

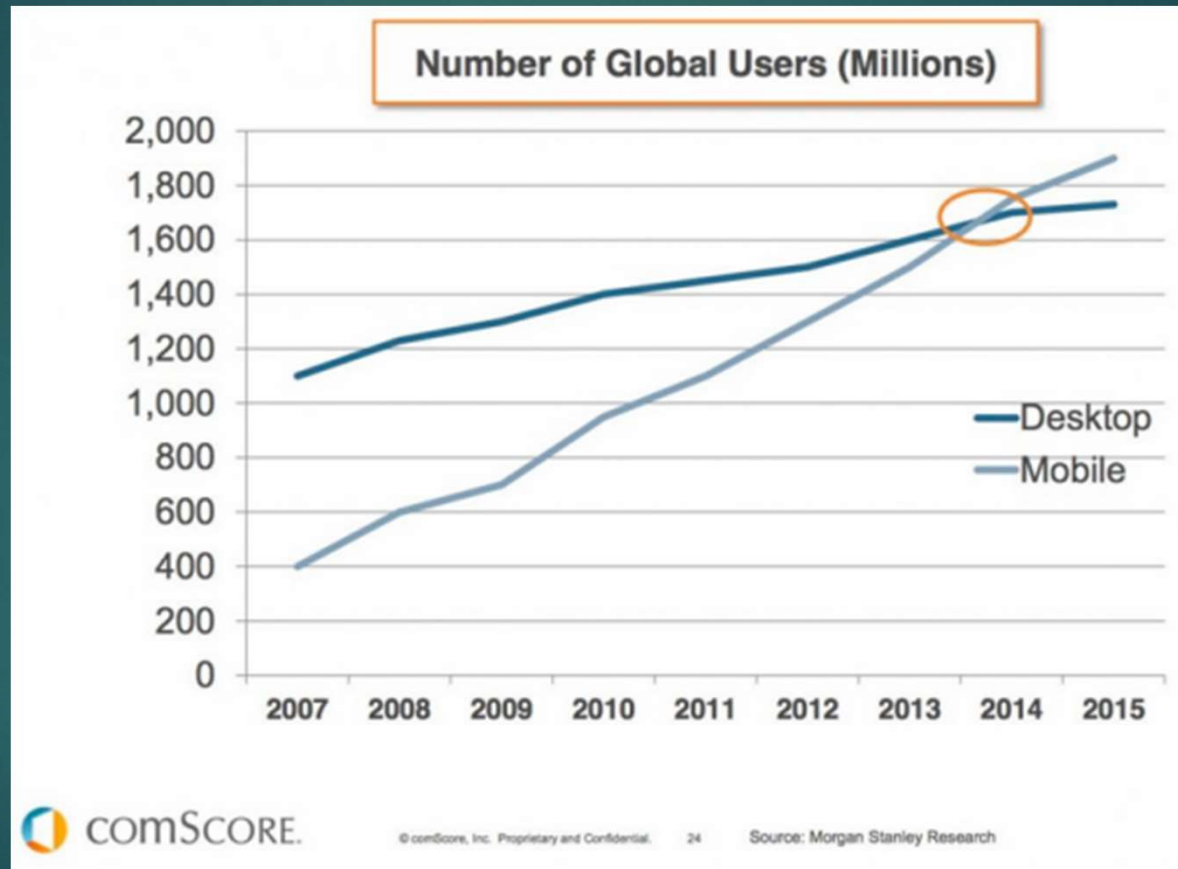
Responsive Websites

WHY, WHAT, AND HOW

Responsive Websites

WHY?

