

## STREET LEVEL STUDIO RESPONSIVE DESIGN GUIDE

# BE RESPONSIVE.

Is your website up-to-date with current web practices? If not, you could be losing valuable customers. One website feature in particular shouldn't be overlooked: Responsive Website Design.

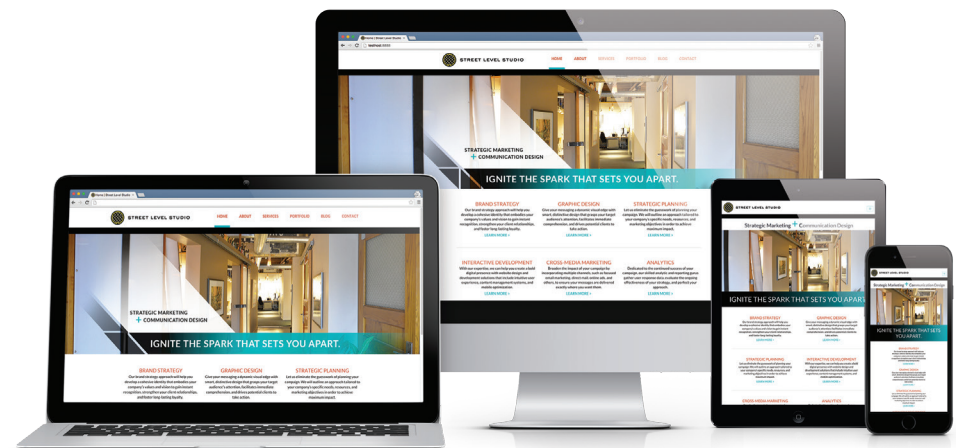
### WHAT IS A RESPONSIVE WEBSITE?

A responsive website optimizes viewing across all devices, allowing you to reach users that see your site on smartphones, tablets, laptops, desktops, smart TVs, and many more. All with one website! There are so many devices in the marketplace with different screen sizes, and a responsive website accounts for all of them so no one gets lost in "pinch-and-zoom" trying to navigate your site.

### THE MOBILE REVOLUTION HAS BEGUN.

Mobile device usage has exploded worldwide and is only getting bigger. There are now more registered mobile devices on the planet than the entire human population, and mobile device growth isn't slowing.<sup>1</sup> In January 2014, the Pew Research Center found that 58% of American adults owned smartphones and 42% owned tablet computers.<sup>2</sup> Many own multiple mobile devices and switch between usage at their convenience and based on their environment. Mobile devices are an incredible opportunity to interact with customers at home, at work, and on the go.

Mobile marketing should not be overlooked in your strategy. Let consumers take you with them in their pocket. A responsive website enables you to effectively reach your customers on the devices they choose.



## DON'T LOSE MOBILE CUSTOMERS TO YOUR COMPETITION.

The demand for content on any device has led to many changes in web practices. An iAcquire survey found that 40% of mobile users would skip a result that wasn't mobile friendly.<sup>3</sup> In a recent change to their site ranking algorithm, Google now boosts the rankings of mobile-friendly pages on mobile search results.<sup>4</sup> Additionally, Google adds "Mobile-friendly" to the front of mobile search results for responsive websites.<sup>5</sup> Your site might be passed over by a prospective customer for a "Mobile-friendly" competitor if your page isn't mobile optimized.

## CONQUER YOUR MARKET.

Avoiding responsive website design could be detrimental to your marketing results. If you would like further information on how to integrate responsive website design into your strategy, contact us for a free consultation. If you want to "be responsive," our team of designers and developers at Street Level Studio can help you get there.

<sup>1</sup> "Mobile connections, including M2M" <https://gsmainelligence.com/>

<sup>2</sup> "Mobile Technology Fact Sheet" <http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>

<sup>3</sup> "Mobile Behavior: Big Game Seating — A Study with SurveyMonkey" <http://www.iacquire.com/blog/mobile-behavior-big-game-seating-a-study-with-surveymonkey>

<sup>4</sup> "Rolling out the mobile-friendly update" <http://googlewebmastercentral.blogspot.com/2015/04/rolling-out-mobile-friendly-update.html>

<sup>5</sup> "Helping users find mobile-friendly pages" <http://googlewebmastercentral.blogspot.com/2014/11/helping-users-find-mobile-friendly-pages.html>

## ABOUT STREET LEVEL STUDIO

After nearly 30 years of watching and forwarding change in the marketing industry, Street Level Studio has evolved as new technologies and strategies have emerged. The days of Rubylith, T-squares, and type galleys are long gone, thankfully. Fortunately, today's communication tactics allow us to provide a wider range of communication design and marketing strategy solutions for our clients.

We partner with our clients to help them reach their customers in a more meaningful way, and we believe

that the best way to gain the trust and respect of your customers is to listen to their needs as well as expressing what you can offer. This two-way conversation fosters solid relationships and long-lasting loyalty.

At Street Level Studio, we don't do sloppy. We take pride in our work and are committed to clean, captivating, high-quality work that meets our clients' needs and exceeds their expectations. Whether it's a single brochure for a local business or a comprehensive campaign for a national brand, our dedication is unmatched.



### STREET LEVEL STUDIO

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