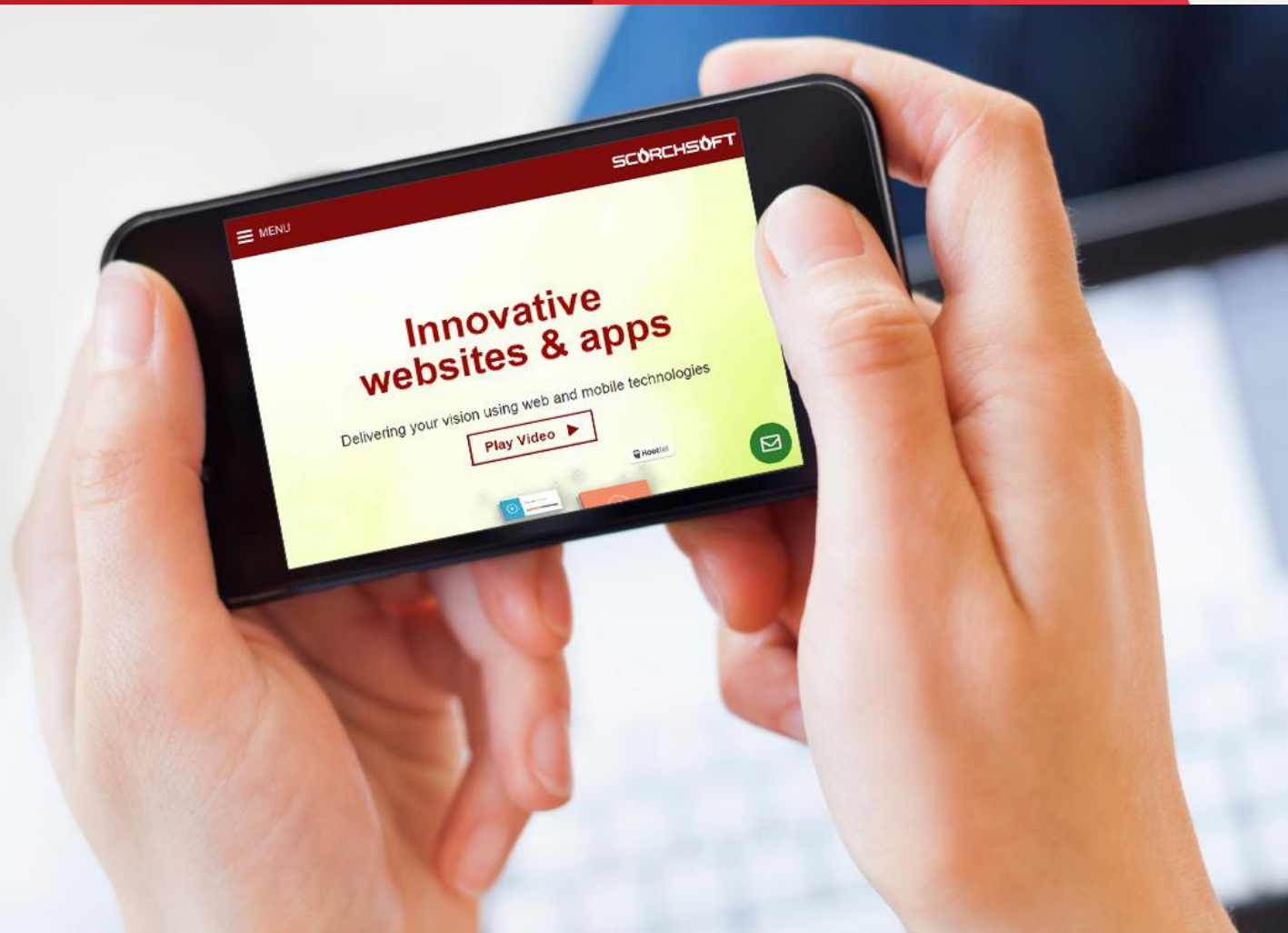


DO YOU NEED A RESPONSIVE WEBSITE?



