



Have you checked out your competitor's website lately? Take a moment to check it out on your smartphone or tablet, then compare to your site. Are you confident that your website design is compatible with today's mobile devices and will provide an experience that will help you outrank (*or keep up with!*) your competitors? Does your website have a fluid and responsive design that works for any sized screen?



Whether or not you asked, responsive design is your answer. Responsive design is cheaper than developing separate mobile and tablet designs that may not even work for the myriad of devices out there = lower development costs. Other benefits? Increased page rank. Decreased bounce rates. Stronger online presence. And more conversions.

It took smartphones four years to reach 6% global adoption when the devices first started, but for tablets, this jump took only two years. With a projected 64% tablet ownership in the U.S in 2014, and web-enabled devices a growing primary source (34%) of internet usage, responsive websites are not just for retail and B2C anymore. Does your mobile version stand up?

OPTIMAL DISPLAY

These days you know that there are countless options for how users view websites: from a small mobile device, a medium-sized mobile or tablet hybrid, an iPad, to a high definition TV, it's not about the basic desktop website anymore. Responsive design is a

method that ensures your website functions optimally no matter the device someone uses to view your site. Through a clean grid layout, a responsive website will adjust proportionally based on the size of the screen where it's displayed. Your website will look its best with essential information that fits within the frame.

MOBILE-ONLY NOT A SOLUTION

Were you instead to opt for a dedicated mobile website or a mobile app, you would still need to maintain various code and content bases for each version, requiring separate code, storage, and independent maintenance. With responsive design, everything is in one place and flows; only one version needs to be maintained, saving time from updating anywhere from two to five separate versions. While a responsively designed site will usually require a little extra time for development, a separate, dedicated mobile version of your website can easily double that time-frame and project cost.

RESPONSIVE DESIGN MEANS ENGAGEMENT

There is no question as to whether or not responsive design will become popular -- it already has! If you're wondering about B2B websites, a 2013 study showed that out of 20 B2B websites tested, all had mobile traffic -- in fact, it was about 15% of their traffic. That is a hefty number of users to leave out of the picture if your website isn't mobile-ready.

An optimized, responsive website has an impact on visitor engagement and conversion rates, too: if a user has to take longer to get the information they need when a site isn't optimized, site usability decreases and they will be less likely to convert. On top of that, Google stops rating sites that don't load properly on a mobile device in a mobile search, meaning that the website's overall ranking of their traffic will drop -- right alongside your web traffic.



It's best to switch your website over to an adaptive and fluid design now. *Get responsive.*