

# Google Mobile Update 2015

- Preliminary Winners and Losers google.com -

**Mobilegeddon has arrived!** From now on, mobile friendliness of websites is a ranking signal all over the world. This update affects all mobile search queries. So, we analyzed the winners and losers of this update for rankings on google.com.



## Searchmetrics Quick Analysis – April 25th

The actual data was crawled on April, 25th and analyzed ad hoc. The rollout of the Mobile Update will take several days according to Google's announcements. That's why we compiled a first provisional analysis in which not all of the results may be related to the Google Mobile-Friendly Update

**Please note: *The Mobile SEO Visibility is a KPI intended to measure Visibility differences between Mobile and Desktop performance based on identical search volume calculations. The observations refer to the change of SEO Visibility of domains regarding the data before and after the update. The actual impact on a domain's traffic will likely be different.***

One thing is for sure, the Google Mobile Update is here. As soon as we have new data, you can find the updated winners/losers list on our blog.

## Forecast: Mobile Ranking Factors 2015 – what's important after #Mobilegeddon?

As soon as the rollout of the update is completed, we will start analyzing the Ranking Factors 2015. This year, we will focus on the comparison before and after the update.

The full study will be available at this shortlink (pre-registration possible):

**[searchmetrics.com/mobile2015](http://searchmetrics.com/mobile2015)**

Moreover, updated data is available for deeper analyses in the Searchmetrics Suite from now on.

## Updated information and solutions?

Are you affected by the update or interested in further information on solution strategies for the Google Mobile Update?

**LEARN HOW SEARCHMETRICS CAN HELP YOU  
WITH THE MOBILE UPDATE**

## Provisional Losers - April 25th

domain	Mobile SEO Visibility actual	Mobile SEO Visibility last	Difference Percent	Desktop SEO Visibility	Ratio Mobile vs Desktop*
<a href="#">reddit.com</a>	874108	1191820	-27%	1372528	-36%
<a href="#">nbcsports.com</a>	139213	193458	-28%	232332	-40%
<a href="#">songlyrics.com</a>	111042	149815	-26%	208973	-47%
<a href="#">youngmoney.com</a>	10602	43331	-76%	45949	-77%
<a href="#">fool.com</a>	78599	107010	-27%	154178	-49%
<a href="#">isitdownrighnow.com</a>	83067	110228	-25%	164442	-49%
<a href="#">tested.com</a>	3243	29710	-89%	3940	-18%
<a href="#">sidereel.com</a>	88851	113422	-22%	158077	-44%
<a href="#">census.gov</a>	71234	92614	-23%	152135	-53%
<a href="#">onlinecreditcenter2.com</a>	33026	53000	-38%	54286	-39%
<a href="#">odir.us</a>	75586	95418	-21%	88966	-15%
<a href="#">boxofficemojo.com</a>	39951	59686	-33%	109958	-64%
<a href="#">schoolloop.com</a>	50046	68874	-27%	99491	-50%
<a href="#">interviewmagazine.com</a>	42280	60847	-31%	62225	-32%
<a href="#">locatetv.com</a>	65460	83165	-21%	139467	-53%
<a href="#">fnfismd.com</a>	54730	71177	-23%	78727	-30%
<a href="#">etymonline.com</a>	25169	41029	-39%	107376	-77%
<a href="#">reviewjournal.com</a>	22769	38618	-41%	38173	-40%
<a href="#">thinkexist.com</a>	15514	30603	-49%	49074	-68%
<a href="#">sciencedaily.com</a>	45017	58254	-23%	81902	-45%
<a href="#">majorgeeks.com</a>	40374	53328	-24%	86664	-53%
<a href="#">movie25.ag</a>	16324	28928	-44%	28703	-43%
<a href="#">thefind.com</a>	2448	15011	-84%	4772	-49%
<a href="#">megashare.sc</a>	48082	60480	-20%	133883	-64%
<a href="#">walmartstores.com</a>	27157	39552	-31%	39493	-31%
<a href="#">thefiscaltimes.com</a>	4940	17056	-71%	25725	-81%
<a href="#">brassring.com</a>	38315	50405	-24%	71584	-46%
<a href="#">google.es</a>	5830	17529	-67%	7845	-26%
<a href="#">epguides.com</a>	32037	43693	-27%	68075	-53%
<a href="#">krebsonsecurity.com</a>	10451	21580	-52%	18088	-42%
<a href="#">sheppardsoftware.com</a>	39140	50066	-22%	87013	-55%
<a href="#">upworthy.com</a>	17146	27653	-38%	23248	-26%
<a href="#">jobs.net</a>	34174	44460	-23%	49628	-31%
<a href="#">apples4theteacher.com</a>	30268	40502	-25%	45686	-34%
<a href="#">mmo-champion.com</a>	2948	13137	-78%	12815	-77%
<a href="#">webcrawler.com</a>	36291	46128	-21%	56266	-36%
<a href="#">moreofit.com</a>	35610	45303	-21%	65792	-46%
<a href="#">hid.im</a>	14776	24454	-40%	25817	-43%