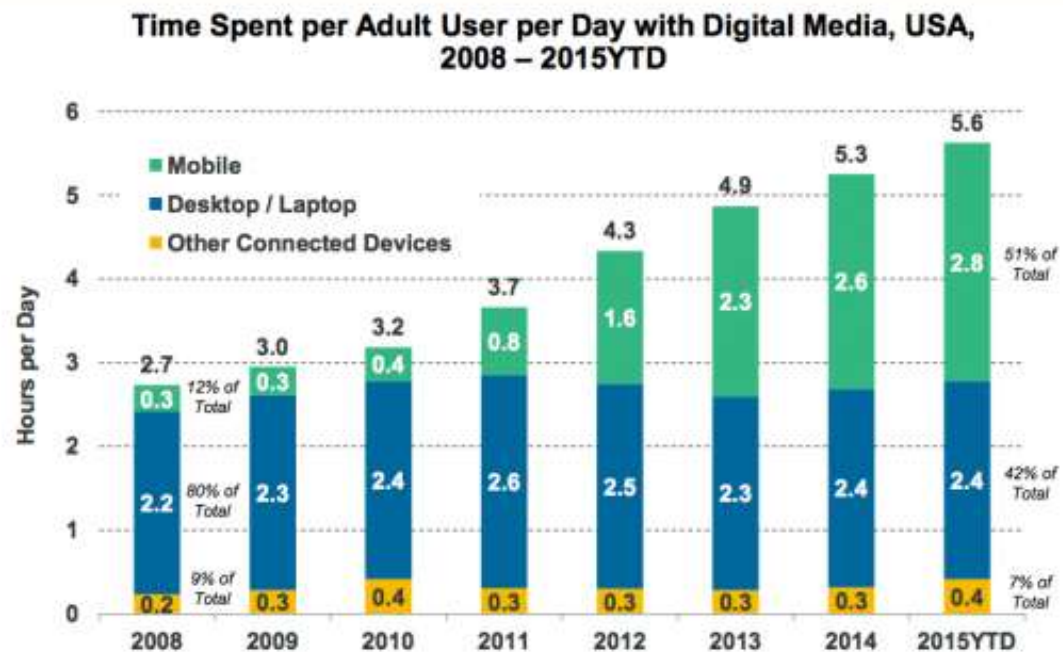
WHY? More mobile devices.



Why? More time spent on Mobile.

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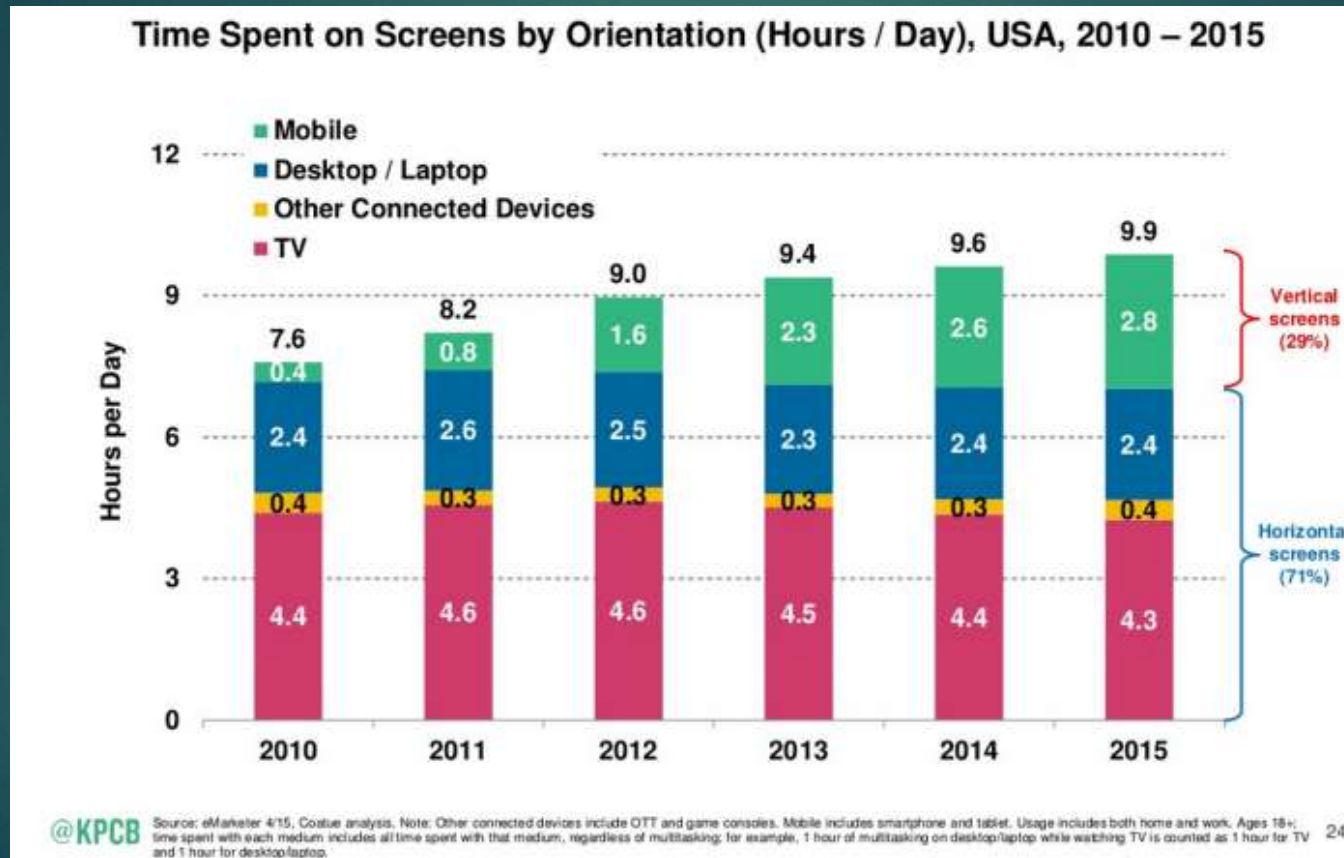
Internet Usage (Engagement) Growth Solid
+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA



