

Responsive Websites

A responsive website is designed to automatically resize when viewed on a desktop, a tablet or a smart phone. By having a website that is easily viewed on mobile devices means that you give far greater access to your online content to your viewer. With the introduction of the iPhone and iPad, the use of mobile website viewing has had a staggering increase of users. Getting your website designed as a responsive site is almost essential for the future viewing of your site as more and more people go mobile.



The benefits

1. Usability

The foremost benefit of a responsive design is its flexibility to adapt to different screens. Your website is easily accessible on all types of devices. According to the size of the screen, the website shuffles content, images resize, and font size adjusts to deliver a quality experience to your users.

Hence no matter what device a user has, he can conveniently read and navigate the site.

2. Easy to maintain

Another to a responsive website is to create multiple versions of your website – for desktop, mobiles, tablets, etc., however what this means is that you will end up updating all the different versions every time there is a change, be it adding a new web page, editing content or even correcting a typo. Now that is double the efforts and time.

On the other hand, a responsive web design is easy to maintain simply because it is a single website that opens seamlessly on different devices. When you need to update the site, website administrators have to update only on one platform. And you have only one set of content to manage that saves precious time and money.

3. Better SEO

Responsive web design is now becoming a must for making your site search engine optimized. Instead of optimizing content or building links for multiple sites, responsive design creates a single model that is easy to update and optimized for all devices.

Besides, the URL structure also remains the same for all devices be it an iPad, desktop computer or a mobile that makes it easy for Google to index your site.

4. Boost up sales

If a user encounters a problem while opening your site in his preferred device, you are sure to lose a potential customer. However, when a user can access your site from any device, he is unlikely to switch to a rival brand. An enhanced user experience means increased sales and better conversion rates.

Considering all these benefits, it is no wonder that more and more companies are turning to responsive web design. It is easy to maintain and update, ensures a user friendly experience across all devices and browsers, and ultimately guarantees better return on investments.

Yes, we do design responsive websites. If you are wanting more information on designing and developing a responsive website. Please contact our team on 1300 722 896.

Some of our responsive sites...

