

The Importance of Responsive Website Design

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What is Responsive Design?

- ▶ Responsive web design allows a website's layout to change depending on the device used
 - ▶ Layout will not be identical on different devices
 - ▶ BUT content will be the same
 - ▶ Content will be easily accessible

Important for All Sites

- ▶ Different websites have different needs
- ▶ Example: portfolio sites vs. ecommerce sites.
 - ▶ Portfolio sites value appearance and design
 - ▶ Ecommerce sites need inventory control features
- ▶ Regardless of a site's needs, mobile friendliness and responsive design are essential to its success

The Multi-Device User

- ▶ Different users use different devices
 - ▶ Browse internet on phone or on desktop
- ▶ The same users will return to site on different devices
- ▶ It is important that a user can access all material on any platform
- ▶ Consistency among brands is important

Rise of the Multi-Device User

- ▶ More than 58% of Americans above the age of 18 own a smartphone
- ▶ Almost 60% of online traffic comes from mobile devices (iPhone, tablet, etc.)
- ▶ 80% of consumers regularly use their smartphones to shop online
- ▶ Every month, more consumers use their mobile devices to search the internet
 - ▶ Every month, more people are looking at your mobile site
 - ▶ Present a positive brand image to those new mobile users

Social Media's Role

- ▶ Over 55% of social media usage occurs on a mobile device
- ▶ Use of social media as a marketing tool has risen drastically
- ▶ More people will be accessing your links on social media through their mobile devices
 - ▶ Creates an urgency to make your mobile website user friendly

Search Engines and Responsive Design

- ▶ Google has long supported and recommended the use of responsive websites
- ▶ April 2015, Google took it a step further
- ▶ New Google “Mobile Friendly” tag
 - ▶ Appears when using Google search engine on mobile device
- ▶ Google has started ranking websites that are responsive higher than those that are not
 - ▶ Essentially punishing sites that are not responsive
 - ▶ This is important to consider when using Search Engine Optimization marketing

Looking to the Future

- ▶ Having a responsive website is a step closer to the future
- ▶ If your website is already adapting to the multiple platforms of today's society, and is current with technology, it is going to be easier to add new platforms to your website's responsiveness

Better User Experience

- ▶ Responsive websites are fluid and scalable
- ▶ This is what allows them to be used on multiple devices
- ▶ On non-responsive websites, users would have to pinch, or zoom or scroll excessively to access information
- ▶ The more user-friendly your website is, the more consumers will see it as a pleasant experience
- ▶ A good website, that is easy to navigate, will boost your web traffic and create a positive brand image

Example of Non Responsive Sites....

- ▶ Amazon
 - ▶ <https://www.amazon.com/>
- ▶ While Amazon does have an app that works for mobile users, this requires
 - ▶ New developers
 - ▶ Money to finance and design

Vs. Responsive Website

- ▶ Apple

- ▶ <https://www.apple.com/>

Sources

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