



# GROW SMART MARKETING



## MOBILE-FRIENDLY WEB DESIGN

More and more of your potential customers are searching for businesses using their mobile devices. Is your website mobile-friendly?



Mobile-Friendly Web Design Primer  
June 2016 Release





# MOBILE-FRIENDLY WEB DESIGN

Capture and convert potential customers on mobile devices!

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# MOBILE-FRIENDLY WEB DESIGN

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## WHAT IS A MOBILE-FRIENDLY WEBSITE?

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A mobile-friendly website is one that correctly displays when accessed on a mobile device. It allows you to navigate, read, view images and videos, fill out forms, and make purchases with a smooth experience.

A mobile-friendly website possesses these features:

- Texts are NOT too small to read
- Navigation and links are just about the right size and are easily “clickable”
- Images and videos are scalable; videos are playable
- Mobile viewport is set

A Mobile-Friendly Website is built on a Responsive Web Design Framework.





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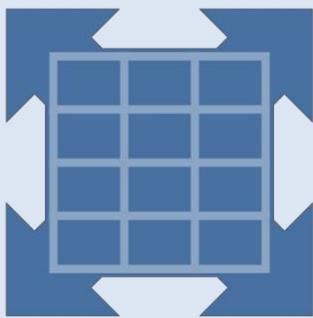
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## WHAT IS RESPONSIVE WEB DESIGN?

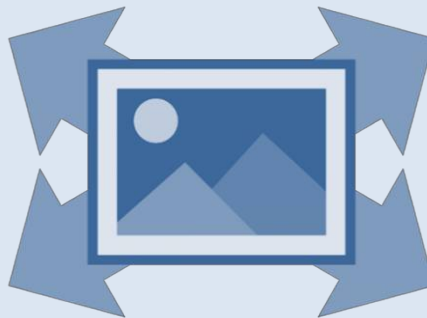
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A Responsive Web Design adapts to multiple screen sizes using the same URL, the same page, the same content, and the same code. Whether viewed on a desktop computer, laptop, tablet, or smartphone, all the elements on the site remain optimal for viewing.

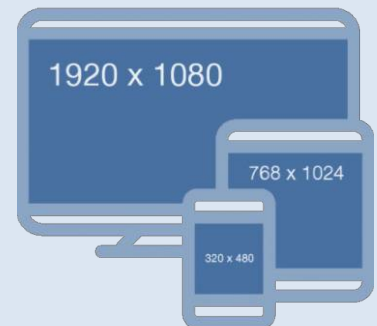
A responsive web design has the following key features:



**Flexible Grid**



**Flexible Image**



**CSS Media Queries &  
Screen Resolution**



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## WHY SHOULD YOU HAVE A MOBILE-FRIENDLY WEBSITE?

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### A Mobile-friendly Website is SEO Friendly

Google is a big fan of mobile responsive websites. Below is a quote 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."***





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## Google Ranks Mobile-friendly Websites Higher on Mobile

Seeing the increase in users accessing their search engine via mobile devices, Google added a “mobile-friendly” label to applicable search results to provide a better user experience.

<b>November 2014</b>	Google adds “mobile-friendly” label to mobile search results
<b>April 21, 2015</b>	Google Mobile-friendly Update
<b>May 12, 2016</b>	Mobile-friendly Ranking Boost