With the mobile and tablet markets growing at an alarming rate, this white paper aims to give you a breakdown of what it means for your website to be “Responsive” and how you can evaluate if it is worth-while having your website optimised for display on mobile devices.

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SCORCHSOFT
Making complex web projects simple



The Marketplace

SO, WHY IS HAVING A MOBILE SITE SO IMPORTANT?

Some Market Statistics

80% of the 'online' adults have Smartphones ([source](#)).

60% of internet access is mostly mobile.

By not having a mobile website you could be losing 25% of visitors to your website and business.

There will be 2.16 billion global smartphones users in 2016 ([source](#))

Many of us have mobile devices that we increasingly use to access the web; an iPad, an Android Tablet, a Smartphone or maybe an iPhone. We are increasingly using mobile devices in our personal lives but do we really need to consider these from a business perspective?

On your Smartphone or Tablet open your browser and access your website, then search for a few things you would like your customers to be viewing. What is your browsing experience and how does it compare to accessing your site from your laptop/desktop?

If your website is optimised for mobile the experience will be positive.

But does it matter if it isn't optimised for mobile devices? Aren't most of the visitors to your website, your customers and your future customers, using their PC or laptop?

Research by Ofcom in December 2012 suggests not. Their research indicated that:

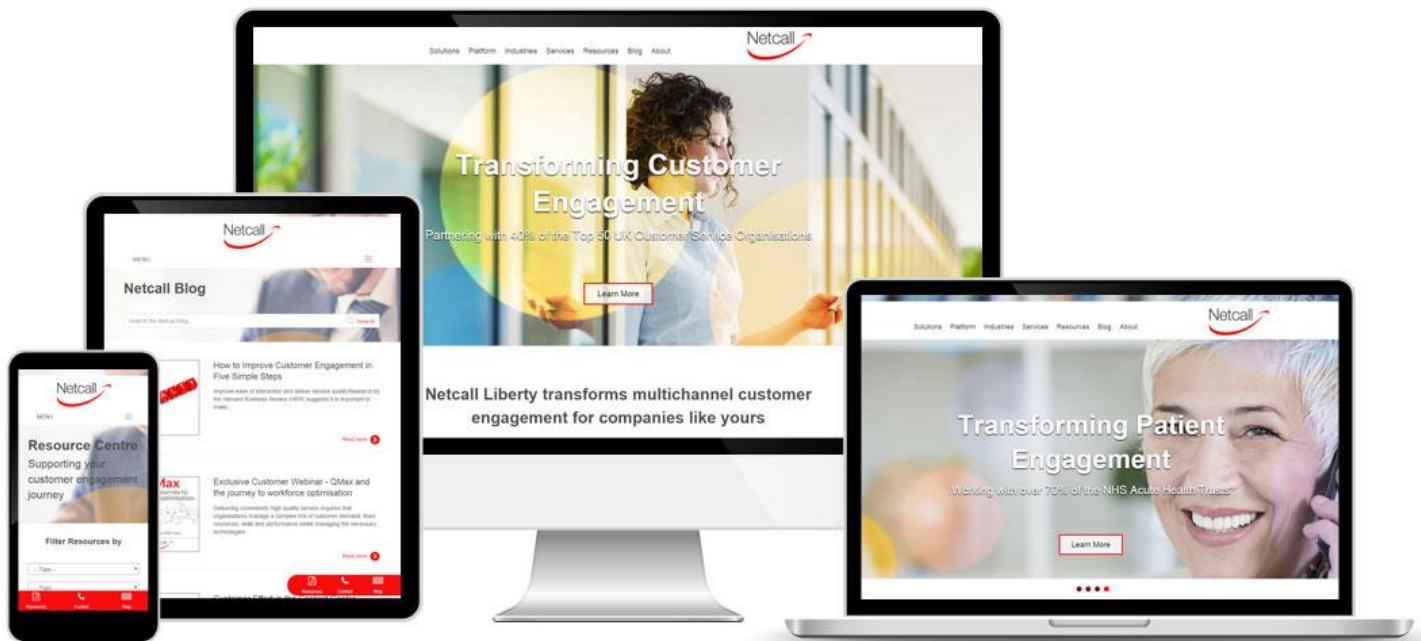
40% of the adult population have Smartphones. 68% use them to surf the web.

