

Forum: [Hack Forums](#)

Thread: [SEO Importance and HF Growth](#)

Omniscient - August 25, 2018, 12:15 pm

This page is about Google telling us to use a multi-screen solution:

https://support.google.com/adsense/answer/6051803?hl=en&visit_id=636708129338036092-2237379624&rd=1

Here are two screenshots, one from Google Webmaster Tools and the other from Google Analytics.

<https://screenshots.firefox.com/v8pvz2m0onjut7zr/search.google.com>

<https://screenshots.firefox.com/429Lea4YxA2bnzl0/www.google.com>

Currently 57% of online traffic is mobile with the other 43% as desktop. Yet when you review our Google search impressions we have a 80% desktop impression ratio vs 20% on mobile/tablets. This means we're giving up a ton of potential mobile traffic because Google does not give us ranking positions from mobile devices.

Google is now Mobile First for their search results. With these new changes to the theme I expect our search impressions to come back to pre-2017 numbers which will result in higher activity and a lot more new members.

I've made previous posts about this which only reinforce what I believe and what my stance.

<https://hackforums.net/showthread.php?tid=5851032>

We have an average rank position of 21.1 but that's across all results. We have hundreds of first page results for keywords.

Once we're done making HF mobile friendly our rankings will improve and so will site activity. But we are not only focused on SEO for a growth strategy. It's only a part of our efforts. Active members are witnessing the weekly releases of new features and incentives to join and participate at HF. The project list is vast enough that even at this current rapid pace it could be 18-24 months before what's on the current list is completed. That's without one single new idea too.

So stay tuned and be a witness to the transformation of HF.

Sigma - August 25, 2018, 12:25 pm

Looks great Omni! Thanks for the update.

Nyx - August 25, 2018, 12:26 pm

Appreciate the update, keep up hard work!

Minnesota Nice - August 25, 2018, 12:27 pm

Sounds good to me big boss, would be cool to see activity like 2013 again.

Sigma - August 25, 2018, 12:31 pm

I would love to see that type of activity again. It would be so fun to open up hackercraft or MOTM again. Things like that were awesome! Need a large community for those things.

Riggs - August 25, 2018, 12:42 pm

I'm curious what the mobile traffic conversion rates will look like once HF is mobile friendly. I think the new design has been tailored well to accommodate, but IMO it's still a bit of work to navigate through new posts and thread discussions - core elements of what I expect could attract frequent and unique user engagement.

Would you consider amending the mobile version to reduce the need for so much scrolling? For example, maybe awards could be consolidated into an additional fixed-object statistic? I very much like the new layout, but I think the increased min-height of each post will negatively impact mobile UX if it remains unchanged.

iNviZ - August 25, 2018, 12:57 pm

Looking good man. Very much appreciated.

Angela White - August 25, 2018, 1:03 pm

I have a Facebook network of a couple million people, mostly males between the ages of 16 and 40.

If you need me to make posts about HF, I'd be more than happy to.

Xerotic - August 25, 2018, 1:05 pm

(Aug 25, 2018 12:42 PM)Riggs Wrote: [\[CITE\]](#) I'm curious what the mobile traffic conversion rates will look like once HF is mobile friendly. I think the new design has been tailored well to accommodate, but IMO it's still a bit of work to navigate through new posts and thread discussions - core elements of what I expect could attract frequent and unique user engagement.

Would you consider amending the mobile version to reduce the need for so much scrolling? For example, maybe awards could be consolidated into an additional fixed-object statistic? I very much like the new layout, but I think the increased min-height of each post will negatively impact mobile UX if it remains unchanged.

I largely agree. We have been trying to make a good mobile experience without sacrificing too much page data. Right now there is a lot of scrolling and used space. Once we are done doing a bunch of tiny bug fixes and alterations I definitely want to revisit mobile post layout. I've thought about reducing avatar size on mobile (have it just a small circle/square by the post) and moving some post author data side-by-side. If you have any specific design suggestions in the form of an image, feel free to post them. This is a work in progress and hearing feedback is the best way for us to improve.

He B TeMy - August 25, 2018, 1:07 pm

That's why the theme is changed right? Can't see any theme options or thread announcement though.

Angela White - August 25, 2018, 1:08 pm

(Aug 25, 2018 01:05 PM)Xerotic Wrote: [\[CITE\]](#) I largely agree. We have been trying to make a good mobile experience without sacrificing too much page data. Right now there is a lot of scrolling and used space. Once we are done doing a bunch of tiny bug fixes and alterations I definitely want to revisit mobile post layout. I've thought about reducing avatar size on mobile (have it just a small circle/square by the post) and moving some post author data side-by-side. If you have any specific design suggestions in the form of an image, feel free to post them. This is a work in progress and hearing feedback is the best way for us to improve.

Couple of quick suggestions:

- Possibly increase the font size for posts? the font size in postbit_author is significantly bigger and it threw me off a bit. That and not being able to see your name or avatar while reading the post due to the amount of awards.

- Make the awards a few pixels smaller, and if they have 2+ rows of awards, potentially just show the first row and a "show all" button to display the rest of their awards?

I'm loving the top bar, by the way.