<a href="http://webs.com">webs.com</a>	9237	18707	-51%	20135	-54%
<a href="http://ft.com">ft.com</a>	27984	37070	-25%	48457	-42%
<a href="http://paroles-musique.com">paroles-musique.com</a>	15220	24275	-37%	39759	-62%
<a href="http://icpportraits.com">icpportraits.com</a>	14936	23807	-37%	21828	-32%
<a href="http://lottostrategies.co">lottostrategies.co</a>	2717	11533	-76%	7387	-63%
<a href="http://searchbug.com">searchbug.com</a>	8885	17559	-49%	10644	-17%
<a href="http://usps.gov">usps.gov</a>	33186	41641	-20%	44417	-25%
<a href="http://ondvdreleases.com">ondvdreleases.com</a>	4058	12504	-68%	4914	-17%
<a href="http://barchart.com">barchart.com</a>	10435	18766	-44%	23420	-55%
<a href="http://genealogybank.com">genealogybank.com</a>	26451	34621	-24%	56113	-53%
<a href="http://sketchup.com">sketchup.com</a>	18633	26597	-30%	22876	-19%
<a href="http://zeropaid.com">zeropaid.com</a>	2550	10457	-76%	9752	-74%
<a href="http://edx.org">edx.org</a>	13439	21257	-37%	19317	-30%
<a href="http://ama-assn.org">ama-assn.org</a>	22749	30517	-25%	33442	-32%
<a href="http://quotationspage.com">quotationspage.com</a>	25965	33624	-23%	47371	-45%
<a href="http://lyriczz.com">lyriczz.com</a>	13396	21011	-36%	34423	-61%
<a href="http://mozillazine.org">mozillazine.org</a>	10614	18214	-42%	34706	-69%
<a href="http://iafd.com">iafd.com</a>	20413	27871	-27%	39962	-49%
<a href="http://afterdawn.com">afterdawn.com</a>	11319	18734	-40%	31373	-64%
<a href="http://newseum.org">newseum.org</a>	11288	18583	-39%	42752	-74%
<a href="http://toysrusinc.com">toysrusinc.com</a>	11678	18920	-38%	19893	-41%
<a href="http://cowboylyrics.com">cowboylyrics.com</a>	20114	27212	-26%	40499	-50%
<a href="http://mp3rocket.me">mp3rocket.me</a>	17590	24673	-29%	22927	-23%
<a href="http://xxxmomtube.com">xxxmomtube.com</a>	9839	16634	-41%	15473	-36%
<a href="http://lyricsbox.com">lyricsbox.com</a>	13783	20425	-33%	32202	-57%
<a href="http://frommers.com">frommers.com</a>	10664	17305	-38%	33941	-69%
<a href="http://savvyeat.com">savvyeat.com</a>	6568	13024	-50%	15564	-58%
<a href="http://debian.org">debian.org</a>	13509	19843	-32%	22954	-41%
<a href="http://similarpages.com">similarpages.com</a>	5524	11826	-53%	15035	-63%
<a href="http://clemsun.edu">clemsun.edu</a>	20859	27159	-23%	36462	-43%
<a href="http://oldielyrics.com">oldielyrics.com</a>	19700	25980	-24%	39098	-50%
<a href="http://cpsc.gov">cpsc.gov</a>	17295	23530	-26%	29645	-42%
<a href="http://wordcentral.com">wordcentral.com</a>	10071	16305	-38%	25521	-61%
<a href="http://kohlscorporation.com">kohlscorporation.com</a>	11969	18126	-34%	20544	-42%
<a href="http://staralliance.com">staralliance.com</a>	15196	21326	-29%	25078	-39%
<a href="http://calvin.edu">calvin.edu</a>	11565	17657	-35%	19798	-42%
<a href="http://gazelle.com">gazelle.com</a>	17043	23106	-26%	22460	-24%
<a href="http://c2.com">c2.com</a>	16869	22849	-26%	25362	-33%
<a href="http://ldoceanline.com">ldoceanline.com</a>	12758	18731	-32%	40707	-69%
<a href="http://flashgames247.com">flashgames247.com</a>	6917	12799	-46%	17126	-60%
<a href="http://arcmeck.org">arcmeck.org</a>	6464	12330	-48%	11342	-43%
<a href="http://google.org">google.org</a>	13226	19028	-30%	16929	-22%
<a href="http://worldlingo.com">worldlingo.com</a>	13880	19644	-29%	30190	-54%

