



# MOBILE RESPONSIVE WEB DESIGN

*More and more of your target audience is viewing websites using smart phones and tablets.*



## What is a Mobile Responsive Website?



Web Design is the process of creating a website to represent your business, brand, products and services. It involves the planning and execution of many important elements to be user-friendly, functional, and to be an effective representation of your brand or an online extension of your office.

Having a mobile responsive website means that your visitors will not have difficulties reading texts, viewing product galleries, viewing pricing and comparison

tables, reports, photos and videos whether they are using a desktop computer, a laptop or devices with smaller screens such that of a smart phone or a tablet (ex: Iphone, Blackberry and Ipad).

### KEY FEATURES OF A RESPONSIVE WEB DESIGN



Flexible Grid



Flexible Image



CSS3 Media Queries & Screen Resolutions



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## **What is a Mobile Responsive Website?**

A website classified as "mobile responsive" means that the website displays properly on all devices viewing the website. When you have a "mobile responsive" website you do not need a mobile version of your website just to make sure your website loads and appears properly on a mobile device. In essence, a mobile responsive website ensures that you only need ONE website and that you do not need to build different versions of your website to appear properly on different devices.



Google is a big fan of mobile responsive websites. Below is directly from the official Google blog:

"Responsive web design is a technique to build web pages that alter how they look using CSS3 media queries. That is, there is one HTML code for the page regardless of the device accessing it, but its presentation changes using CSS media queries to specify which CSS rules apply for the browser displaying the page. You can learn more about responsive web design from this blog post by Google's webmasters and in our recommendations.

Using responsive web design has multiple advantages, including:

It keeps your desktop and mobile content on a single URL, which is easier for your users to interact with, share, and link to and for Google's algorithms to assign the indexing properties to your content.

Google can discover your content more efficiently as we wouldn't need to crawl a page with the different Googlebot user agents to retrieve and index all the content."

Reference link:

<http://googlewebmastercentral.blogspot.com/2012/06/recommendations-for-building-smartphone.html>

***Did you know that by 2014, mobile Internet users will outnumber desktop Internet users?***



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### ***What is the Importance of having an OUTSTANDING website?***

People go online and visit websites to learn more about businesses, brands, products and services and to make business transactions. If you do not have a website, it is not a question of if you need one or not, the only question is how fast we can build it! In today's world having a website is 100% necessary for 99% of all business owners. If you just started a business, a website should have been a part of your original business plan. If you already have a website, it may need some redesigning to improve its performance and to keep up with the times.

Your website is your storefront online and depending on your business model, it may be your only storefront.

Websites (and blogs) also serve as the central hub for online marketing where traffic is ultimately directed to convert into customers. Even social media traffic typically ends up converting into \$\$ once they hit your website. We use WordPress to build a website because it is the most popular website development platform in the world and will never fall behind the changing times.

All of your online marketing efforts, such as SEO, PPC, and Social Media Marketing will rely on a well-designed mobile-friendly website where your landing pages and blogs are built to convert traffic to leads and from leads they become customers.





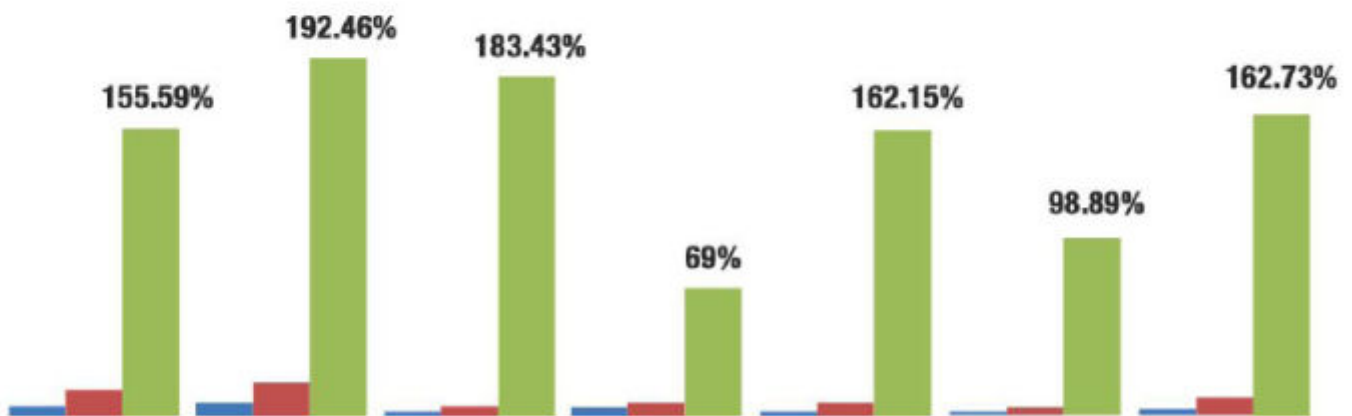
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### Why Should You Have a Mobile Responsive Website?