This means by not having a mobile website:

You could be losing 25% of visitors to your website and business.



A responsive website will recognise what device your customer is using and respond appropriately presenting the information in a way that the viewer can easily access and navigate irrespective of the device they are using.



Research by [Telmetrics](#), referenced by [EConsultancy](#) in their April 2013 Blog, found that UK mobile searchers demonstrate strong purchase intent - **40% of UK mobile searchers claim that they intend to make a purchase** within the day and an additional 35% take up to a month before making a purchase decision. Also that Smartphone users demonstrate more immediate needs than tablets searchers with 22% looking to make a purchase within an hour of their search.

Clearly your type of business, the products and services you offer and your target customer profile will shape these statistics but what is undoubtedly clear is that **the appetite to enquire and purchase online continues to rapidly grow** in 2016 £223,503,800,000 of UK business will come from the internet.

When you have your next customer meeting why not consciously look at what phones and devices they are using and ask them how they are likely to access your website.

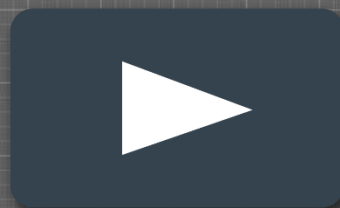
Mobile devices are widely used to access websites and this is rapidly growing. Not to lose any visitors to their sites many customers are now looking to have a website that is optimised for any accessing device and looking for a responsive website.

A responsive website will recognise what device your customer is using and respond appropriately presenting the information in a way that the viewer can easily access and navigate irrespective of the device they are using.



Innovative websites & apps

Delivering your vision using web and mobile technologies



Play Video

Illustrating Responsive Websites

SOME REAL WORLD EXAMPLES

To illustrate responsive please take a few minutes to visit and search a few pages on Scorchsoft's own site (scorchsoft.com) firstly with your desktop or laptop and then with your mobile device.

We have also created a video demonstrating this, please click on the image below to view:



Many companies do not have a website that is responsive to the device that their customers are using and visiting mobile customers will simply disconnect.

There are also some companies who have responsive websites but it is important that these are well-structured, easy to access and easy to navigate. Recent research by EPIserver, of 1,000 UK consumers in February 2013, indicated that

38% of those using their mobile device would stop using a mobile site that is difficult to use.

Interestingly, in the same survey,

42% of respondents said they found it frustrating when mobile sites don't offer the same functionality found on a desktop.

A well-structured responsive website, such as those provided by Scorchsoft, will respond and present common information irrespective of accessing device – the presentation of information responds to the device being used.

This means your visitors access the same content with the same look and functionality as they would enjoy from their laptop or desktop.

In addition, according to KPCB Internet trends mobile internet access is set to overtake fixed internet access by 2014.



What do end-users think are the benefits of responsive websites?

As far back as 2012 EConsultancy asked three mobile experts what responsive design in mobile means and what are the benefits. The following points can be extracted from their statements:

- Responsive design offers a high quality end user experience.
- Sites not optimised for mobile devices often are difficult to navigate and read.
- A responsively design website only needs to be built once - saving time and money.
- Responsive design - when done right - provides for a simpler and faster experience.

To read the full opinions of the mobile experts please [click here](#).

But what about a mobile app from the App Store instead of a responsive website?

February's research by EpiServer also explored the question of mobile websites versus mobile applications. Their research indicates that on the whole, consumers use mobile sites more than apps and are in fact more likely to make purchases via mobile sites. They recommend when creating your mobile commerce strategy that you start with an optimised mobile site and get the basics right before jumping on the app wagon.

A responsive mobile website versus a Mobile App isn't an either or question the research recommends you start with a mobile

website and later consider a mobile application too.