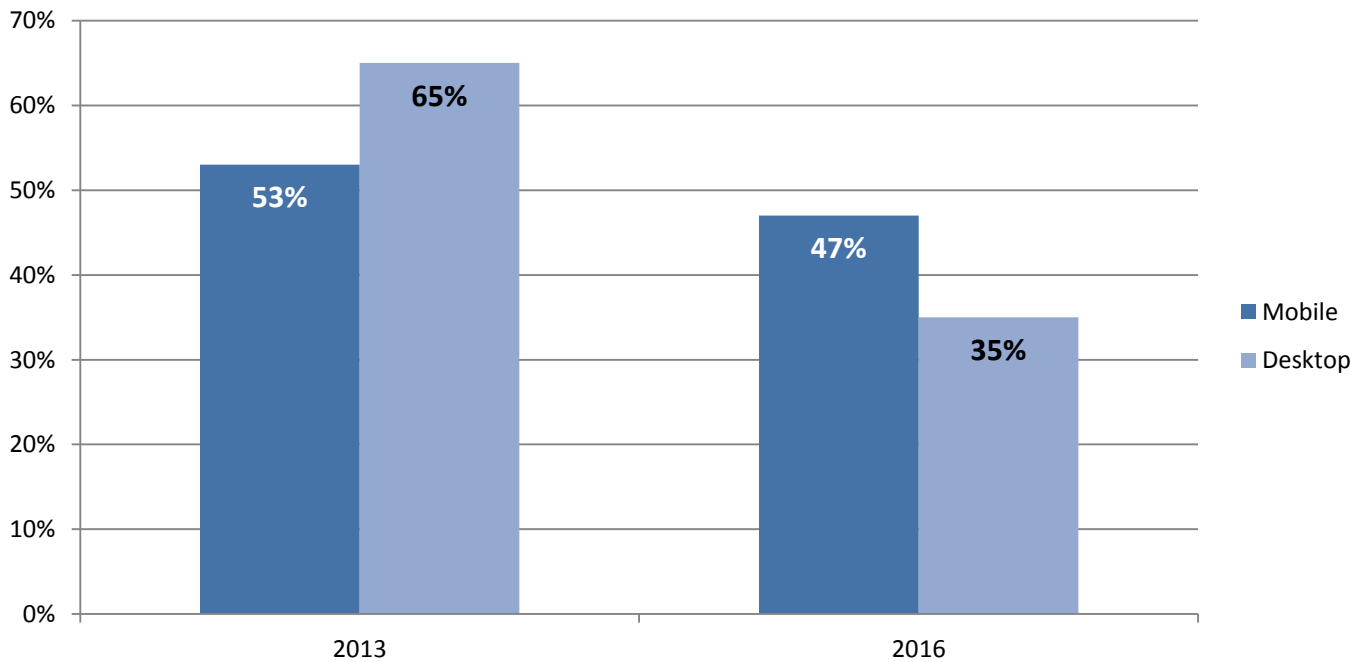




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## Internet Usage on a Mobile Device is Continuously Increasing



- comScore



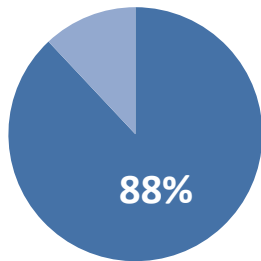


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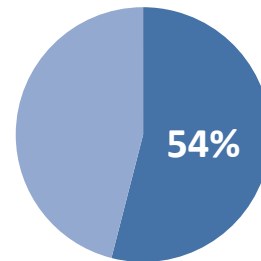
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## Local Search on Mobile is High

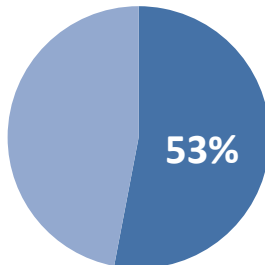
*4 in 5 consumers conduct local searches on search engines*



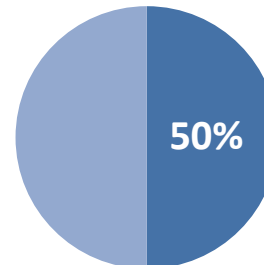
**Eighty-eight percent** use smartphones



**Fifty-four percent** of consumers search for business hours



**Fifty-three percent** of consumers search for directions to a local store



**Fifty percent** of consumers search for a local store address

- Google

When mobile users land on a website that is not mobile responsive, they tend to leave, and opportunities for you go away. It simply makes sense to upgrade your site into a mobile responsive one.