Global share of mobile web traffic has been skyrocketing



#### MOBILE SHARE OF WEB TRAFFIC

	2010	2012	Increase 2010-2012
Africa	5.81%	14.85%	155.59%
Asia	6.10%	17.84%	192.46%
Europe	1.81%	5.13%	183.43%
North America	4.71%	7.96%	69.00%
Oceania	2.88%	7.55%	162.15%
South America	1.46%	2.86%	98.89%
Worldwide	3.81%	10.01%	162.73%

- Pingdom, StatCounter

*The mobile share of web traffic worldwide has been growing tremendously over the last 2 years. Your websites must be mobile-friendly or you will lose visitors.*



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**Popularity is one thing, but why not just build a mobile version of your website?**

On June 6th 2012, Google published that the #1 format they want to see a mobile website built as is the “mobile responsive” method. See below for the exact quote directly from Google's mouth:

***“Sites that use responsive web design, i.e. sites that serve all devices on the same set of URLs, with each URL serving the same HTML to all devices and using just CSS to change how the page is rendered on the device. This is Google’s recommended configuration.”***

**Reference Link:**

<http://googlewebmastercentral.blogspot.com/2012/06/recommendations-for-building-smartphone.html>

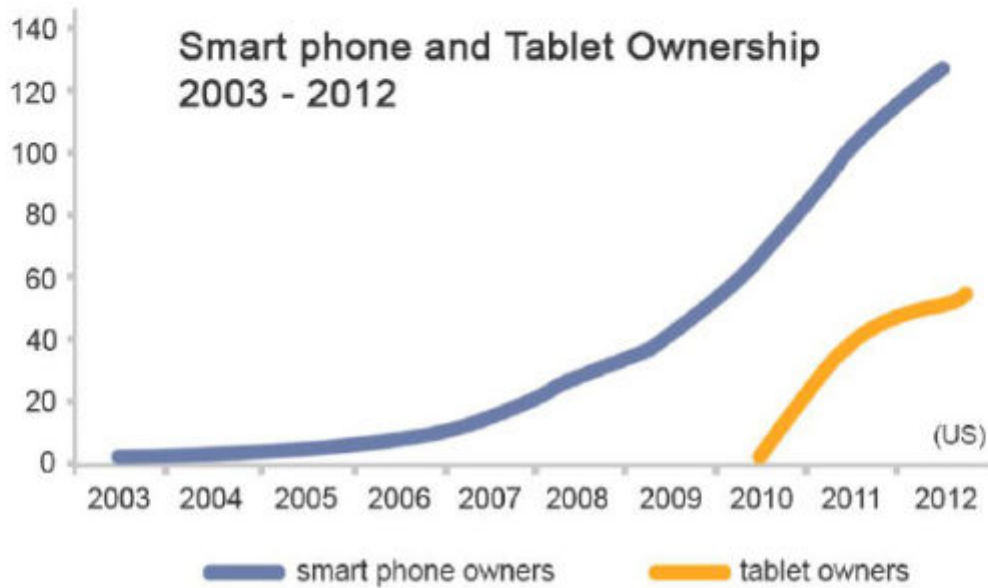


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### Mobile device ownership is increasing



- comScore

Consumer ownership of smart phones has surpassed 125 million and tablets are now owned by more than 50 million.





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### Mobile device usage is increasing

- 88% of adults own a mobile phone
  - 55% use their phones to go online in 2012
- from
- 39% in 2009



- comScore

### Share of Digital Media Time Spent: Desktop Computer vs. Mobile (Smart phone + Tablet)

Smart phones and tablets now drive 1 out of 3 minutes spent with digital media



vs.