Source: eMarketer 314 (2008-2010), eMarketer 415 (2011-2015). Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking.

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Why? Vertical Screen Use Growing



Why?

- ▶ More than 20 percent of Google searches are now being performed on some sort of mobile device.
- ▶ In 2012, over half of all local searches were done on a mobile device.
- ▶ 25 percent of Internet users only access the internet via a mobile device in the United States.
- ▶ 77% of mobile searches occur at home or at work - even if a PC is nearby and readily available

Why?

- ▶ Google Search
- ▶ Starting April, 2015, Mobile Friendliness became a search criterion.
 - ▶ For Searches from Mobile Devices.
 - ▶ Does not affect searches from desktops & laptops.
- ▶ Check our sites for Mobile Friendliness.
 - ▶ Mobile-Friendly Test Tool
 - ▶ <https://www.google.com/webmasters/tools/mobile-friendly/>

Responsive Websites

WHAT?

What? -- Mobile Friendly Sites

Three ways to implement a mobile friendly website:

1. Separate URL's -- e.g. www.xyz.com and m.xyz.com.
2. Dynamic serving
3. Responsive web design

What? – Responsive Web Design

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Responsive Web Design

- ▶ Serves the same HTML code on the same URL regardless of the users' device (desktop, tablet, mobile), but can render the display differently (i.e., “respond”) based on the screen size.
- ▶ Accomplished using new facilities in html5 and css3.
- ▶ Responsive design is Google's recommended design pattern.

What?

A Demonstration.

Responsive Websites

HOW?

How?

- ▶ Three ways to create a responsive website:
 1. From Scratch using html5 and css3. (the hard way.)
 2. Use an automated conversion service.
 3. Use a responsive template.

How? – Mobile Conversion Service

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- ▶ Many choices.
- ▶ Methods and prices vary widely.
 - ▶ \$10 per month to \$100 per page.
- ▶ Active Pages, Forms, and JavaScript can be problematic.
- ▶ Perhaps a good choice for simple text & table based sites.

How? – Mobile Conversion Service

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Some random examples:

- ▶ <http://www.mobilizetoday.com>
- ▶ <http://www.bemobilizenow.com>
- ▶ <http://ginwiz.com>
- ▶ <https://www.dudamobile.com>

How? – Use Responsive Template

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- ▶ Many templates available at reasonable cost.
- ▶ Templates available for many development platforms
 - ▶ WordPress, Drupal, Joomla, Dreamweaver, etc.
- ▶ For most pages, it's just cut and paste from the old pages into a new responsive page.
- ▶ Forms and Tables may need to be reworked

How? – Our Experience

- ▶ Used Dreamweaver Template from justdreamweaver.com.
- ▶ For most pages the conversion was trivial.
- ▶ Were able to use images from the old site.
- ▶ Putting our menu on the new site was easy.
- ▶ Forms needed to be redesigned.
- ▶ Some tables needed adjustment.
- ▶ Google maps converted nicely.

Responsive Websites

QUESTIONS? DISCUSSION?