<a href="http://googlecode.com">googlecode.com</a>	10457	16190	-35%	13539	-23%
<a href="http://tmonews.com">tmonews.com</a>	5253	10951	-52%	6299	-17%
<a href="http://ninemsn.com.au">ninemsn.com.au</a>	6972	12657	-45%	8949	-22%
<a href="http://ycharts.com">ycharts.com</a>	13425	19038	-29%	31137	-57%
<a href="http://theregister.co.uk">theregister.co.uk</a>	11673	17273	-32%	28458	-59%
<a href="http://slipstick.com">slipstick.com</a>	3381	8954	-62%	6893	-51%
<a href="http://urbanlyrics.com">urbanlyrics.com</a>	14053	19553	-28%	27711	-49%
<a href="http://jdpower.com">jdpower.com</a>	21087	26568	-21%	35842	-41%
<a href="http://huffingtonpost.ca">huffingtonpost.ca</a>	16336	21782	-25%	28788	-43%
<a href="http://ycombinator.com">ycombinator.com</a>	4807	10206	-53%	8370	-43%
<a href="http://twitchy.com">twitchy.com</a>	7141	12522	-43%	8722	-18%
<a href="http://e-chords.com">e-chords.com</a>	14864	20180	-26%	37181	-60%
<a href="http://guitarworld.com">guitarworld.com</a>	14672	19847	-26%	18403	-20%
<a href="http://myjewishlearning.com">myjewishlearning.com</a>	20245	25414	-20%	24649	-18%
<a href="http://skinnytaste.com">skinnytaste.com</a>	4386	9523	-54%	12384	-65%
<a href="http://thebestnotes.com">thebestnotes.com</a>	3562	8680	-59%	7245	-51%
<a href="http://weatherwizkids.com">weatherwizkids.com</a>	17393	22424	-22%	22649	-23%
<a href="http://tvrage.com">tvrage.com</a>	6399	11400	-44%	21081	-70%
<a href="http://peopleenespanol.com">peopleenespanol.com</a>	10057	15024	-33%	12490	-19%
<a href="http://theybf.com">theybf.com</a>	11188	16153	-31%	22380	-50%
<a href="http://penguin.com">penguin.com</a>	10768	15684	-31%	16664	-35%
<a href="http://findlocalweather.com">findlocalweather.com</a>	7382	12207	-40%	25190	-71%
<a href="http://showbiz411.com">showbiz411.com</a>	3536	8315	-57%	4166	-15%
<a href="http://usnpl.com">usnpl.com</a>	9567	14327	-33%	24013	-60%
<a href="http://jayski.com">jayski.com</a>	12381	17125	-28%	16586	-25%
<a href="http://arduino.cc">arduino.cc</a>	15737	20472	-23%	23185	-32%
<a href="http://streetdirectory.com">streetdirectory.com</a>	3907	8637	-55%	13688	-71%
<a href="http://umb.edu">umb.edu</a>	5210	9850	-47%	19354	-73%
<a href="http://codaenergy.com">codaenergy.com</a>	11985	16597	-28%	16957	-29%
<a href="http://thirteen.org">thirteen.org</a>	8226	12836	-36%	10357	-21%
<a href="http://finviz.com">finviz.com</a>	6453	11041	-42%	19836	-67%
<a href="http://fhm.com">fhm.com</a>	5667	10228	-45%	11381	-50%
<a href="http://on-camera-audiences.com">on-camera-audiences.com</a>	6420	10978	-42%	12210	-47%
<a href="http://earthcam.com">earthcam.com</a>	17536	22079	-21%	28786	-39%
<a href="http://democratandchronicle.com">democratandchronicle.com</a>	17222	21758	-21%	20380	-15%
<a href="http://huffingtonpost.co.uk">huffingtonpost.co.uk</a>	1627	6151	-74%	9030	-82%
<a href="http://nbcсандiego.com">nbcсандiego.com</a>	15314	19775	-23%	20254	-24%
<a href="http://americantowns.com">americantowns.com</a>	9866	14305	-31%	14032	-30%
<a href="http://wbesc.org">wbesc.org</a>	1051	5330	-80%	1394	-25%
<a href="http://cbp.gov">cbp.gov</a>	15603	19872	-21%	20554	-24%
<a href="http://winehq.org">winehq.org</a>	7749	12003	-35%	23729	-67%
<a href="http://obeythekitty.com">obeythekitty.com</a>	8388	12638	-34%	10121	-17%
<a href="http://imf.org">imf.org</a>	10937	15161	-28%	28835	-62%

