

What is Mobile Responsive Web Design?

What is Mobile Responsive Web Design? With a world population of approximately 7 billion, there are a total of 7.7 billion phones, which accounts for slightly more than 1 phone per person!

52.03% of Internet Traffic is Coming from Smartphones

Did you know that as of March 2020, over 52.03% of the [internet traffic](#) is coming from smartphones? With a world population of approximately 7 billion, there are a total of 7.7 billion phones, which accounts for slightly more than 1 phone per person!



That's a lot of usage! But what does it have to do with website owners? Why should you even care? It all boils down to the specific usage on these mobile phones that marketers and website designers should consider into account:

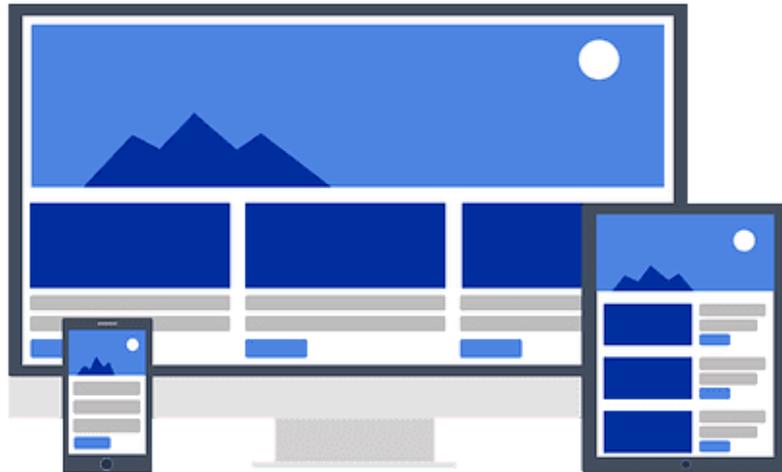
- **Approximately 61% of searches on Google are from a mobile device**
- **More than 50% of mobile users routinely shop online**
- **In the US alone, users spend almost 4 hours on their smart devices**

Whenever someone visits your website from their smartphone or tablet device, they should feel warmly welcomed and have an intuitive experience while browsing. Anything from reading a blog post to making an order should be as smooth as possible. And the only way to ensure this is to have a responsive website design.

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What is a mobile responsive web design?

A [responsive web design](#) is a terminology used to refer to a website that adjusts itself quickly according to the users' screen size, and resolution, providing a flawless browsing experience. In short, a website with mobile-friendly media such as images, and text are aligned according to whatever device the user is browsing from, such as a smartphone, tablet or a desktop computer.



Why do you need a mobile responsive design? [\[top\]](#)

Over 50% of the traffic comes not from desktops, but mobile phones and tablets. This means catering to the ever-growing needs of mobile users is a necessity, not a luxury. Gone were the days when responsive web design was an add-on. Today, it is a part of improving User Interface and User Experience (UI/UX) all meant for improving website traffic and conversions.

An investment in a responsive website design is an investment in your business. You don't need to break the bank and have a website designed for each and

every possible screen design. A responsive design will ensure your website is compatible with all screen sizes and works without any hiccups.

As such, it goes on to say that a responsive website is super important for smartphones and tablets. Be where your customers are!

Why Responsive Web Design is Important [\[top\]](#)

We have already mentioned why you need a responsive website, i.e. to have a fabulous experience for your website visitors regardless of the device size or type they are using. It allows visitors to interact with your website by reducing bounce rate, and increasing conversions.

Not having a mobile responsive website is a perfect recipe for disaster. You will witness a sharp fall in your potential customers, as much as up to 90%! Ouch! That's pretty much your entire business. Imagine going down to just \$10,000 from an average monthly sales of \$100,000!

1.