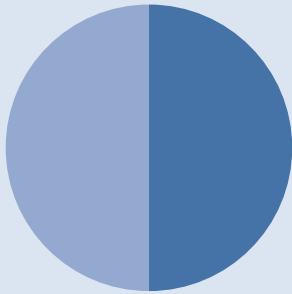




## MOBILE-FRIENDLY WEB DESIGN

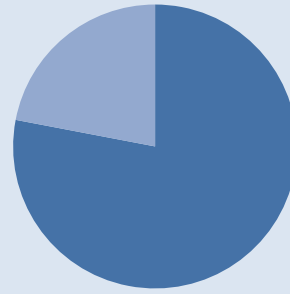
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### Local Search on Mobile Leads to Conversions



50% of consumers who searched on a smartphone visit a store within a day

- Google



78% of searches made on a mobile phone ended in a purchase

- comScore, Neustar, Localeze and 15 Miles

***Purchases on mobile phones and tablets are set to double by 2018.***

-Forrester

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

Your website serves as the central hub for your online marketing where traffic is ultimately directed to convert into customers.

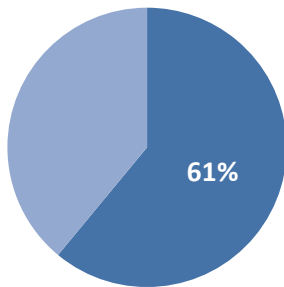
All of your online marketing efforts, such as SEO, PPC, and Social Media Marketing will rely on a well-designed mobile-friendly website where your landing pages and blogs are built to convert traffic to leads and leads to customers.



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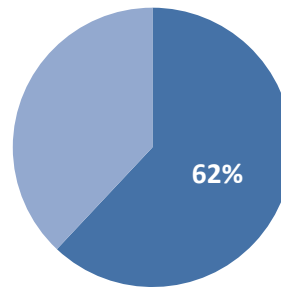
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## WHAT YOUR COMPETITORS ARE DOING



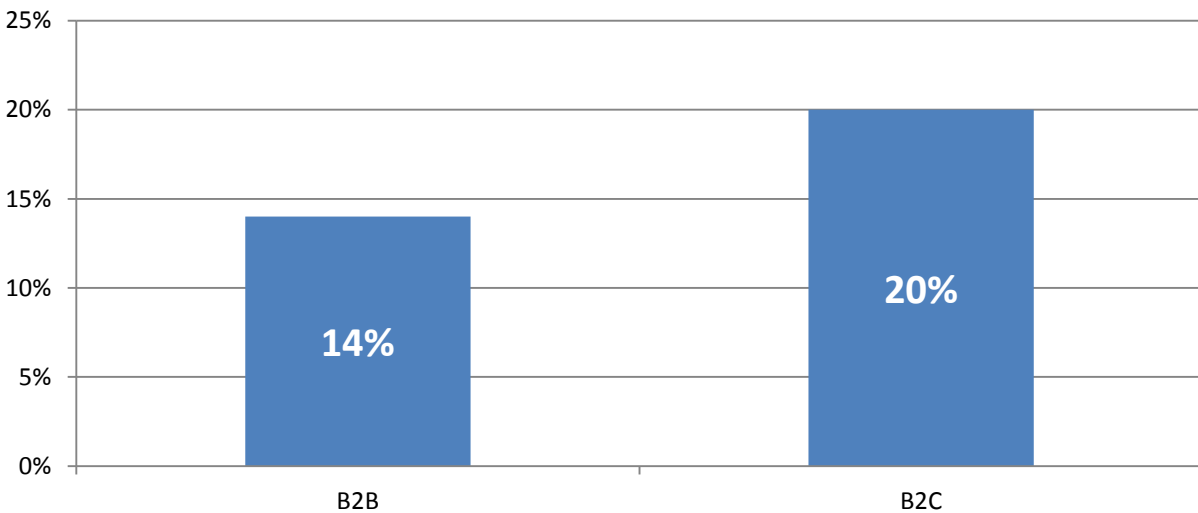
Sixty-one percent of companies have created a mobile site or optimized their existing site for mobile.

