

What is Responsive Design?



You are a proud business owner.



And you know that a website is part of a good marketing strategy.



That website may be viewed on many devices.



Computers



Mobile

These devices can be split into 2 categories. Desktop Computers and Mobiles Devices.

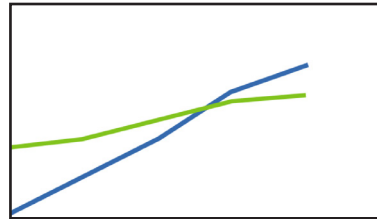


Computers



Mobile

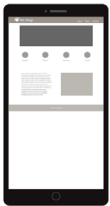
In 2008 80% of users who viewed the Internet did so on a computer.



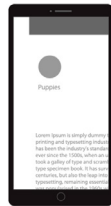
Today 51% of users access the Internet via mobile device with 42% still using computers.

www.petshop.com

So, what would your website look like if a user visited it on a mobile device?



If your website was not designed with mobile in mind, it will probably display like this. TINY!



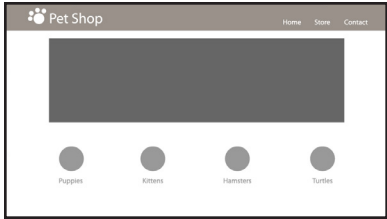
This means the user will have to zoom and scroll around to be able to read your content and navigate your website.



This is an uncomfortable experience and most users will leave a site like this after a few seconds.

Responsive Design

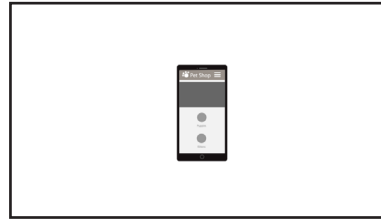
This is where Responsive Design can help.



A responsive website is not a mobile version of your website.



It is a website that will respond to the screen is it displayed on and rearrange content to look its best on each device.



This extends the time users will spend on your website.



You need a responsive website!
Contact PDS Print & Digital Solutions today!