

Responsive Web Design

WHAT IS IT? (and why you need it)

www
URL
One Url



A responsive website adapts to the devices that access it to deliver the appropriate output for the user's screen size, resolution, platform, and orientation



Rather than designing multiple sites for different-size devices, this approach designs one site but specifies how it should appear on varied devices

WHY IS MOBILE IMPORTANT?



BROWSE THE INTERNET
(social networking, surfing)
using a mobile device



SEARCH THE INTERNET
(Seeking information primarily
using search engines)



Social networking accounted for **50%** of all page views in 2011



Facebook mobile users have **QUADRUPLED IN 2 YEARS** from 50 million in 2009 to 200 million in 2011



Facebook reports that they had **More than 425 million** Mobile monthly active users in December 2011 alone



There are **200 million** Mobile video playbacks every day on youtube



71% off mobile search happens when users are following up on a tv, online, or printed advertisement



9/10 Searches result in an action i.e a purchase, store visit, etc.

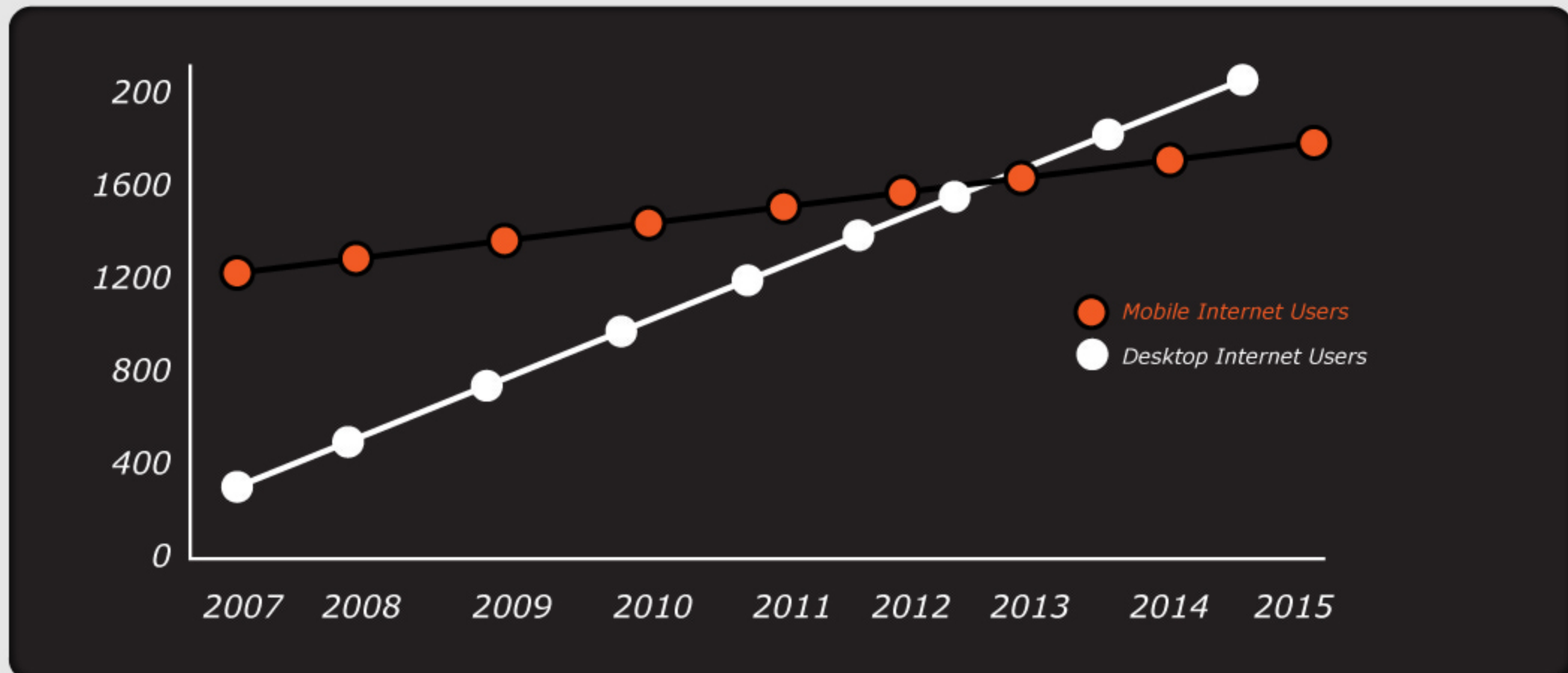


Mobile searches have quadrupled since 2010, with **1 in 10** searches made via mobile



95% Have looked for local information

INTERNET USAGE- MOBILE VS DESKTOPS



This graphs shows that by 2015, mobile internet usage will surpass desktops and continue to grow in this direction. We are in the middle of another revolution:

THE RISE OF BOBILE.

The Advantages

OF RESPONSIVE WEB DESIGN



SAVE MONEY



SAVE TIME



IMPROVES SEO



BETTER PERFORMANCE



WIDER BROWSER SUPPORT