- Chief Marketer, Mobile Marketing Survey



Nearly two-thirds of B2B marketers said they plan to invest in responsive design

- Emarketer



The share of budget for mobile marketing is expected to increase

- Up to **fourteen percent** for B2B companies
- Up to **twenty percent** for B2C companies

- The CMO Survey



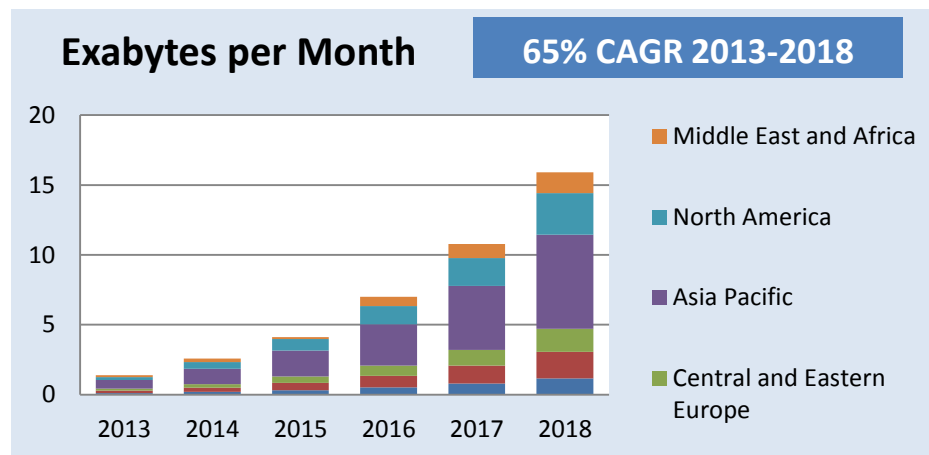
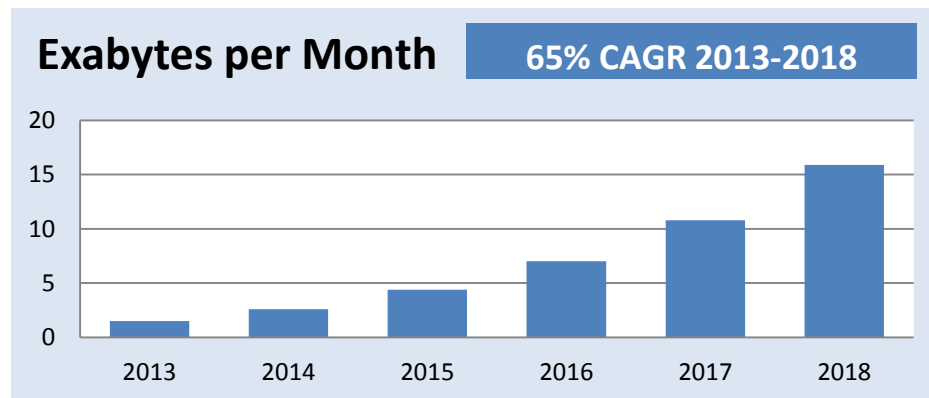
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## THE FUTURE

### Mobile Web Traffic

Global share of mobile web traffic has been skyrocketing



- Cisco VNI Mobile

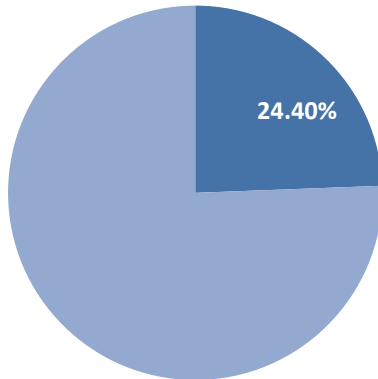
The mobile share of web traffic worldwide has been growing tremendously. Your websites must be mobile-friendly, or you will lose visitors.



