

# 106 Responsive Website in action

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# Introduction

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Responsive sites have rich history .

Solves considerable issues with mobile

Google, Bing, Yahoo, all want to drive local search \$\$\$

Mobile Platform needed a boost, not taking off

- Give Search favor to Responsive
- Give Search penalty to non responsive.

BINGO \$\$\$ in Local Search Revenues

# STEP 1, 2, & 3 Terminology

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## Must reading; Terminology

- [https://en.wikipedia.org/wiki/Responsive\\_web\\_design](https://en.wikipedia.org/wiki/Responsive_web_design)
- [https://en.wikipedia.org/wiki/Comparison\\_of\\_JavaScript\\_frameworks](https://en.wikipedia.org/wiki/Comparison_of_JavaScript_frameworks)
- [https://en.wikipedia.org/wiki/Comparison\\_of\\_web\\_application\\_frameworks](https://en.wikipedia.org/wiki/Comparison_of_web_application_frameworks)

## Essential technology;

- CSS3
- JavaScript
- HTML5

## Quick Start

- <http://www.w3schools.com/bootstrap/>
- <http://www.w3schools.com/w3css/>
- <http://www.w3schools.com/html/default.asp>

## All the way in:

- <http://www.w3schools.com/default.asp>
- <https://developers.google.com/webmasters/mobile-sites>

# Step 3 & 4: Tools

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Do you design from scratch or use templates and a bootstrap?

- Bootstrap gives you a set of compatible libraries
- Templates let you learn the craft more quickly
- Template costs are minimal compared to productivity increase

What design and editing tools are needed?

- Smart editors, good graphics suites.
- Most of this can be obtained very inexpensively
- Check out Coffeecup Software
- Check out Microsoft Development tools
  - Visual Studio Express 2013,15 support open systems

What development platforms do you need?

- Microsoft has more development support available right now
- All mobile devices and browsers are available via simulator sites for testing

# Step 5 Bring up a trial site

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NAATW was my trial

Site initially brought up by consultant

After doing the above steps, I completed the integration of Square POS and Mailchimp Email

Most of the work was getting FREE 3<sup>rd</sup> party services to function together to build a viable Registration System



# Final: Wrap-up

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This is the most significant change in web capability in over 10 years

The technology is being adopted by all web vendors.

Integration of 3<sup>rd</sup> party is almost seamless if they support Responsive

It takes much less experience in order to bring up a useful sight.

Questions & Comments