



Why Responsive Web Design Is Important

NOT LONG AGO, WE ASSUMED THAT VISITORS WOULD VIEW OUR WEBSITES WHILE SEATED AT A DESK AND VIEWING A LARGE SCREEN. TABLETS AND SMART PHONES HAVE CHANGED THAT FOREVER. ONCE IT WAS IMPORTANT FOR YOUR WEBSITE TO FIT ANY DESKTOP SCREEN SIZE. NOW IT'S IMPORTANT FOR YOUR WEBSITE TO FIT ANY SCREEN SIZE, PERIOD.

Tablets and phones are challenging. The amount of screen real estate is different. There is no concept of “hover” on a phone. Flash isn’t supported on Apple devices. And while just shrinking your desktop design to fit on a tablet or phone makes it *responsive*, it doesn’t make the site usable.

Let’s start by defining responsive design. A responsive site will provide a good viewing experience regardless of the device it’s being viewed on. The TechByter Worldwide website design that looks good on a desktop computer wouldn’t work very well on a tablet and would be a disaster on a phone. For that reason, the site recognizes what kind of device it’s being viewed on and modifies its appearance to work with that device.

Responsive design attempts to make navigation, screen-layout, text, images, audio, and video adjust automatically so that they will be usable on whatever device the visitor is using. The old method involves creating a special mobile-site version. This is the approach Adobe Muse uses and it works fine for small sites that change infrequently. True responsive design is essential, though, for large websites and websites where content is added or changed frequently.

It’s clear that mobile devices are increasingly being used to view websites. If your site doesn’t work on a mobile device, you are automatically forfeiting business.



Mobile or Responsive?

TWO PRIMARY METHODS EXIST FOR SUPPORTING MOBILE DEVICES. BOTH WORK, BUT ONE IS MORE FLEXIBLE THAN THE OTHER. IT'S ALSO MORE WORK.

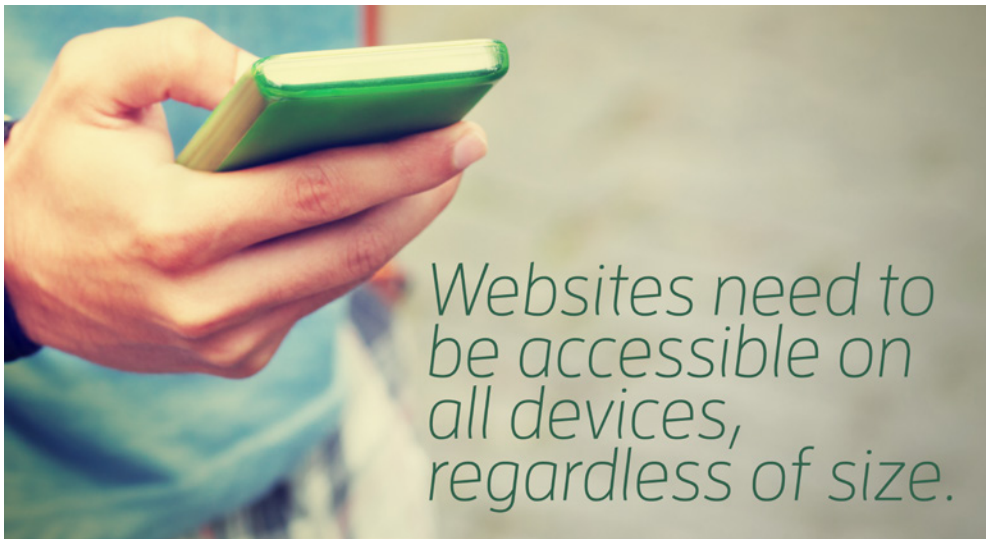
Creating a separate mobile site and creating a responsive site. Many businesses opted for a separate “mobile” version of their website. Usually these can be identified by their URL, which will be “m.website.com” for the mobile version and “www.website.com” for everyone else.

These “m” sites are separate from the site’s desktop version and generally have reduced functionality and content. Adobe’s developers have done a good job of maintaining parity between

the desktop and mobile versions, but creating the separate mobile version (or versions) still takes time to create and maintain. Two sites means that the developer will need to manage and maintain the versions individually.

