

Google to Penalize non Responsive Website

Google on Thursday, February 26, 2015 announced that effective from April 21, 2015, it will update its search algorithm so that comparable responsive websites will rank higher than non-responsive websites in mobile search results. With this Google has now got very specific about the impact of not having a responsive website.

According to the announcement on Webmaster Central Blog, Google said:

“Starting April 21, we will be expanding our 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 our search results. Consequently, users will find it easier to get relevant, high quality search results that are optimized for their devices.”

Here is the infographics that shows the importance of having a Responsive website. It is very crucial to get your website ported into a responsive website.

Via [RebuildNation](#).

[Get in touch](#) with us to understand how you can transform your website to Mobile Friendly responsive design and grow your online presence.