EpiServer also points out that just because a customer is using a mobile device it doesn't mean they want to compromise on the functionality they receive, they simply want it in a mobile friendly format that's relevant to them. They recommend that your mobile site echoes the look and feel of your desktop site and offer a similarly high quality experience which Scorchsoft fully endorses.

A full copy of the EpiServer research is available [here](#).

Customers are reading newsletters and emails on their mobile devices too:

Equally businesses are issuing customer emails or newsletters that their customers attempt to read on their Smartphones or Tablets, as maybe they take the train or bus to work or as they sit in their Hotel reading their messages.

Recent statistics from Knotice, published by [EConsultancy](#), found that 41% of all emails were opened on mobile devices, with 29% opened on Smartphones and 12% on tablets.

For further information on staying in touch with your customers and prospects - using emails and newsletters please [click here](#).



Embracing responsive in the real world

Enabling mobile responsive behaviour

If you have a website that isn't responsive or optimised for mobile devices then there are a few different things you can do.

One option is to take your existing site and make it responsive, this involves adding new style rules that determine how your website should operate on different screen resolutions. This is often a cheaper option as it avoids the need to completely re-make the website however there are some drawbacks. You may need to compromise on the way that the site looks and operates on mobile as a result of it not originally being built with smart phone optimisation in mind.

Another route is to completely re-design the front end of your website. This option is generally the most flexible and will provide the best possible user experience. The downside is that you are re-designing your website from scratch, so it is almost always going to be the more expensive option.

Responsiveness: key design considerations

If you are looking to make your site responsive then there are quite a few things that you should consider in the design process:

Don't just drop the font size: just making the font smaller isn't the best way to squeeze your content onto a mobile, hold up a book next to your site and try to match the typeface to it for the best user experience.

Call to action placement: You have less space on the screen so you should give careful thought to which calls to action matter the most and how you can communicate them with as little words as possible.

Hidden context menus: people are familiar with seeing a 3-bar menu icon to get to the navigation. Adopt this approach to clean up your mobile user interface.

Consider page speed: often people will be accessing your site via mobile networks rather than WIFI. You should take extra special care to optimise the load speed of your website. [Click here](#) to read about how to check the performance of your website.

Do a mobile friendly test: Google cares if your site is responsive and factors it into its search result algorithm, [click here](#) to see how to check if your site is mobile friendly.

Optimise tables: tables don't naturally scale well on mobiles. Give some thought on how to improve user experience with them by using something such as [bootstraps table methods](#).

Optimise images: images that look nice on a big screen may not look so great on a smaller ones. Either use images that look good on both, or serve different images based on the users screen size.

Think about fat fingers: people will be interacting with your website using their fingers rather than a mouse pointer. Make sure clickable items are large enough and have an on-click alternative of any on-hover animations/functions.

Optimise your marketing: Don't use a one size fits all approach for your desktop and mobile marketing. Mobile users may have different browsing habits so make sure you consider this in your campaigns, landing pages and content strategy.

Take a look at our [Mobile and Internet Trends 2015 article](#) for more information and statistics around why optimising your website for mobile is so important.



So what does all of this really mean for your business?

In a nutshell if you don't optimise your website to be responsive to users you will be losing visitors to your website and with the growth of mobile devices accessing websites and reading emails / newsletters this is only likely to increase. Does it matter? Why do you have a website?

Often your website will sit at the heart of your marketing and, if you have an eCommerce site, maybe your sales too. A central site to attract customers and prospects; to increase awareness of your value proposition; to detail what you offer; to provide product literature, education and assets; and to provide your full contact details. If someone needs to know anything about your business they are likely to find it on your website.

Typically 25-50% of visitors to your site will be on a mobile device.

41% of the emails / newsletters you issue are likely to be read from a mobile device.

In addition, according to [KPCB Internet trends](#):

“Mobile is to overtake fixed internet access by 2014.”

Please don't hesitate to contact us if you would like more information responsive web design and development.



Click the above picture to view our responsive portfolio

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