<a href="http://iihs.org">iihs.org</a>	14416	18623	-23%	25729	-44%
<a href="http://srcd.org">srcd.org</a>	600	4793	-87%	1181	-49%
<a href="http://educationworld.com">educationworld.com</a>	12192	16356	-25%	26429	-54%
<a href="http://turner.com">turner.com</a>	10440	14604	-29%	13287	-21%
<a href="http://arcademics.com">arcademics.com</a>	14566	18722	-22%	26531	-45%
<a href="http://dailyfx.com">dailyfx.com</a>	9624	13765	-30%	17299	-44%
<a href="http://jetpunk.com">jetpunk.com</a>	6403	10541	-39%	18440	-65%
<a href="http://scu.edu">scu.edu</a>	9686	13782	-30%	13481	-28%
<a href="http://lyricsplayground.com">lyricsplayground.com</a>	3022	7093	-57%	12704	-76%
<a href="http://giants.com">giants.com</a>	7113	11123	-36%	18718	-62%
<a href="http://healthychildren.org">healthychildren.org</a>	12025	16009	-25%	28690	-58%
<a href="http://onemorelevel.com">onemorelevel.com</a>	14953	18937	-21%	25484	-41%
<a href="http://houselogic.com">houselogic.com</a>	9309	13279	-30%	12236	-24%
<a href="http://airnav.com">airnav.com</a>	14490	18458	-21%	32636	-56%
<a href="http://ebay.in">ebay.in</a>	2231	6193	-64%	3924	-43%
<a href="http://thehindu.com">thehindu.com</a>	10549	14507	-27%	12789	-18%
<a href="http://gameinformer.com">gameinformer.com</a>	12904	16841	-23%	23657	-45%
<a href="http://patreon.com">patreon.com</a>	7126	10999	-35%	12177	-41%
<a href="http://ctv.ca">ctv.ca</a>	11907	15765	-24%	15523	-23%
<a href="http://uncg.edu">uncg.edu</a>	8637	12495	-31%	10815	-20%
<a href="http://timesofsandiego.com">timesofsandiego.com</a>	3649	7504	-51%	5218	-30%
<a href="http://ctvnews.ca">ctvnews.ca</a>	2805	6657	-58%	6499	-57%
<a href="http://tennis.com">tennis.com</a>	6645	10482	-37%	12515	-47%
<a href="http://baseballprospectus.com">baseballprospectus.com</a>	4675	8500	-45%	10713	-56%
<a href="http://the-numbers.com">the-numbers.com</a>	4465	8276	-46%	19314	-77%
<a href="http://dermnetnz.org">dermnetnz.org</a>	11173	14982	-25%	21982	-49%
<a href="http://lsusports.net">lsusports.net</a>	8101	11899	-32%	12169	-33%
<a href="http://theweek.co.uk">theweek.co.uk</a>	7788	11571	-33%	10043	-22%
<a href="http://kktv.com">kktv.com</a>	2940	6689	-56%	3524	-17%
<a href="http://allmyfaves.com">allmyfaves.com</a>	5542	9284	-40%	9774	-43%
<a href="http://castlewoodfarmsales.com">castlewoodfarmsales.com</a>	3719	7457	-50%	24629	-85%
<a href="http://targetphoto.com">targetphoto.com</a>	6292	10027	-37%	9077	-31%
<a href="http://cookcountyclerk.com">cookcountyclerk.com</a>	4812	8525	-44%	8207	-41%
<a href="http://philstar.com">philstar.com</a>	4813	8526	-44%	6673	-28%
<a href="http://manualsonline.com">manualsonline.com</a>	13234	16926	-22%	27185	-51%
<a href="http://hackaday.com">hackaday.com</a>	3730	7417	-50%	5010	-26%
<a href="http://dhgate.com">dhgate.com</a>	13232	16907	-22%	22050	-40%
<a href="http://majorleaguegaming.com">majorleaguegaming.com</a>	8673	12330	-30%	15226	-43%
<a href="http://bluepromocode.com">bluepromocode.com</a>	13740	17362	-21%	16902	-19%
<a href="http://playbillvault.com">playbillvault.com</a>	6955	10562	-34%	19191	-64%
<a href="http://tubefilter.com">tubefilter.com</a>	2253	5830	-61%	5063	-56%
<a href="http://nyctourist.com">nyctourist.com</a>	14215	17778	-20%	22200	-36%
<a href="http://druglib.com">druglib.com</a>	8009	11571	-31%	21042	-62%



