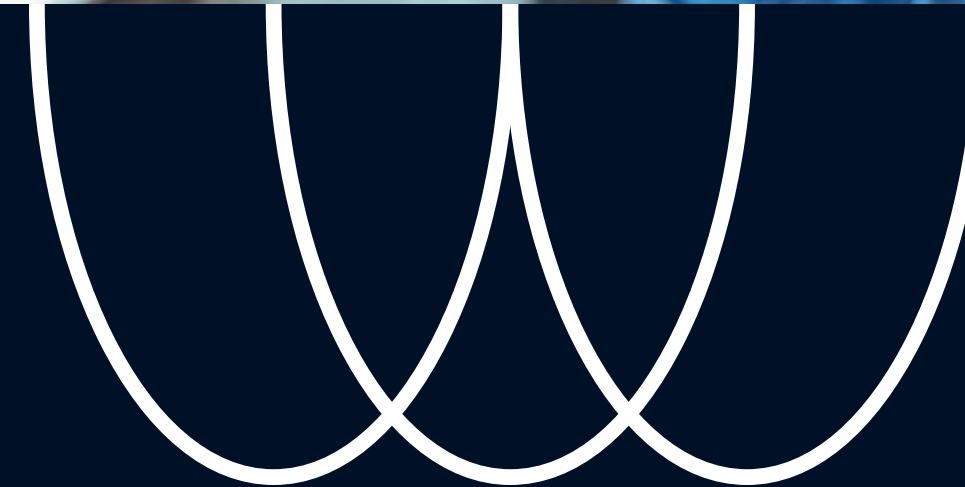
Remember we are not referring to native mobile apps, but how your website appears in a mobile phone's browser like safari, chrome, etc.



Assessing Your Current Website

Navigate your website using your phone as if you were a customer. Try to:

- Find information about opening an account
- Locate branch hours and contact information
- Use any online calculators or tools





Note any difficulties or confusing elements you encounter. Sometimes mobile screen displays can make text hard to read, especially with online tools and calculators designed for bigger screens.

There are plenty of software tools that can help your technical team see issues that can be addressed, but no software is as effective as you acting like a customer using your website on a mobile device.

If you can, conduct your own informal research. Ask friends or colleagues at other companies to try loading your site on their mobile devices while you take great notes.

Gather their feedback and set up a time to talk with your web team. Some questions for you to consider:

- Are we evaluating our website for mobile performance?
- As we add new features, do we test them with outsiders?
- How do visitors using phones vs computers differ on how long they use our website and in what ways?

This qualitative approach allows everyone to be creative and optimize the experience. It's easy to suggest that someone frustrated with the website's loading time may simply visit later from their home computer, but they may have found the information elsewhere or even gone to a competitor.

Quick Wins for Mobile Improvement *

Use these tips to improve your website's search prominence by improving user experience.

Ensure all text is easily readable without zooming

* Make buttons and links large enough for easy tapping

Prioritize the most important information at the top of the page

Simplify your menu structure *

Prioritize the most commonly used services





Location-Based Features

Use these tips to improve your website's search prominence by improving user experience.

Ensure your “Find a Branch” or “ATM Locator” tool works well on mobile

Make it easy for a visitor to go from your displayed address to an online map


Include a clickable phone number and address on every page




Improving Forms and Calculators

Use these tips to improve your website's search prominence by improving user experience.

Break long forms into steps and let users save their progress

 Use appropriate keyboard types for different fields (e.g., number pad for phone numbers)

Ensure calculators are easy to use on smaller screens

Offer simple ways to immediately connect with a service representative. Your visitor is literally holding a telephone; don't give them another form. 





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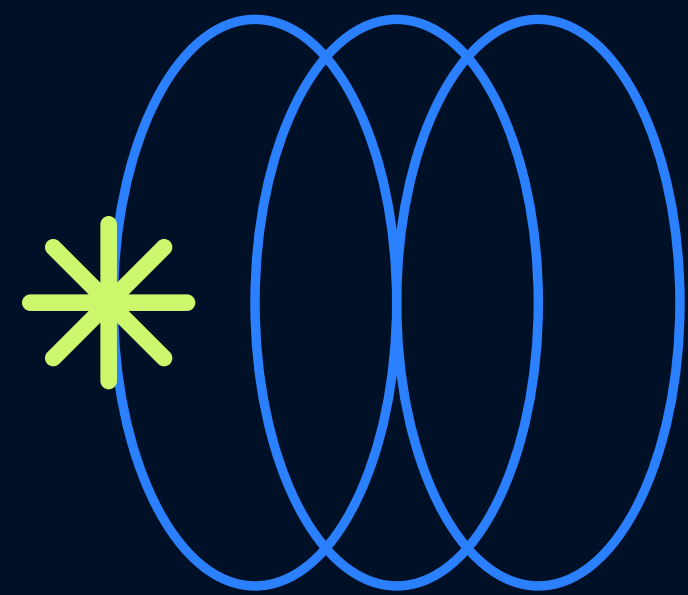
* Checklist *

Quick Wins for Mobile Improvement

Improving Forms and Calculators

Location-Based Features

Next Steps



By following this guide, you'll be well-equipped to champion mobile friendliness and user experience improvements for your community bank's website. These are the minimum requirements for modern search engines. They now base your bank's search visibility on your mobile website's performance.

The goal is to create an online mobile experience that's as welcoming and efficient as your physical branches. Your insights as a banking professional are invaluable in this process – use them to guide your web team towards creating a truly customer-centric digital presence.





For the complete Practical SEO Guidebook Series,
or to learn more about how to help your
community bank flourish, visit:

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