

5 Reasons to have a responsive web design

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Here are some interesting findings from the latest research on 'Mobile Hierarchy Of Needs of 2017' by Comscore...

- **In most countries, multi-platform ownership dominates where users switch between mobile and desktop. Especially when selecting some products and services.**
- **Across the globe, mobile devices dominate total minutes online. 91% in INDONESIA! Among the other countries are - USA - 71%, CANADA - 62%, UK - 61%, CHINA - 71%, MEXICO - 75% and so forth.**
- **The mobile digital media time in the USA has increased by 51% compared to desktop at 42%.**

The inference is obvious.

If you are not able to target your mobile audience to visit your website, you are missing out on a significant chunk of business compared to your competitors.

If the experience of viewing and even interacting with your site of the mobile visitors is poor (that is, your's is not a responsive web design), they will not only leave your site immediately to open your competitors' sites, but they will also have a poor opinion of your brand.

Let us see then why should you have a responsive web design...

1. Uninterrupted, Smooth User Experience

Perhaps the greatest benefit of a responsive website.

An unresponsive site will mess up and present distorted image and content of the original website if accessed from devices like mobile, tablet, iPad etc.

The texts will jumble up, images will not align, and users will have to scroll through continuously to get the desired information.

The obvious choice with the user will be to close your site immediately.

2. Responding To User Preferences

A professional web design that is responsive will change to accommodate the image size, resolution, scripting as per the user choice, environment depending on platform, orientation and screen size. That is, it will be a device independent website. In one sentence, a responsive website responds to user's preferences giving a seamless surfing experience even to latest gadgets with latest technologies like smart watches, IoT.

3. Improved SEO

A responsive 'user-focused' website design and content has a greater likelihood of ranking high in search engines. Gives good user experience and return value of your SEO efforts.

4. Increased Traffic

We have already discussed the increased mobile stratosphere. A business without capturing the mobile customers is absolutely outdated or going to be one soon! Many businesses still make a separate website for mobile devices which is not advisable. They are time-consuming, and expensive to maintain.

5. Responsive Vs Mobile Friendly

A mobile-friendly site looks good on certain mobile devices but will have flaws and difficult to navigate on devices with higher resolutions.

A responsive website is different.

It will flawlessly fit into any device, any screen size, any resolution. Without an iota of compromise on user experience.

To conclude, a professionally designed responsive website not only saves a lot of money but also goes a long way in traffic building, branding and client retention in the long run.

Pulse Solutions is a professional web design company. Started in 1997 the company has a long history of successful website designing including responsive websites, custom web application, mobile applications and eCommerce enabled systems.

Meta Title: 5 Benefits Of Professional, Responsive Web design

Meta Description: Responsive website brings improved SEO, better UX, more traffic, business.

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