<a href="http://comicbookresources.com">comicbookresources.com</a>	13225	16781	-21%	26100	-49%
<a href="http://getsatisfaction.com">getsatisfaction.com</a>	8639	12187	-29%	10499	-18%
<a href="http://kstp.com">kstp.com</a>	6705	10247	-35%	10027	-33%
<a href="http://egotastic.com">egotastic.com</a>	8170	11691	-30%	12017	-32%
<a href="http://saiyanisland.com">saiyanisland.com</a>	2248	5764	-61%	3137	-28%
<a href="http://americanbanker.com">americanbanker.com</a>	10572	14020	-25%	12848	-18%
<a href="http://geographia.com">geographia.com</a>	10031	13473	-26%	15438	-35%
<a href="http://strategicfranchisebrokers.com">strategicfranchisebrokers.com</a>	5179	8575	-40%	8800	-41%
<a href="http://mangareader.net">mangareader.net</a>	10046	13418	-25%	17386	-42%
<a href="http://nea.org">nea.org</a>	7315	10686	-32%	13216	-45%

\*The Desktop vs Mobile Visibility Ratio relates the given changes of the Mobile Visibility to the changes of the Desktop Visibility. The higher the value, the more likely the domain is a winner of the Mobilegeddon update. The lower the value, the more likely the domain is a loser.