Zher0 - August 25, 2018, 1:09 pm

(Aug 25, 2018 12:15 PM)Omniscient Wrote: [\[CITE\]](#) This page is about Google telling us to use a multi-screen solution:

https://support.google.com/adsense/answer/6051803?hl=en&visit_id=636708129338036092-2237379624&rd=1

Here are two screenshots, one from Google Webmaster Tools and the other from Google Analytics.

<https://screenshots.firefox.com/v8pvz2m0onjut7zr/search.google.com>
<https://screenshots.firefox.com/429Lea4YxA2bnzl0/www.google.com>

Currently 57% of online traffic is mobile with the other 43% as desktop. Yet when you review our Google search impressions we have a 80% desktop impression ratio vs 20% on mobile/tablets. This means we're giving up a ton of potential mobile traffic because Google does not give us ranking positions from mobile devices.

Google is now Mobile First for their search results. With these new changes to the theme I expect our search impressions to come back to pre-2017 numbers which will result in higher activity and a lot more new members.

I've made previous posts about this which only reinforce what I believe and what my stance.

<https://hackforums.net/showthread.php?tid=5851032>

We have an average rank position of 21.1 but that's across all results. We have hundreds of first page results for keywords.

Once we're done making HF mobile friendly our rankings will improve and so will site activity. But we are not only focused on SEO for a growth strategy. It's only a part of our efforts. Active members are witnessing the weekly releases of new features and incentives to join and participate at HF. The project list is vast enough that even at this current rapid pace it could be 18-24 months before what's on the current list is completed. That's without one single new idea too.

So stay tuned and be a witness to the transformation of HF.

Excited to hear these changes. I've been here for a long time and i've seen you guys push more updates in the past few months than my whole time here on HF. Good job!

??????? - August 25, 2018, 1:20 pm

Well done.

You'll manage to get shit the shit done whats needed..

The mobile part is big one at the moment. Seen some nice adjustments, and going sky rocket with this!

Wish u the best!

Vitani - August 25, 2018, 1:23 pm

There's some amazing progress made so far. I'm very interested to see how much activity will increase once the theme is done and we are completely mobile friendly. It would be cool to see some stats in a few months, reflecting back on when we started the mobile friendly era on HF.

Great work!

Onireves - August 25, 2018, 1:27 pm

I used hf a lot in mobile with old theme, wasn't that bad

Xerotic - August 25, 2018, 1:36 pm

(Aug 25, 2018 01:27 PM)Onireves Wrote: [\[CITE\]](#) I used hf a lot in mobile with old theme, wasn't that bad

Yeah, you were use to it. But it wasn't a mobile site and not actually responsive. Mobile sites you shouldn't visit a full page and have to zoom in to each part you want to go to. Mobile sites generally just scroll vertically. Horizontal movement is a no-go. So yes, any site will work on mobile, but there are certain standards that are expected and if Googlebot SEO expects it then it's gotta happen.

Omniscient - August 25, 2018, 1:47 pm

Quote:I'm curious what the mobile traffic conversion rates will look like once HF is mobile friendly. I think the new design has been tailored well to accommodate, but IMO it's still a bit of work to navigate through new posts and thread discussions - core elements of what I expect could attract frequent and unique user engagement.

Would you consider amending the mobile version to reduce the need for so much scrolling? For example, maybe awards could be consolidated into an additional fixed-object statistic? I very much like the new layout, but I think the increased min-height of each post will negatively impact mobile UX if it remains unchanged.

Well, for now this is our solution. I assume based on your post you're not happy with it. What's wrong with scrolling on mobile? But right now the focus on having it look readable and usable on mobile. I'm not sure removing author postbit content is necessary or if members simply need to get used to the new UX.

Quote:Possibly increase the font size for posts?

We've been working on the desktop look the past 24 hours and once we're happy on that we'll review all the mobile feel/look. The font size is going to absolutely be bigger. I'm a blind old man. I need HUGE font size.

Quote:I'm very interested to see how much activity will increase once the theme is done and we are completely mobile friendly. It would be cool to see some stats in a few months, reflecting back on when we started the mobile friendly era on HF.

It may take 3-6 months before there is real changes and I might make a thread and refer to this thread when things change.

Quote:I used hf a lot in mobile with old theme, wasn't that bad

Agreed but read this thread:

<https://hackforums.net/showthread.php?tid=5851032>

So basically it doesn't matter that HF looked good on mobile or worked just fine. What matters is that Google didn't believe we were mobile friendly and has been penalizing us in search results.

NoSuchAgency - August 25, 2018, 2:14 pm

Can you add a link to your favs on mobile? Maybe make the binoculars a drop down?

Armada - August 25, 2018, 2:24 pm

(Aug 25, 2018 12:42 PM)Riggs Wrote: [\[CITE\]](#) I'm curious what the mobile traffic conversion rates will look like once HF is mobile friendly. I think the new design has been tailored well to accommodate, but IMO it's still a bit of work to navigate through new posts and thread discussions - core elements of what I expect could attract frequent and unique user engagement.

