With smartphones as our constant companions and immediate information as the new normal, we now rely on our devices to make decisions about pretty much everything. When consumers arrive at your website—and they will—your brand needs to deliver an experience that is not only mobile-friendly but mobile-awesome.
When it comes to mobile browsing, a smooth and seamless user experience is no longer an option; it's a baseline expectation.

Consumers have come to rely on their mobile devices for speed and convenience when searching with the intention of completing an action. In fact, our research has found that 80% of mobile searches in Canada take place when there is typically a computer or other device available.¹

The best way for marketers to capture consumers' intent is by designing a mobile-friendly site that allows those consumers to easily find what they're looking for before the moment has passed.

**Changes to mobile searching**

When a website is not optimized for mobile, users are rarely able to find what they're looking for with the speed and convenience they expect from their devices. We recently made some changes to our organic mobile search rankings in order to give preference to mobile-friendly websites, as we continue to put users first and aim to provide the best experience possible.

**Why user experience matters to consumers searching with intent**

Research has shown that Canadians have a specific intent 41% of the time that they reach for their smartphones, and 75% will complete that action within an hour. These moments are key to marketers, because Canadians who are unable to find exactly what they're looking for quickly will move on to another site 61% of the time.² Brands should understand why consumers visit their website when searching on a mobile device, and let them complete that action quickly and conveniently, or risk losing them.

**Simple ways to improve mobile user experiences**

Canadian consumers turn to their desktops and laptops for deeper research and analysis, but expect immediacy and convenience when searching with intent on their mobile devices. They have become so accustomed to this speed and convenience that 57% will abandon a mobile site if it takes more than three seconds to load.³ Faster load times and improved search rankings go a long way in driving consumer engagement, and small improvements—like ensuring that the keypad pops up when numbers need to be entered, and requiring only a postal code when a consumer needs to submit his or her address—can provide a significant competitive advantage.
Additional resources
Want to optimize your customers' mobile experience but not sure where to start? Google provides a variety of helpful tools that allow brands to audit their website's mobile performance, such as the [Mobile-Friendly Test tool](#) and the [PageSpeed Insights tool](#), as well as a guide filled with suggestions on how to improve mobile user experience.

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Sources