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Your guide to

Responsive
Design

What is responsive design?

Responsive design means a design can dynamically scale or adjust to different screen sizes. Responsive websites, for instance, can adapt to display beatuifully on large desktops, small laptops, tablets, and phones. Nowadays, it's essential to have your website, email campaigns, and other online marketing be "mobile-friendly." People spend more than five hours a day on their smartphones. Your business needs to be responsive to reach your audience.

According to Google, 89% of people are likely to recommend a brand with a positive mobile experience.

The reverse is also true. If you aren't mobile friendly, you could be losing current clients. 46% of customers that have a bad mobile experience won't purchase from a brand again, and 57% won't recommend a business with a poor mobile site.

> *A bad website is like a grumpy salesperson.*
>
> *— **Jakob Nielsen** Ph.D. in human–computer interaction, web usability consultant*

Is there a difference?

Responsive web design is a method of developing a site that is dynamic across all devices and browsers. This is not to be confused with *mobile-friendly* or *mobile-optimized* website design. While these are a step in the right direction, they are not the same as responsive design.

Mobile-Friendly Design

Your site is mobile friendly if it can accurately display on a computer and mobile device. It will be functional, but it may not work perfectly on smaller devices. Mobile friendly design will also have text-based phone numbers, addresses, and emails that can trigger a call, launch a map application, or start an email message. Images should be sized smaller to allow for faster loading times, and image rotators or slideshows need to use mobile-friendly platforms (basically not Adobe Flash).

Mobile-Optimized Design

This is more advanced, but not a truly responsive website. Mobile-optimized websites are designed and developed to reformat themselves for specified screen sizes and devices. Mobile optimized design will have larger buttons, reformatted content, and other adjustments that make the website easier to read on a mobile platform. Some optimized elements will include a simplified navigation, larger font sizes and call-to-action buttons, simplified forms, and an option to view the full desktop version.

The responsive design process.

Websites, platforms, devices, coding, technology—basically everything in the digital marketing world—are constantly evolving. If you've built a website in the past, you might think you know the process, but it's changed.

In today's world, most small business websites are created on content management systems, such as WordPress, Wix, Weebly, or Squarespace.

Fun fact: WordPress powers more than 33% of all the websites on the Internet.

A content management system (CMS) makes it easy to manage your website without programming knowledge. And the biggest benefit? Responsive design is built into many of the themes and much of the functionality.
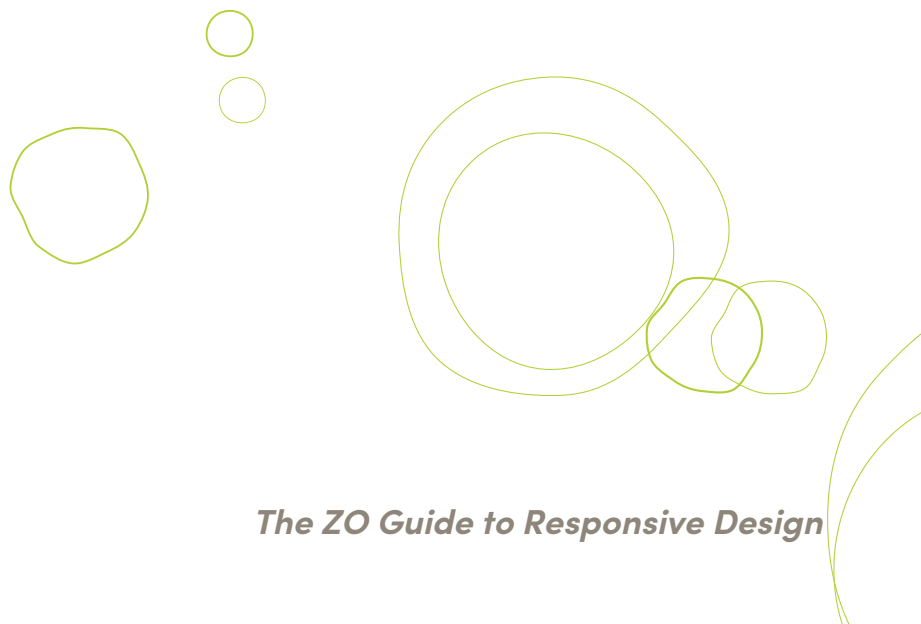
Tell me more about WordPress.

WordPress is the standard CMS. We can (and will) work in other platforms, so we can help with your exisiting website in whatever form it's in. But WordPress is what we use and recommend. Here's a few reasons why:

Easy to setup, manage, and update.

You don't need to know any code or expert knowledge to use WordPress. All you need is an internet connection and a web browser to create, update, and manage your website.

Professionally-designed themes.

Almost any design and layout you want for your website exists somewhere in a theme. While there are loads of free themes, there are even better premium themes that come complete with technical support and customization.

Extended functionality.

WordPress is designed to be expanded. Plugins allow you to add functionality to your website, provide an easy interface, and requiring zero programming skills. Things like forms, shopping carts, shipping calculators and payment methods are easy to incorporate into your site.

(there's more)

Search engine friendly.

WordPress automatically solves some common SEO issues. Plus there are many SEO plugins to make your site even more search engine friendly.

The most popular platform.

WordPress is popular. It is the most popular web publishing system on the planet. It isn't going anywhere soon, and the themes and plugins available are only going to get better and better.

WordPress community.

With so many users, it is natural that a WordPress community exists. They have an official forum, and the community is huge, active, and generous.

Responsive design.

Many WordPress themes are designed to be responsive, and the Wordpess dashboard is designed for smartphones as well. Your customers will have a great mobile experience, and you can easily manage your website from anywhere.

The bottom line.

By implementing responsive website design, you are giving every current and future user the best mobile experience possible. With more and more of everyone's daily life, internet use, and social interactions occurring on a mobile device, responsive design is more important than ever.

Users expect to easily interact with your site not matter what size of screen. Mobile use is continuing to increase every year, so if you aren't mobile ready, you need to be. We can help with that.

If the user can't use it, it doesn't work.

*— **Susan Dray** Expert in usability, human factors, and HCI and currently Director of Publications on the Board of Directors of the Usability Professionals' Association*

The best experience

Congrats~

You've just learned **a whole lot** about Responsive Design!

Need more
expert guidance?

*We're here
for you!*

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