



- Is your website Responsive?**
- Is your website user-friendly?**
- Are your Google search results low?**
- Got a slow loading website and losing visitors?**
- Is your website catering for the tech-savvy generation?**

Why responsive design...

Responsive Web Design is a collection of techniques that allow a website to flex and adapt to the size of screen it's being viewed on. Someone opening your site on a small smartphone will be shown the same site as the person opening it on their laptop but the site will have noticed the constraints and automatically reformatted to give the user an experience better suited to their device. No more loading a huge website and having to zoom in and out to find the content you're looking for.

Mobile usage is exploding: With mobile data becoming cheaper and more accessible in more areas, people are resorting to their mobile phones to search and find what they are looking for. One surprising stat is the number of businesses that do not have a responsive / mobile-friendly website yet.

Positive website experience is a must: According to Google's Think Insights on mobile, if a user lands on your mobile website and is frustrated by the loading time or inaccessibility of content, there's a **61%** chance they will leave immediately and go to another website (most likely a competitor).

Responsive design is preferred for search: Google favors responsive design and will go as far as to penalise your website in ranking performance if it is not responsive. Before Responsive Website Design became a standard, companies had to have multiple versions of their website available in order to ensure ease of access to content. Loading just the necessary content speeds up loading times for mobile users, which in turn allows for better and faster browsing and content searching times.

Responsive adapts to future devices: One of the big benefits of responsive design is that the size of the template is designed based on screen size, not device. This means that no matter what size screen or device is being used to view your website, it will display accordingly.

One thing is for sure, responsive technology is here to stay!

Contact Studio112 today for a quote to make your website responsive.

Digital in South Africa Jan 2015



Total population
54.0 m



Active internet users
24.9 m



Mobile subscriptions growth in last year
16%



Mobile connections
79.1 m



Active mobile social accounts
10.6 m

2 Billion Smartphone Users by 2015
83% of Internet Usage From Mobiles worldwide.