- comScore Media Metrix Multi-Platform U.S., Dec-2012



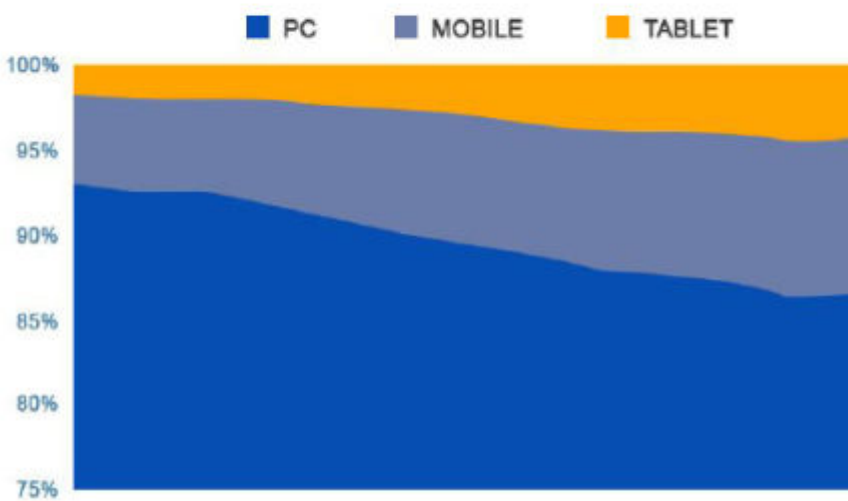
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### Web page views via mobile is increasing

Share of Internet Page Views\* Across Devices  
2011 -2012

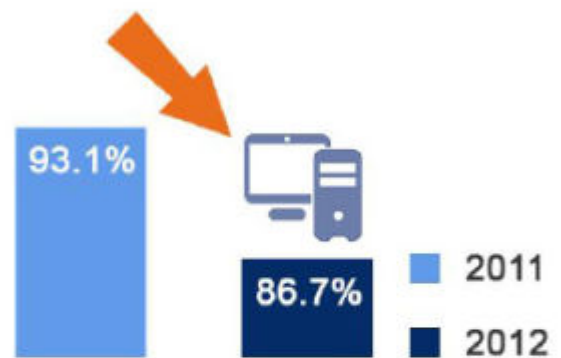


- ComScore

How people consume content online has drastically shifted due to the wide adoption of smart phones and tablets.

In August 2012, mobile phones and tablets accounted for a combined 13.3% of total Internet page views. This was nearly double the figures of August 2011.

Personal computers continue to dominate with 86.7% of all page views. However, this figure is a 6.4 points decline from 2011. A growing number of consumers are turning to a growing number of devices to stay connected.



#### Web page views via smart phones and tablets

13.3% Aug 2012 from  
7% in Aug 2011

#### Web page views via personal computers

86.7% Aug 2012 from  
93.1% in 2011

- comScore Device Essentials





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### Mobile usage has been changing market and consumer behavior

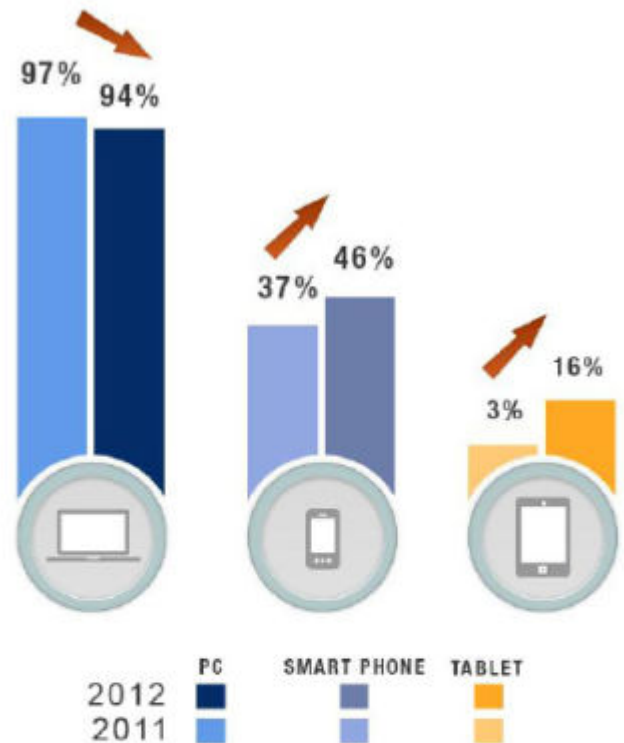
Mobile devices have been very instrumental to the growth of local search, social media and mobile-based e-commerce or m-commerce

Search & local search market continue to grow at an impressive rate with 144% growth in 2011 from 2007 – 1 billion to 2.440 billion. Much of this has a lot to do with the growth of mobile device usage.

It is also interesting to note that engagement in social media is increasingly taking place via mobile devices. From 2011 to 2012: 37% to 46% for smart phones, 3% to 16% for tablets, and a decrease from 97% to 94% for computers.