Responsive web design gets better rankings

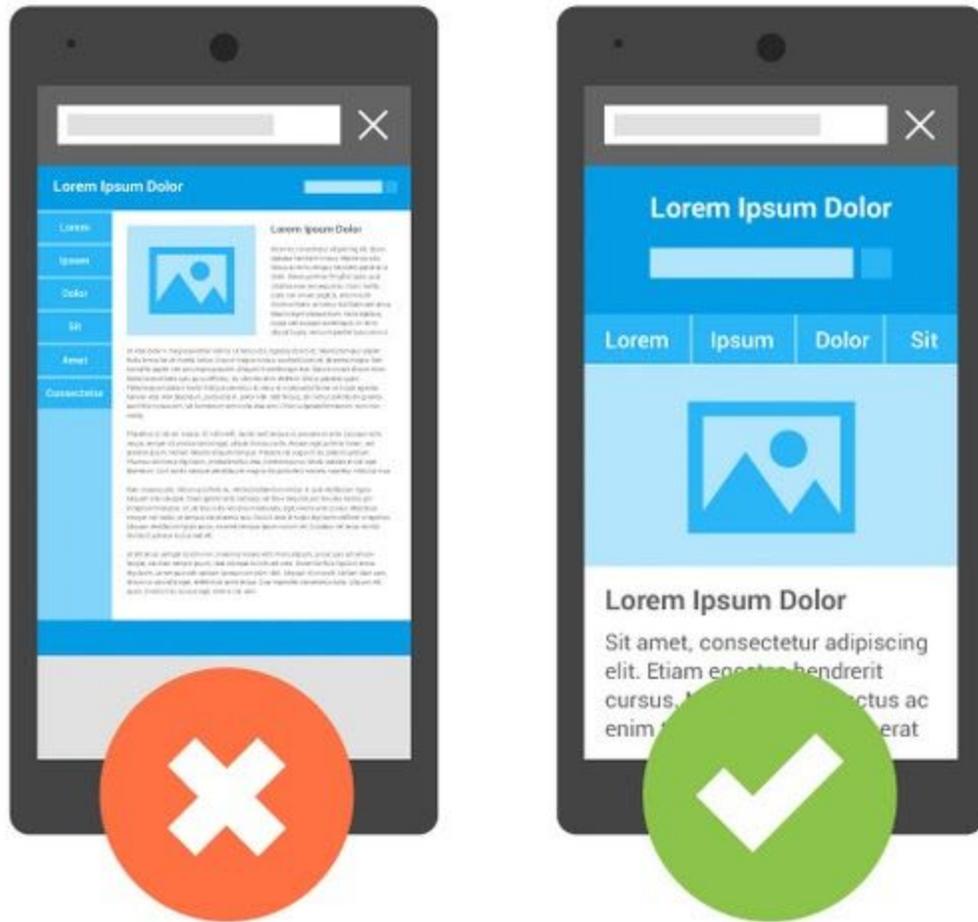
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[Responsive websites](#) deliver an exciting and personalized experience to your visitors. Someone visiting your website from an iPhone should have a totally different experience than a visitor using Windows.

But going all-in responsive isn't just about an ever-lasting user experience.

Google tests responsiveness to determine your site rankings and will throw you down the SERPs if you fail to impress the big G. The mobile-first index clearly shows how Google prioritizes responsive websites in search results over non-responsive ones.

Google noticed how people would easily switch if one website would have a poor user experience or was non-responsive.



And then, Google on 21st April 2015 rewrote the rules! A responsive website was no more a luxury, but a necessity! Why? Termed as “Mobilegeddon”, Google announced an algorithmic having impacts far and beyond of Panda and Penguin combined. Websites would now be penalized for not being responsive. In addition to this, responsive websites would experience better rankings and traffic.

Google, giving preference to mobile users, has started considering mobile-friendliness as a ranking signal. So if you have an ecommerce store, or a

simple blog, make sure it is responsive. If not, come and let's have a talk. We are Denver's leading responsive web design company and will design a breathtaking mobile-friendly website for you.

You may have the best website design, content and SEO, but if it isn't responsive, your customers won't find you through search engines. And if you are not found online, you are already out of business. Case closed!



2. Responsive web design reduces bounce rate and keeps customers on your website [\[top\]](#)

Have you ever visited a website and felt the urge of leaving it because it was too hard to pinch, zoom and read the text? Many of us have experienced this frustration.

A bounce rate is defined as the percentage of people who visit your website and leave within the first 3 seconds of loading. Not only is a high bounce rate detrimental for site rankings, it also goes on to show that the UI/UX of your website is not good enough for smartphone users to stay on your page. Always remember that smartphone users have a very low attention span and would simply leave the website if it doesn't open in 3 seconds.

Anything below 50% is considered to be a good bounce rate. With a responsive website that loads within 3 to 4 seconds, you can expect a 40% bounce rate.



3. Responsive websites build strong loyalty and positive brand recognition **[\[top\]](#)**

Anyone who has run a successful business will tell you just how vital it is to develop brand loyalty among their customers! Repeat buyers are the lifeblood of any business, big or small. Why is Apple the most valuable brand in the world?

Other than the fact that it keeps selling iPhones and Macs to new customers, it has developed a brand loyalty akin to a cult-like following where previous iPhone users shun their old devices in favor of the new ones!

It is all about UI and UX when it comes to websites! A responsive website will go a long way in developing that much needed brand loyalty and trust among your customers. 57% of consumers do not favor recommending a business with a horrible website. In the same report, it is stated that over 50% of online buyers are likely to develop negative perceptions about the brand with a poor-performing website.