It’s true that developing (or re-developing) a site to be responsive is more expensive than designing a non-responsive site, but the cost over time of creating and maintaining a split desktop/mobile site will be more and the cost of business lost if the site isn’t responsive is, depending on your business, likely to be even higher.

John Rampton, writing on *Huffington Post* notes that mobile usage is increasing rapidly. “Take a step into the outside world and you’ll definitely notice a lot of people on their mobile phones. In



Training & Development

By A.J. STINNETT

The objective of training or developing is to change an employee's behavior. Instructions must be in writing, should begin with a position description or task lists, and works best if required by the CEO and enforced by every manager.

Training must begin immediately on an employee's first day. It should include an introduction to the duties, performance standards, managers, other employees, and senior management. Done right, this orientation establishes the relationship between the manager and the employee. It requires planning.

Training ensures proficiency. If an employee's performance is satisfactory, there is no need for training unless the job is changed. The manager needs to compare an employee's present knowledge and skills to the knowledge and skills needed for the job. If there is a deficiency, training is need.

Development prepares an employee for more difficult, more responsible positions. Employees earn the right to be developed by consistently doing superior work.

Development is a critical part of everyone's job, from the CEO to the newest employee. To determine development needs, compare present knowledge and skills to those required by the next logical job for the employee. The difficult part is determining what is the "next logical job" for each employee and making the process work.

There is also *nice to have* training that should be conducted on employees' own time. If they want it, they'll come.

All training should follow the *tell - show - do* model and every executive and manager should be required to teach *something*, but they may need to be taught how to teach!

All training should be evaluated 3 to 4 weeks following completion to determine if the employee's behavior is changing as a result. Ω

fact, it seems that just about everyone is attached at the hip with their smartphone. For some reason, however, there are many businesses who have not yet picked up on this trend."

Rampton cites statistics that show more than 20% of Google searches are now being performed on a mobile device, that more than half of all local searches are conducted on a mobile device, and that a quarter of all Internet users in the United States access the Internet only via a mobile device!

Content and Presentation

CONTENT MAY BE KING, BUT PRESENTATION IS QUEEN. USER EXPERIENCE ENABLES VISITORS TO CONSUME CONTENT ON ANY WEBSITE ON THE DEVICE THEY PREFER. IGNORE THAT AT YOUR PERIL.

And if you want your website to be recognized by Google, responsive design is essential. Google likes responsive design because the Googlebot can crawl a responsive site faster than a multi-part site. If the design is responsive, then there's just one URL instead of one for desktop users and another for mobile users. Google doesn't like to crawl and index multiple versions of the same site.

Responsive websites are device agnostic so that users get a consistent experience regardless of whether they visit your site with a desktop computer, a notebook, a tablet, or a phone.

SearchEngineWatch.com notes that there are 3 reasons that responsive design should be used:

Recommended By Google: With 67% search market share, when Google speaks, search marketers listen. Google states that responsive web design is its recommended mobile configura-

tion, and even goes so far as to refer to responsive web design as the industry best practice.

Match the Site to the User

ONE WEBSITE, MANY DEVICES: ONE OF THE MOST APPEALING ASPECTS OF RESPONSIVE WEB DESIGN IS THAT A RESPONSIVE WEBSITE CAN PROVIDE A GREAT USER-EXPERIENCE ACROSS MANY DEVICES AND SCREEN SIZES.

This is an important characteristic, since it is impossible to anticipate all the devices and screen sizes searchers will use to access your site. A site that works well regardless of these variables will provide a better and more consistent user-experience than a separate mobile site that is designed for a specific device and screen size.

Make it Manageable

EASIER TO MANAGE: HAVING A SEPARATE DESKTOP AND MOBILE SITE REQUIRES HAVING SEPARATE SEO CAMPAIGNS.

Managing one site and one SEO campaign is far easier than managing two sites and two SEO campaigns. This is a key advantage a responsive website has over a separate mobile site.

Instead of compartmentalizing website content into disparate, device-specific segments, it's generally smarter to adopt the responsive web design approach. The primary exception, as I noted earlier, is for small sites or sites with content that changes infrequently. In those cases, "www" and "m" sites can make sense to serve customized content to each type of device. Ω



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