## Provisional Winners - April 25th

domain	Mobile SEO Visibility actual	Mobile SEO Visibility last	Difference Percent	Desktop SEO Visibility	Ratio Mobile vs Desktop*
<a href="http://tvtropes.org">tvtropes.org</a>	290528	55874	420%	236786	23%
<a href="http://foreignaffairs.com">foreignaffairs.com</a>	153528	17634	771%	111812	37%
<a href="http://gq.com">gq.com</a>	178364	106502	67%	150365	19%
<a href="http://w3snoop.com">w3snoop.com</a>	104573	54623	91%	50236	108%
<a href="http://knowyourmeme.com">knowyourmeme.com</a>	153154	115802	32%	135751	13%
<a href="http://bandcamp.com">bandcamp.com</a>	272302	240715	13%	242614	12%
<a href="http://fbschedules.com">fbschedules.com</a>	133754	102198	31%	120334	11%
<a href="http://washingtontimes.com">washingtontimes.com</a>	173354	142812	21%	154105	12%
<a href="http://ipaddress.com">ipaddress.com</a>	89830	59598	51%	52622	71%
<a href="http://imgur.com">imgur.com</a>	118307	89829	32%	95113	24%
<a href="http://free-tv-video-online.info">free-tv-video-online.info</a>	71972	43599	65%	52177	38%
<a href="http://quora.com">quora.com</a>	251746	223422	13%	197056	28%
<a href="http://lyricsmania.com">lyricsmania.com</a>	229221	201722	14%	205208	12%
<a href="http://foreignpolicy.com">foreignpolicy.com</a>	56583	30853	83%	47789	18%
<a href="http://wtvr.com">wtvr.com</a>	43562	19444	124%	26104	67%
<a href="http://viennabaptistchildrenscenter.org">viennabaptistchildrenscenter.org</a>	25333	1760	1339%	21188	20%
<a href="http://sports-reference.com">sports-reference.com</a>	58155	35350	65%	52744	10%
<a href="http://refinery29.com">refinery29.com</a>	100977	78530	29%	84985	19%
<a href="http://macmillandictionary.com">macmillandictionary.com</a>	150033	127908	17%	134104	12%
<a href="http://hitfix.com">hitfix.com</a>	75004	52995	42%	58653	28%
<a href="http://zacks.com">zacks.com</a>	87375	65638	33%	76928	14%
<a href="http://motherjones.com">motherjones.com</a>	200106	179189	12%	175324	14%
<a href="http://dsreports.com">dsreports.com</a>	82131	62263	32%	64202	28%
<a href="http://allposters.com">allposters.com</a>	67786	48710	39%	61167	11%
<a href="http://rt.com">rt.com</a>	89352	70915	26%	81073	10%
<a href="http://easycounter.com">easycounter.com</a>	38134	20433	87%	33120	15%
<a href="http://change.org">change.org</a>	89739	73138	23%	80533	11%
<a href="http://newrepublic.com">newrepublic.com</a>	129003	112601	15%	112188	15%
<a href="http://boostmobile.com">boostmobile.com</a>	54172	38638	40%	48793	11%
<a href="http://stream-tv1.net">stream-tv1.net</a>	18126	2798	548%	7234	151%
<a href="http://newsweek.com">newsweek.com</a>	110915	95770	16%	94851	17%
<a href="http://iconosquare.com">iconosquare.com</a>	93694	78565	19%	71353	31%
<a href="http://watch-series-tv.to">watch-series-tv.to</a>	65776	51480	28%	58220	13%
<a href="http://websta.me">websta.me</a>	112232	98186	14%	90930	23%
<a href="http://800-numbers.net">800-numbers.net</a>	76397	62570	22%	61899	23%
<a href="http://hypestat.com">hypestat.com</a>	30643	16968	81%	11281	172%
<a href="http://pcgamer.com">pcgamer.com</a>	77815	64362	21%	62793	24%
<a href="http://nybooks.com">nybooks.com</a>	95426	81980	16%	79504	20%