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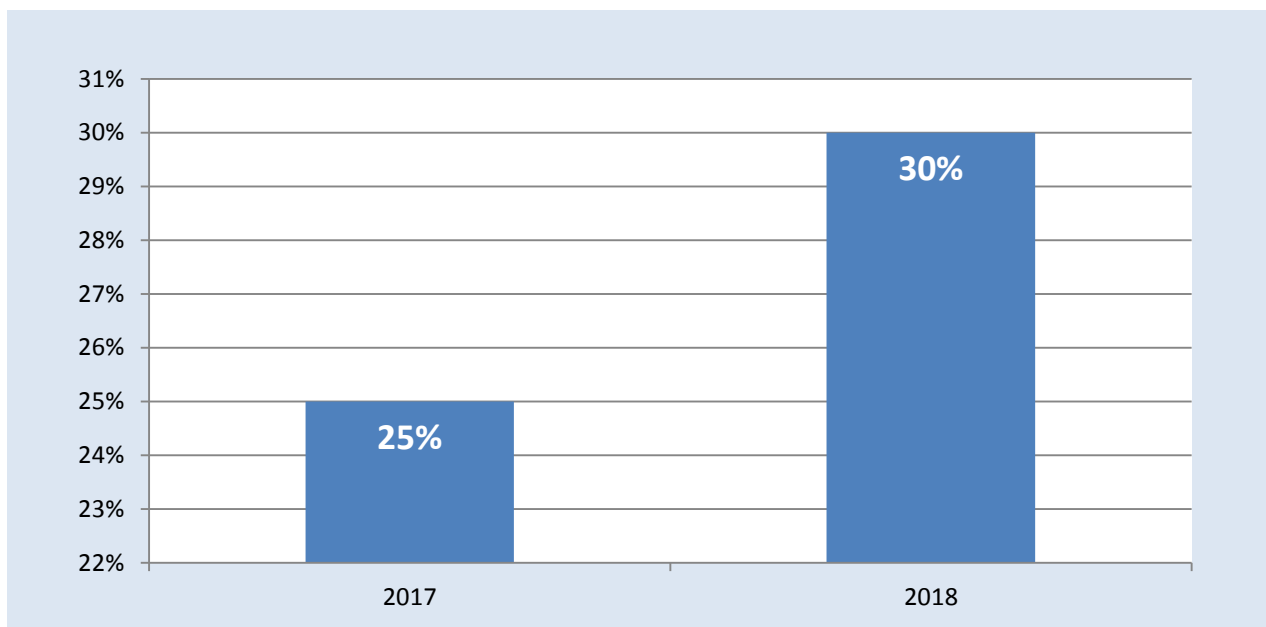
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## Mobile Commerce



Mobile commerce will account for **24.4%** of overall e-commerce revenues by the end of 2017

- ABI Research



Mobile is projected to account for 25% of all U.S. online sales by 2017, and mobile devices will account for 30% of global retail e-commerce spending by 2018.

- Payfirma



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## WHY CHOOSE US?

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Choosing us as your web design provider eliminates the need for you to build and develop the technical know-how and acquire the tools required to create 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 feel of our competency, visit [MarketingHelper.net](http://MarketingHelper.net)





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## IN-DEPTH CONSULTATION

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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 an in-depth consultation before we strategize and build the best mobile responsive website for you. 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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## WHAT IS THE NEXT STEP?

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

Enlist our services and get the following:

- ✓ **High-end Technology:** Get a website designed based on the latest technology – along with thorough market and consumer behavior research and analysis.
- ✓ **In-depth consultation:** Talk to our experts to tailor-fit your web design project with your marketing goals.
- ✓ **Participation in the Mobile Economy:** Join the ranks of businesses that are successfully converting customers through their mobile-friendly websites.
- ✓ **Competitive Advantage:** Stop losing opportunities when mobile device users visit your website. Make your site a user-friendly, content-driven, and robust platform for online marketing and beat your competition.

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