A responsive website design will ensure that most of the smartphone users with an intention of buying, will purchase from your website.

How to Build a Responsive Web Design

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There are several ways to make your website responsive and we are going to cover each of them in details:

- Hire a [Denver Responsive Website Design Agency](#)
- Learn HTML and CSS and do it yourself
- Use a Content Management System

Do you have enough time to go through all the Youtube video tutorials on learning HTML and CSS and building a responsive website? When you have all of the resources available to cut the time, then why learn languages? Why reinvent the wheel?

The best case scenario for ANYONE to build a mobile-friendly website is to use a CMS, aka, Content Management System.

A CMS is any website owner's best friend (read software) when it comes to creating high quality, beautiful, and responsive websites without learning how to code. Here are some of the most popular and commonly used content management systems:

- Wordpress
- Woocommerce (A plugin for Wordpress to create Ecommerce store)
- Wix
- Squarespace
- Drupal
- Magento (For Ecommerce Stores)
- Shopify (For Ecommerce stores)

Wordpress [\[top\]](#)



Powering almost 35% of the web, Wordpress is the swiss army knife when it comes to website creation. From stunning responsive themes to plugins for almost all of your needs, Wordpress is often considered the go-to solution. You can't go wrong with this choice as it is the most popular and commonly used platform on the web. All you need is a reliable hosting, and you are good to go. With thousands of free themes and plugins, your wordpress website would be up and running in a matter of hours.

Here at Sitewired, we take pride in building responsive, beautiful Drupal, and Wordpress websites that blow visitors out of water each time they visit. From theme and plugin customization to performing SEO and increasing its rankings, we are the Wordpress Ninjas. Let's talk on how we can help you in creating your dream WP website!

Squarespace [top]



A popular contender in the world of website builders is [Squarespace](#). Currently it has roughly 100 themes for several categories such as personal, blog, ECcommerce, and business, etc.

It is not the same as Wordpress, but built for people having some sort of adequate knowledge in website development. Again, it requires no coding to develop your website and you can easily switch from desktop to mobile and tablet views to test from the browser on how your site performs across multiple devices. All themes are 100% mobile-friendly and since the design is grid-based, Squarespace will automatically align your texts and images to be responsive for any device.

Unlike Wordpress, you don't need to buy hosting or themes as it all comes in monthly and/or yearly plans.

Wix [\[top\]](#)



Going head to head with Squarespace, Wix is the most popular and commonly used website builder hosting over 160 million websites, which is a HUGE number! It offers free and paid mobile-ready website development at your disposal with hundreds of premium themes. Similar to squarespace, the Wix editor, also known by their modern name as ADI, automatically aligns texts and images to make your website responsive for smartphones.

What are Responsive Web Design's Best Practices? [\[top\]](#)

Buying an expensive car and not knowing how to drive it, isn't the car maker's problem. The buyer needs to know how to drive before buying a car. The same goes for a mobile-ready website. Any CMS, such as Wordpress, Drupal, Wix

and/or Squarespace will allow your website to be responsive in a snap. But what about all that media and images? That's your job!

Let's cover some of the basics of responsive web design elements:

Buttons and Call To Actions [\[top\]](#)

With all that blood and sweat going into your website, you'd naturally expect visitors to do something when they land on it. And that something could be anything, such as clicking a call-to-action (CTA) button for a downloading a book, requesting a quote or learning more about your business.

When you open SiteWired.com from your smartphone, you'd immediately notice a Call To Action in a striking red color, for which no scrolling is required. The white colored "Get A Quote " on top of Red-colored button immediately strikes out. Instead of having it in the hamburger menu, our tests showed positive results of the CTA being above fold.



Denver Web Design & Digital Marketing

Built from scratch, using imagination, and advanced web technologies to help your brand grow in this digital age.

I need help with...

- Select -

GET A QUOTE

Google's official Android Support recommends a minimum height of 48 pixels for all clickable elements on mobile devices such as inline links, buttons, and form fields.

Use scalable graphics that won't pixelate

[\[top\]](#)

When your site is viewed from a mobile device, it is imperative that graphics and media files do not pixelate. For this, you need to utilize scalable graphics such as SVGs. Here's a sharp difference between the two:



Perform regular tests on your website

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Just how well your site performs is a metric you should continue testing via various free and/or paid tools. Google's Mobile-Friendly Test Tool does just that.

With ample tips and resources shared in this blog post, use them to your benefit and get an awesome mobile-friendly website by SiteWired, a leading Denver website design company!

IF MY WEBSITE IS RESPONSIVE WILL IT INCREASE CONVERSIONS?