<a href="http://advanceautoparts.com">advanceautoparts.com</a>	90342	76912	17%	72199	25%
<a href="http://radio.com">radio.com</a>	53584	40455	32%	48300	11%
<a href="http://newmexicocriminallaw.com">newmexicocriminallaw.com</a>	13363	325	4012%	10283	30%
<a href="http://mp3skull.to">mp3skull.to</a>	35886	23071	56%	14771	143%
<a href="http://religionfacts.com">religionfacts.com</a>	24257	11716	107%	19584	24%
<a href="http://thinkprogress.org">thinkprogress.org</a>	64598	52829	22%	53955	20%
<a href="http://wikimedia.org">wikimedia.org</a>	92805	81042	15%	72384	28%
<a href="http://microcenter.com">microcenter.com</a>	41385	29702	39%	36766	13%
<a href="http://kochdavis.com">kochdavis.com</a>	14444	2844	408%	5138	181%
<a href="http://mixcloud.com">mixcloud.com</a>	32295	20748	56%	17092	89%
<a href="http://topix.com">topix.com</a>	114888	103411	11%	102920	12%
<a href="http://fox2now.com">fox2now.com</a>	35422	24863	42%	28702	23%
<a href="http://kcci.com">kcci.com</a>	24271	13901	75%	14820	64%
<a href="http://grist.org">grist.org</a>	20662	10327	100%	15881	30%
<a href="http://stemfireandems.com">stemfireandems.com</a>	10752	495	2072%	7202	49%
<a href="http://shazam.com">shazam.com</a>	30850	21334	45%	15228	103%
<a href="http://eurogamer.net">eurogamer.net</a>	45327	35948	26%	30389	49%
<a href="http://petbreeds.com">petbreeds.com</a>	11030	1910	477%	7329	50%
<a href="http://parentpreviews.com">parentpreviews.com</a>	10611	1587	569%	8554	24%
<a href="http://cjr.org">cjr.org</a>	29259	20956	40%	24853	18%
<a href="http://letras.com">letras.com</a>	70799	62587	13%	54300	30%
<a href="http://yoexpert.com">yoexpert.com</a>	11605	3490	233%	1064	991%
<a href="http://lyricstranslate.com">lyricstranslate.com</a>	39297	31207	26%	24069	63%
<a href="http://kfor.com">kfor.com</a>	24387	16494	48%	17157	42%
<a href="http://littleitalyau.com">littleitalyau.com</a>	8318	487	1608%	7483	11%
<a href="http://giantbomb.com">giantbomb.com</a>	66051	58227	13%	52752	25%
<a href="http://mediawiki.org">mediawiki.org</a>	21987	14213	55%	13145	67%
<a href="http://elmhurst.edu">elmhurst.edu</a>	9227	1471	527%	7779	19%
<a href="http://lazada.com.ph">lazada.com.ph</a>	11499	3768	205%	5862	96%
<a href="http://searchengineland.com">searchengineland.com</a>	67366	59692	13%	59664	13%
<a href="http://westeros.org">westeros.org</a>	19604	12005	63%	17747	10%
<a href="http://dirtyasianube.com">dirtyasianube.com</a>	25647	18122	42%	20646	24%
<a href="http://newsmax.com">newsmax.com</a>	43808	36538	20%	37245	18%
<a href="http://jamanetwork.com">jamanetwork.com</a>	37624	30595	23%	30058	25%
<a href="http://dealsea.com">dealsea.com</a>	62956	55956	13%	56947	11%
<a href="http://weeklystandard.com">weeklystandard.com</a>	22801	15900	43%	17579	30%
<a href="http://apmex.com">apmex.com</a>	21346	14491	47%	18386	16%
<a href="http://songily.com">songily.com</a>	8516	1828	366%	1490	472%
<a href="http://news9.com">news9.com</a>	15863	9327	70%	10873	46%
<a href="http://engineeringtoolbox.com">engineeringtoolbox.com</a>	27912	21481	30%	20404	37%
<a href="http://thetaxibruins.com">thetaxibruins.com</a>	6909	517	1236%	5544	25%
<a href="http://logintips.com">logintips.com</a>	10092	3712	172%	6604	53%
<a href="http://wku.edu">wku.edu</a>	11602	5234	122%	9260	25%