Local Search growth in 2011

Mobile Usage Growth in 2012



– comScore Local Search Study 2012

– Nielsen



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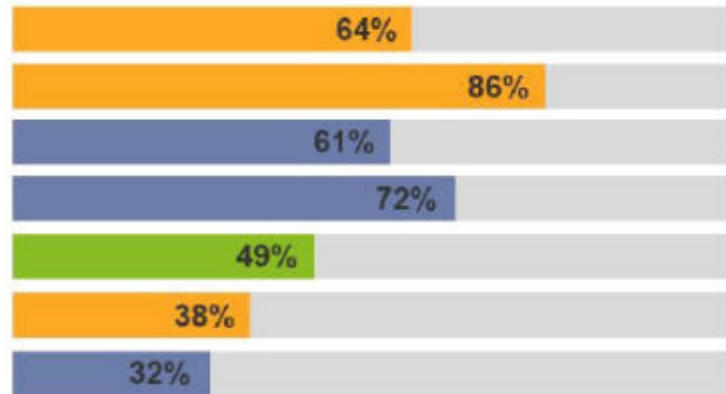


**M-commerce accounts for 11% of U.S. retail e-commerce in Q4 2012 from a mere 3% in Q4 2010.**

Mobile Commerce share of E-commerce sales from 2010-2012



- comScore



- 64% of tablet owners made local searches at least once a week
- 86% of tablet owners made a purchase from their recent tablet-based local search
- 61% of smart phone owners made local searches from their device
- 72% of smart phone owners made a purchase from their recent tablet-based local search
- 49% of smart phone and tablet users use apps for local business searches
- 38% of tablet users made a \$100+ purchase
- 32% of smart phone users made a \$100+ purchase

- comScore Local Search Study, Marketing Sherpa, PEW Internet, Cone Communications



**When mobile users land on a website that is not mobile responsive, those users tend to leave that website and opportunities are missed. And so it simply makes sense to upgrade your website into a mobile responsive one.**





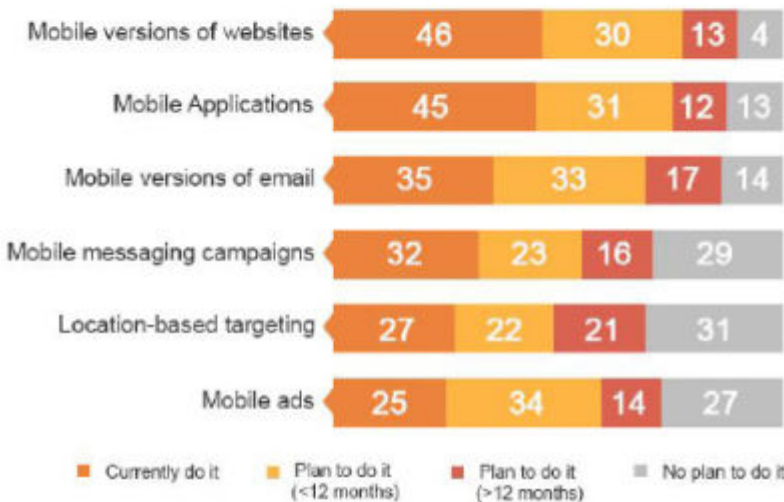
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### What Your Competitors are Doing?

#### Adoption of Mobile Marketing Tactics



*In 2013, marketers will finally list mobile as a major line item on their marketing strategy.*

*Not only will there be continued investment in mobile optimized websites and email, but we'll see mobile take a more important role when integrating with marketing campaigns. By the end of the year, mobile will become a more strategic and must-have channel for many businesses.*





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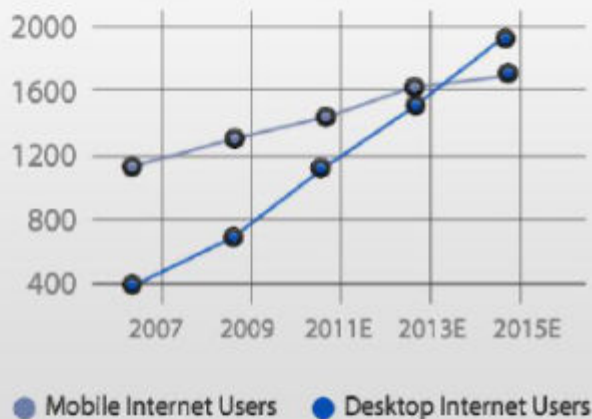
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### The Future

How fast is mobile Internet growing?

