



Moving Minds Announces Launch Of 'Mobile Friendly' Web Site Testing & Conversion Service.

Leading Global Strategic Marketing & Web Consultancy Expands Web Design & Development Services In Anticipation Of Google Search Ranking Algorithm ...

PALM COAST, Fla., March 24, 2015 /PRNewswire/ -- Moving Minds, a global strategic marketing and web consultancy, today announced the launch of the company's new 'Mobile Friendly' Testing & Conversion Service (www.movingmindslc.com/test). The new offering is designed to help companies navigate the negative ramifications from Google's announcement that on April 21, 2015 they will consider 'mobile-friendliness' as a key ranking factor for web sites across all industries and languages worldwide. Google's search engine algorithm changes come as Internet users shift search habits away from the desktop to a wide variety of mobile devices requiring 'mobile friendly,' responsive web site designs.

In advance of the April 21st deadline, Moving Minds is launching a new 'Mobile Friendly' Testing & Conversion Service to help companies evaluate whether their web sites meet Google's new requirements and how the algorithm changes will negatively affect their search engine rankings. Depending on the test results, Moving Minds will work with each client company to determine the most rapid transition for adapting to a 'mobile friendly' design in order to avoid a dramatic decline in search engine rankings, traffic volume, inbound sales leads and competitive advantage.

"Responsive web design is a development technique that enables optimal viewing and user experience across a wide range of mobile devices," said Lou Hughes, CEO of Moving Minds. 'Mobile friendliness' is now a critical requirement in determining where your company will appear in Google's search engine ranking pages (SERPs). By not transitioning before the deadline or quickly thereafter, companies could see a dramatic decline in their search rankings. This change by Google is going to impact millions of web sites across all industries worldwide."

Having been at the forefront of the responsive web design movement, Moving Minds encourages companies unfamiliar with Google search algorithm factors to request a 'Mobile Friendly' Test at www.movingmindslc.com/test and discuss a conversion roadmap for transitioning to meet Google's new requirements.

About Moving Minds®

Moving Minds is a global strategic marketing and web consultancy focused on creating big, bold brands and backing them up with integrated, multi-channel marketing programs that consistently generate more revenue, demand and ROI. For more information, call (800) 520-9303 or visit www.movingmindslc.com.

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