

PHOTO+

Mobile Readiness Research

Of the 45 sites that are part of Emerald Expositions
a small percentage are not mobile friendly

Facts

Google is now filtering and ranking websites for their mobile friendliness. Non-mobile friendly websites will not continue to make the list of the top ranking results for the following searches: 'photo magazine' and 'photography news.'

Photo District News (PDN) currently ranks number four in a Google search for 'photo magazine', and number five in a search for 'photography news.' This is a ranking we want to keep. We will not be able to without a redesign.

These two Google Search engine results represent two very important KPI's the company should consider when allocating resources to redesign these High Performing Websites and the breadth and depth of our audience reach.

Facts II

A search through Google's Web Master tool, which evaluates websites for their mobile readiness, has returned the following results. Our three websites; *Photo District News* (PDN), *Rangefinder*, and *Wedding & Portrait Photographers International* (WPPI) are missing the following features:

- A meta tag viewport (some code) that states that the websites are mobile ready.
- Our typeface content to resize to be comfortably read on a mobile device or tablet
- Our images to adjust to a smaller scale when viewed by a mobile device or tablet
- Our page navigation to adjust to smaller screens with a mobile device or tablet

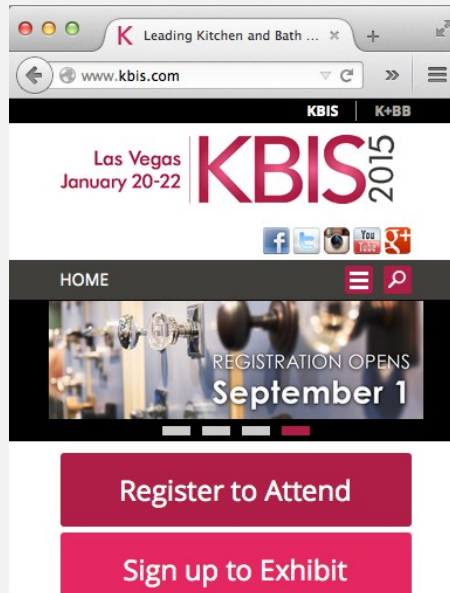
Additionally, Photography magazines such as; *American Photo*, *Popular Photography* and *Digital Photo* are also mobile ready.

Mobile Ready

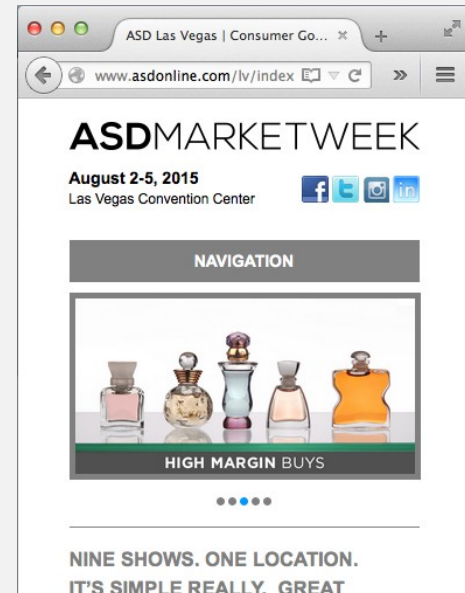
PhotoPlusExpo
www.photoplusexpo.com



KBIS
www.kbis.com



ASD
www.asdonline.com



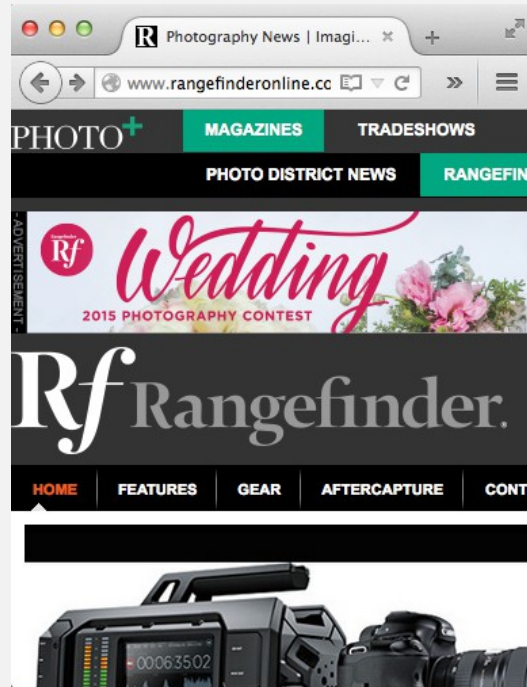
Before-Not Mobile Ready

The images in this presentation show what the websites look like on a small screen, similar to a mobile device.

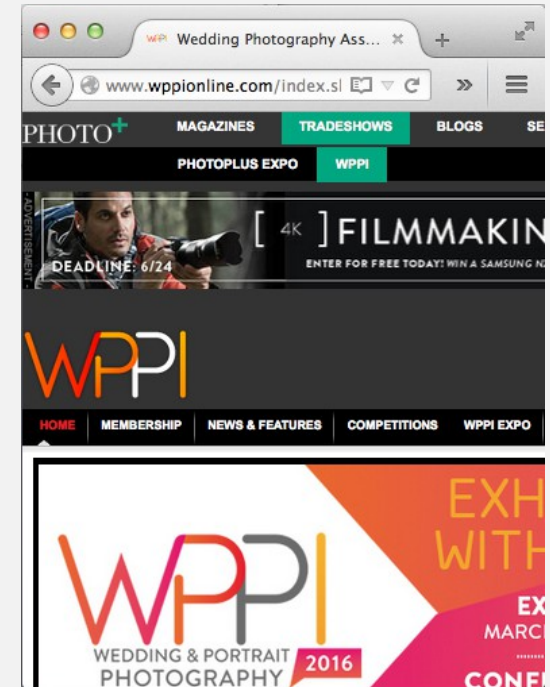
PDN
pdnonline.com



Rangefinder
rangefinderonline.com



WPPI
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After-Now Mobile Ready

PDN
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