# Why your business needs a responsive web design.

*That responsive design is so hot right now!*

**What is responsive web design?**
Responsive web design involves creating customized or flexible layouts for your website. Your whole website is accessible regardless of the device that the user is viewing. This means that the exact same content is served to the browser on each page.

Responsive design also involves creating touch friendly buttons and menu systems that respond to touch versus clicks.

**Why is responsive design better?**
The old scheme of mobile design did not typically serve the exact same page. This causes performance issues from breaking down usability to harming the website's ability to perform in the search engines. Websites with responsive designs typically have at least 40% fewer errors.

The old scheme of mobile design also rarely included the full website. So users were left with a feeling of a partial experience. Especially if they have visited your site with a full-screen browser before. Believe us when we say that nothing is more frustrating than trying to view content and not being able to find it just because you're on a mobile device.

On top of that, lots of websites did not include a switch to full site link. Those links allow you to view the full resolution and at least pinch and zoom your way to the content that you know is there.

**Why does responsive design matter?**
If you have read our precepts for webdesign you will see that usability and accessibility are fundamental requirements for developing a performance oriented website.

People are dynamic and so are our devices. We expect professionalism and high-quality design even from small business.

**Responsive design considerations:**
   - more and more people are browsing the web using a mobile device. 40 to 60% of our clients traffic comes from a small screen device on average
   - the number of commerce transactions that take place through a mobile device has increased and dramatically in the past five years
   - there are at a minimum 10 different screen sizes and probably more like 20 that will view your website today
   - users don't want to pinch and zoom. They expect a website that conforms to their viewport
   - conversion from mobile devices is just as important as conversion from big screen web browsing.
   - because there are fewer errors, your website typically shows up better in the search results.

## Does responsive design cost more?

Before responsive to design came about, designers would typically create two or three page layouts. These page layouts would typically translate into templates that can be reused throughout the website. For example: you might have a homepage layout, a content page layout, and a blog. The developer then has to create additional code to make the shape shifting work properly.

Now with responsive design, designers need to create additional templates for different sized screens. Because the layout must change significantly. And of course it takes more programming work.
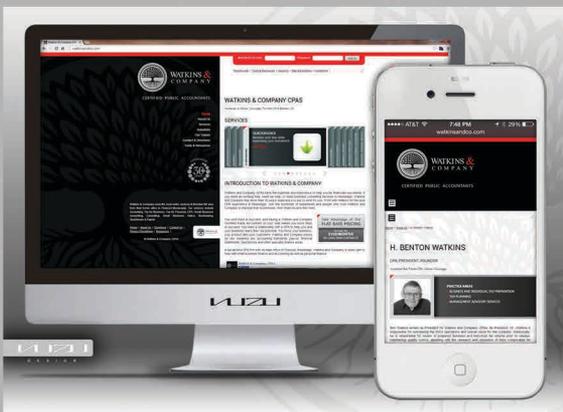
So now are three templates become nine when you consider a iPad sized screen and an iPhone sized screen for example. **So the short answer is... yes.**

That being said – there are shortcuts that help designers and the developer. Typically we find that a lot of our clients are most concerned with a full-screen and a phone screen. They are happy or okay with from a budgetary perspective, to have the iPad sized viewport be the same as the full website.



### Examples of our website responsive design work:

Hartfield Academy - you can view the responsive design in action by resizing your browser and then clicking refresh. Try making the browser tall and skinny like an iPhone screen.



Watkins And Company is a wordpress site that uses the bootstrap framework for creating responsive websites. These frameworks help developers create consistency accross different page templates.

In addition to custom design & development, lots of responsive WordPress templates are available. These allow you to start with a responsive design and customize slightly to fit your website needs.

### The bottom line:

One of Nuzu's precepts is to build value in the long term for your company. This value can be created by your online properties. Because responsive design has become a universal expectation, consider bringing your website into the 2013+ era.

Not only will it help your users and your conversion rate, but it will help your performance in search.

(nuzu) knows Internet + Marketing