Would you consider amending the mobile version to reduce the need for so much scrolling? For example, maybe awards could be consolidated into an additional fixed-object statistic? I very much like the new layout, but I think the increased min-height of each post will negatively impact mobile UX if it remains unchanged.

I have to admit the same, once the mobile theme is fully implemented will be interesting to see the change in the statistics.

Xerotic - August 25, 2018, 2:27 pm

(Aug 25, 2018 02:14 PM)Nicolas Flamel Wrote: [\[CITE\]](#) Can you add a link to your favs on mobile? Maybe make the binoculars a drop down?

Yes I was thinking on making the binoculars a link to the search favorites page, which actually defaults to "View New Posts" link if you don't use search favorites anyway.

luke - August 25, 2018, 3:12 pm

Extremely excited for the new updates and the increased numbers of new members.

Riggs - August 25, 2018, 3:19 pm

(Aug 25, 2018 01:47 PM)Omniscient Wrote: [\[CITE\]](#) Well, for now this is our solution. I assume based on your post you're not happy with it. What's wrong with scrolling on mobile? But right now the focus on having it look readable and usable on mobile. I'm not sure removing author postbit content is necessary or if members simply need to get used to the new UX.

I wouldn't say I'm unhappy with it, it's a great improvement already. Although I don't work in a UX department, I note from a number of the DevOps meetings I've been exposed to from my employer that easily accessible and well-curated content is what makes a mobile experience enjoyable for most. Scrolling certainly isn't a bad thing, but I think you should still aim to minimise the need for it where possible. It's important, in general, to ensure any mobile design is optimised to offer a smooth 'flow' of reading if you're looking to lower bounce rate for mobile traffic. At present - the important unique text content of new posts takes a little more effort than I think is necessary for users, simply because there's a lot of surrounding content and padding to navigate.

Mike? - August 25, 2018, 3:20 pm

Thanks so much for your hard work Omni

Omniscient - August 25, 2018, 3:31 pm

Quote:At present - the important unique text content of new posts takes a little more effort than I think is necessary for users, simply because there's a lot of surrounding content and padding to navigate.

And that's our struggle. To take a lot of content and make it readable. I don't think it's a solution to cheapen the mobile experience by doing this like removing awards or other post author data. These

have important roles in our community and if mobile removed these elements I'm afraid we'd lose our edge as a social site. It would be awesome to see a thread view where it was just the posts to scroll through but how does that enhance community value and our social networking aspect?

We will adjust postbit more so be assured we're also not 100% happy with how it is.

Nuworld - August 25, 2018, 7:32 pm

(Aug 25, 2018 12:15 PM)Omniscient Wrote: [\[CITE\]](#)

Once we're done making HF mobile friendly our rankings will improve and so will site activity. But we are not only focused on SEO for a growth strategy. It's only a part of our efforts. Active members are witnessing the weekly releases of new features and incentives to join and participate at HF. The project list is vast enough that even at this current rapid pace it could be 18-24 months before what's on the current list is completed. That's without one single new idea too.

Now that Goggle can see us as mobile friendly
this will indeed bring more traffic/members to Hack forums.

With all the new changes and updates being implemented on a daily/weekly rate.
Hack Forums is going to get very busy very soon.

Keep up the great work Guys. ?

Gluteus Maximus - August 25, 2018, 8:34 pm

Looks really amazing on the mobile now! Thanks for all the updates.

Meow - August 26, 2018, 1:02 am

(Aug 25, 2018 12:15 PM)Omniscient Wrote: [\[CITE\]](#) With these new changes to the theme I expect our search impressions to come back to pre-2017 numbers which will result in higher activity and a lot more new members.

That is awesome to hear, looking forward to seeing new member join. ?

Omniscient - August 26, 2018, 1:11 am

Quote:HF 2.0 Almost ready!

More like 4.0 really. We started on MyBB 1.2x. So we did 1.4, 1.6, and now 1.8 so that imho is a 4th version of the site. Each major MyBB upgrade has been followed up with major site changes.

CyberError - August 26, 2018, 1:15 am

I would be more then happy if we see alots more new Hq member to join our hf family

Keep up the good work omni

Omniscient - August 26, 2018, 1:16 am

(Aug 26, 2018 01:15 AM)CyberError Wrote: [\[CITE\]](#) I would be more then happy if we see alots more new Hq member to join our hf family

Keep up the good work omni

Heavy HF promotion is coming in a few weeks once the theme is done and we're on new server.

Biggy - August 26, 2018, 1:20 am

Looking forward to the future of the forum. Gonna be a fun ride. :)

Krueger - August 26, 2018, 5:20 pm

(Aug 25, 2018 12:27 PM)Minnesota Nice Wrote: [\[CITE\]](#) Sounds good to me big boss, would be cool to see activity like 2013 again.

Yup i agree with this. It would be nice.

Thanks Omni for letting us.

lilbetch - *August 27, 2018, 2:21 am*

great insight, thanks for sharing. Personally only use the site on desktop

Prince™ - *August 27, 2018, 2:35 am*

I'll definitely be hanging around for the future updates and transformation of HF Omni.

Keep them coming. Can't wait to witness.

Thank you for all your hard work. Much appreciated.