<a href="http://worldtimeserver.com">worldtimeserver.com</a>	51520	45214	14%	44880	15%
<a href="http://sevallthwaitessoper.com">sevallthwaitessoper.com</a>	6827	571	1096%	5509	24%
<a href="http://vegasinc.com">vegasinc.com</a>	7986	1753	356%	5782	38%
<a href="http://ethnologue.com">ethnologue.com</a>	29811	23591	26%	24249	23%
<a href="http://southernsavers.com">southernsavers.com</a>	29946	23731	26%	26794	12%
<a href="http://behance.net">behance.net</a>	44951	38828	16%	30194	49%
<a href="http://petapixel.com">petapixel.com</a>	24891	18768	33%	21953	13%
<a href="http://milfs.mobi">milfs.mobi</a>	37479	31360	20%	26441	42%
<a href="http://jstor.org">jstor.org</a>	37637	31556	19%	29752	27%
<a href="http://sur.ly">sur.ly</a>	17142	11082	55%	9814	75%
<a href="http://paypal-community.com">paypal-community.com</a>	13591	7536	80%	7576	79%
<a href="http://localconditions.com">localconditions.com</a>	10875	4830	125%	8993	21%
<a href="http://valuewalk.com">valuewalk.com</a>	10714	4686	129%	6491	65%
<a href="http://urbanislandz.com">urbanislandz.com</a>	11636	5620	107%	3794	207%
<a href="http://dumbtionary.com">dumbtionary.com</a>	17133	11160	54%	2758	521%
<a href="http://fallsrunselfstorage.com">fallsrunselfstorage.com</a>	9543	3603	165%	4979	92%
<a href="http://myfoxtwincities.com">myfoxtwincities.com</a>	25019	19117	31%	21985	14%
<a href="http://rentjoeboxes.com">rentjoeboxes.com</a>	13211	7331	80%	7502	76%
<a href="http://vg247.com">vg247.com</a>	29261	23429	25%	20919	40%
<a href="http://benefits.gov">benefits.gov</a>	46290	40578	14%	41424	12%
<a href="http://flyertalk.com">flyertalk.com</a>	31888	26186	22%	26254	21%
<a href="http://11alive.com">11alive.com</a>	23192	17577	32%	19802	17%
<a href="http://siliconera.com">siliconera.com</a>	16500	10893	51%	10024	65%
<a href="http://gizmag.com">gizmag.com</a>	58662	53074	11%	50430	16%
<a href="http://restaurantmenuprices.net">restaurantmenuprices.net</a>	21893	16323	34%	16714	31%
<a href="http://centerwatch.com">centerwatch.com</a>	8083	2589	212%	6067	33%
<a href="http://mediamatters.org">mediamatters.org</a>	46453	40983	13%	41242	13%
<a href="http://stream2watch.com">stream2watch.com</a>	25621	20189	27%	23128	11%
<a href="http://ncaa.org">ncaa.org</a>	19913	14486	37%	17489	14%
<a href="http://hoovers.com">hoovers.com</a>	30552	25227	21%	25264	21%
<a href="http://researchgate.net">researchgate.net</a>	25982	20664	26%	21490	21%
<a href="http://wordnik.com">wordnik.com</a>	31200	25972	20%	21574	45%
<a href="http://enterprisecarsales.com">enterprisecarsales.com</a>	27506	22350	23%	24873	11%
<a href="http://myweboxi.net">myweboxi.net</a>	10338	5193	99%	5836	77%
<a href="http://builtwith.com">builtwith.com</a>	9159	4086	124%	3332	175%
<a href="http://streetwise.co">streetwise.co</a>	15351	10284	49%	10896	41%
<a href="http://laughingsquid.com">laughingsquid.com</a>	13077	8026	63%	10311	27%
<a href="http://wikispaces.com">wikispaces.com</a>	42080	37147	13%	36636	15%
<a href="http://designntrend.com">designntrend.com</a>	20569	15656	31%	13391	54%

\*The Desktop vs Mobile Visibility Ratio relates the given changes of the Mobile Visibility to the changes of the Desktop Visibility. The higher the value, the more likely the domain is a winner of the Mobilegeddon update. The lower the value, the more likely the domain is a loser.

## Searchmetrics – Your Partner for the Mobile Future

Analyze a domain?

<http://suite.searchmetrics.com/en/research/domains/organic/mobile>

Want to know more about the Google Mobile Update and learn how to develop solution strategies?

**LEARN HOW SEARCHMETRICS CAN HELP YOU  
WITH THE MOBILE UPDATE**

### **Searchmetrics**

1510 Fashion Island Blvd, Suite 250  
San Mateo, CA 94404  
Phone: 866 411 9494  
M: [sales-us@searchmetrics.com](mailto:sales-us@searchmetrics.com)