#### Global Mobile Vs. Desktop Internet User projection



*By 2014, mobile Internet users will outnumber desktop computer Internet users.*

With this shift in platform well under way, you will be challenged to stay ahead of your target market's usage curve and provide optimal presence with the content they want, when and where they want it. It is imperative to maintain your audience, market and revenue share in the 'traditional' PC platform while capturing market share and monetizing emerging platforms. Doing so will require businesses to get even smarter to do online marketing seamlessly across all platforms: PCs, smart phones and tablets.

### Why Choose Us?

Responsive Web Design is a rather new technology which only started to pick up in 2012. Thus, not many service providers have acquired the technical knowledge and the capabilities to produce mobile responsive web sites like we have.

Choosing us as your web design provider eliminates the need for you to build and develop the technical know-how and tools required to build a mobile responsive website. It also removes the need for you to hire and train a team which can be very expensive and time-consuming.

Our web designers and developers have extensive web design experience and are at the forefront of emerging technologies, tools and applications in mobile responsive web design.

To get a preview of our competency in designing mobile responsive websites and regular websites alike—as well as social media banner design and logo design, visit [MarketingHelper.net](http://MarketingHelper.net).



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### *In-depth Consultation*

We believe that understanding our customers' needs and objectives are crucial to providing superior services and so we take the time to know your business, brand, products/services, target market, customers, and your competitors. We factor all of these into our web design strategy and recommend the right package for you.

We follow a cycle beginning with in-depth consultation before we strategize and implement the most suitable solutions for you, especially if you also plan to implement online marketing tactics such as SEO. We then measure and analyze results and listen to your feedback and apply continuous improvements to your web design as needed.





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### Summary of What We Do

#### Installation, Configuration and Customization

We will install and configure the latest version of WordPress on the web server as well as generate your File Transfer Protocol (FTP) and Content Management System (CMS) access.

We will install your WordPress theme or custom WordPress design that will depict the layout and the graphical interface of your site. Based on our consultation with you, we make sure that an appropriate WordPress layout and design is chosen conforming to the intended purpose and function of your website. The selected layout and design will also be in compliance with W3C and SEO standards.

We will also setup your WordPress blog and make sure it is seamlessly integrated with the rest of your website from a design perspective.

#### Graphic Design and Mockups

Following content and design analysis, we will provide web design mockups (for custom websites) and source relevant images and strategically embed these on your website. We make sure these images are visually engaging and complement the overall aesthetics and the written content.

#### Contact Forms

We will install a fully functional basic contact form based on the pertinent information provided. The contact form is your main tool for converting a casual site visitor into a lead or a potential customer.

#### Email Installation and Configuration

We will install your Google business email using the domain name of your website. Each of the 10 users will have access to Google Mail, Google Calendar and Google Docs.

#### Website Backup, Migration and Installation

We will do a website backup and store it for you for 3 months just in case something happens on your live website down the line. Data backups will offer benefits for you if you want to effectively store multiple copies of web-based data in a secure location. We make sure that you will have easy access to your backup files. We will then transfer all your integral website files to a new reliable host which will remotely monitor the status of your site on their server. This service will cover all of the procedures and prerequisites of a thorough website migration.



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### Summary of What We Do

FEATURES	WORDPRESS THEME-BASED WEB DESIGN	WORDPRESS CUSTOM WEB DESIGN	WORDPRESS THEME-BASED MOBILE RESPONSIVE WEB DESIGN	WORDPRESS CUSTOM MOBILE RESPONSIVE WEB DESIGN
Website	✓	✓	✓	✓
Blog Setup	✓	✓	✓	✓
SEO - friendly	✓	✓	✓	✓
Content - driven ( CMS )	✓	✓	✓	✓
Widgets	✓	✓	✓	✓
Custom design		✓		✓
Responsive Design (PC, tablet and smart phone friendly)			✓	✓





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### *What is the Next Step?*

**Send us an email or give us a call to schedule an appointment.**



### Engage our services and get the following:

- ✓ Mobile responsive web design platform based on where the technology is headed along with thorough market and consumer behavior research and analysis.
- ✓ In-depth consultation with you to tailor-fit your web design project with your marketing goals.
- ✓ Grow your network and get more referrals and join other business owners who are enjoying the elite status of having a mobile responsive website.
- ✓ Stop losing opportunities when mobile device users visit your website. Make your website a user-friendly, content-driven, robust platform for online marketing and beat your competition.

**Send us an email or give us a call to schedule an appointment.**

