



Is your website “mobile-friendly”

Neil Edwards

If there is one New Year's resolution you must keep...
...it is to make sure your website is enabled for mobile devices in 2014.

To say that the increased use of mobile devices for browsing the internet is increasing is hardly news, but it might be news to some that 2014 is the year when it is predicted that browsing on tablets and smartphones will overtake desktops.

Here are some stats:

- More than 50% of internet users in the UK access the internet using a mobile device
- 31% of users of mobile devices say that it is now the only way they get online - which means it is often the first (and only) encounter a user will have with your brand.
- 99% of smartphone users use their mobile device for browsing at least once a day.
- 40% say they move onto another site when they get a bad mobile experience

Treating mobile web design as an afterthought is no longer an option. Sites now need to be designed and built firstly for mobile and then developed upwards for desktops.

There are two main forms of mobile friendly website: responsive and adaptive. Both allow websites to be viewed in mobile devices and various screen sizes, ultimately providing your visitors with a better user experience.

Responsive vs. Adaptive - what's the difference

A responsive site is one that will fluidly adjust the page elements to fit any screen or device size. As you drag the side of the browser to make it larger or smaller, you'll see the site change in real time.

An adaptive site is one that will identify each device that visits the site and then deliver the best version of itself, based on the size and capabilities of that device. If you visit the site on different devices, you'll not only see different designs, you may even see different content, because with adaptive design you can send completely different versions of your site to each device.

Which is best? Well there are pros and cons of both and you're probably best advised talking to your developer (or us!) about the particular needs of your business.

Still not convinced? Here's the sting: Over the last four months, Google has been talking about a more aggressive target for mobile site performance: sub one-second page load times.

Enforcement of this aspiration comes in the usual way: ranking rewards for sites achieving this goal and penalising those that don't.

Smartphone ranking will now exclude sites running Flash assets if the smartphone or tablet won't support it (read: iPhones and iPads). This is significant enough in its own right, and has slipped under the radar somewhat.

Again, we'd advise talking to your developer about making changes to check and improve page load speeds. Those of you with an insatiable curiosity can use

Google's Page Speed Tools to get a picture of your site's mobile performance and pointers on areas for improvement.

So, I reckon you have around 12 months of competitive advantage ahead of you from today if you get your mobile site performance up before the rest of your market wakes up to the need.

I know what I'll be working on!

© Copyright Neil Edwards

About the Author

Neil Edwards is a Chartered Marketer and Fellow of the Chartered Institute of Marketing. He has worked on a number of well-known brands in the UK and overseas during a varied career with The Royal Bank of Scotland Group. He is an accomplished speaker and blogger as well as being a CIM mentor for careers and marketing qualifications.

Neil now owns and run The Marketing Eye Limited, a results-driven, inbound marketing agency.

Co-ordinates

Mail: Head Office: 101 High Street, Uckfield, East Sussex, TN22 1RN, UK
Tel: 01825 765617
Email:

tellmemore@themarketingeye.com



Important Notice

© Copyright 2015, Bizezia Limited, All Rights Reserved

This article appeared in Better Business Focus, published by Bizezia Limited ("the publisher"). It is protected by copyright law and reproduction in whole or in part without the publisher's written permission is strictly prohibited. The publisher may be contacted at info@bizezia.com (+44 (0)1444 884220).

The article is published without responsibility by the publisher or any contributing author for any loss howsoever occurring as a consequence of any action which you take, or action which you choose not to take, as a result of this article or any view expressed herein.

Whilst it is believed that the information contained in this publication is correct at the time of publication, it is not a substitute for obtaining specific professional advice and no representation or warranty, expressed or implied, is made as to its accuracy or completeness. Any hyperlinks in the article were correct at the time this article was published but may have changed since then. Likewise, later technology may supersede any which are specified in the article.

The information is relevant primarily within the United Kingdom but may have application in other locations.

These disclaimers and exclusions are governed by and construed in accordance with English Law.

Publication issued on: 1 February 2014