

Why Responsive Web Design Is "The New Cool Kid"



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In this Ebook You'll find:

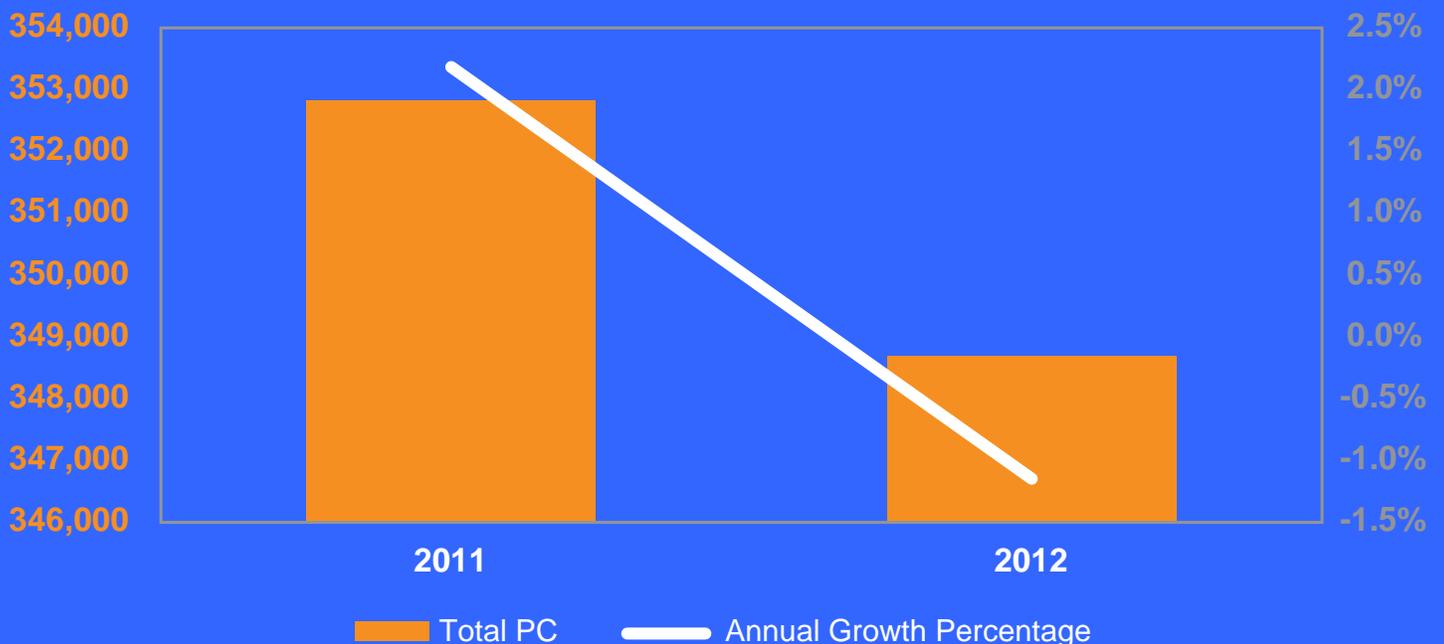
-  How Mobile is taking over the World Of Search
-  Why it is a problem if your content doesn't fit on multiple screen sizes
-  Why Mobile Sites are so out
-  Why Responsive is so In

How Mobile is taking over The World Of Search

If you're not thinking mobile, you're not thinking about success...

Many studies show that since 2012, desktop computer sales have been lower than they were in previous years.

Global PC Unit Shipment Year-Over-Year Percentage Growth Forecast
(Thousands of Units)



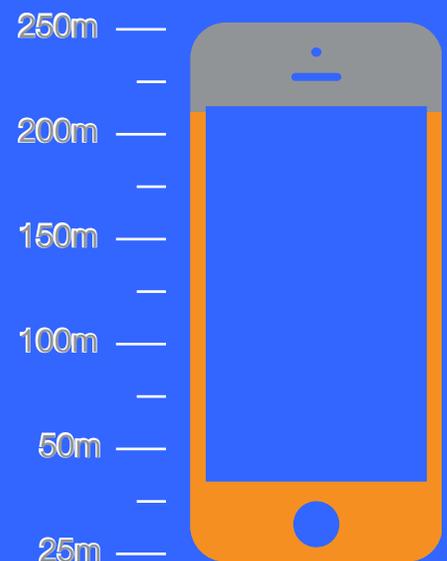
Source: IHS iSuppli Research October 2012



Consumers are snapping up tablets and smart phones to consume their information, showcased by the extraordinary shift to mobile.

Image: David Livingston/Getty Images

Smartphone sales exceeded 300 million units in the last quarter of 2014



Why it becomes a problem if things don't fit on Every screen size.

**Because, people get
really
annoyed...**

Since customers are consuming information on different devices (increasingly of the mobile variety), marketers are left with the challenge of showcasing a brand's content on multiple screen sizes – something that is not always done seamlessly.

At first, mobile websites were the answer. But users can become frustrated by a mobile site's lack of complete content and the inability to navigate through the whole site on a smartphone.

It's also difficult to develop and manage content and study analytics for multiple sites.



Why Mobile Sites are so Out

Mainly, because

Google says
SO...

Although the goal of mobile sites was to give a better user experience, what they have turned in to is a big convoluted mess.

Users viewing mobile sites from their smartphones are redirected to a separate version (and URL) of the site that has been built to look better on that screen size.



There are more versions (and different URL's) for each other device a mobile site is viewed on.



More reasons to steer away from mobile:

- 🔍 It may not look good on every device (you need a new design and URL for every mobile device).
- 🔍 SEO is diminished (it's hard to get all the good SEO juice flowing equally to all URL's on each device).
- 🔍 It's a redirect nightmare (Do you have mobile page built for each corresponding page on your website? For all devices?)



Why responsive
design is IN

Because it's what the cool kids are doing...

Google came out in
June, 2014 and said,

To improve the search experience for smartphone users and address their pain points, we plan to roll out several ranking changes in April, 2015 that address sites that are mis-configured for smartphone users.

What this means, is that if you don't do it their way, you'll end up in Google oblivion in terms of search.





Responsive web design aims to create the optimal user experience by ensuring easy reading and navigation on an array of devices.

In very basic terms, a responsive web design utilizes media queries to decide what type of device it's being viewed on and then adapts the content and images to fit seamlessly.



The rapid adoption of tablets and smartphones, as well as users preferring to consume information on the mobile web, lends itself well to responsive web design. The website only needs to be built once, and it works

seamlessly across multiple different screens. Publishers are able to showcase content in the simplest form across multiple devices, and it ensures the best possible user experience because it is accessible on any screen.



Responsive web design also helps with SEO. Instead of a search engine having to crawl both a main and mobile site and tablet site to assess optimization, a responsive site only has to be crawled once, making for happier search engines.



responsive web design

ISN'T THE FUTURE ANOYMORE.

it's right **now.**

don't let your competitors get ahead of the curve.

DON'T BE LEFT IN
GOOGLE
OBLIVION.