

Top Reasons: Why Developing a Responsive Website is the Need of the Hour



To those not aware, a study shows that 75% of your online users prefer to leave websites if they don't ensure good user experience while browsing them through their mobile devices. When internet has reached a milestone of more than 2 billion users, one can't simply overlook the importance of responsive website.

In today's age, every business, regardless of the industry or market segment they belong to, need to have a mobile friendly website, so users can enjoy quality browsing experience across all mobile devices such as smartphones and tablets.

What does it mean by a mobile friendly website?

Mobile websites, technically called responsive websites, are a whole new design concept where a site is developed considering all different devices, screens and platforms with their varying screen sizes. If you want to expand your customer base and increase your website's conversion rate, responsive web design is the key.

A mobile ready website will improve your brand's visibility and credibility amongst targeted audience. Mobile compatible sites will load faster on tablets and smartphones, improving your website's user experience and reducing the bounce rate.

Moreover, if you are into ecommerce, launching a responsive website will let your users shop your products round the clock using their mobile devices on the go. The more you will make your users' shopping experience easy and fast, the more sales you will get.

Top advantages of developing a responsive website

- If you look around, you will find there are too many types and sizes of mobile devices but one can't build different versions of their website for all. And this is when the need of developing

a single responsive website comes in. A responsive web design can adapt to different screen sizes of different devices in a seamless way. So, what will cost you more – developing multiple versions of your business site or developing a single responsive website?

- Many studies have proved that Google crawlers love mobile ready websites. With a responsive design, you will need to perform SEO for only one URL or link, meaning improved search engine ranking.
- Responsive layout is mainly introduced for loading speed optimization and improved user experience. Quick loading will help you boost your site's traffic.

On top of all, the most prominent reason of launching a responsive site is the widespread presence of mobile devices in users' hands. So, if you are not having a responsive web design for your products or services, you are allowing your market competitors to leave you in the lurch. What's your choice?