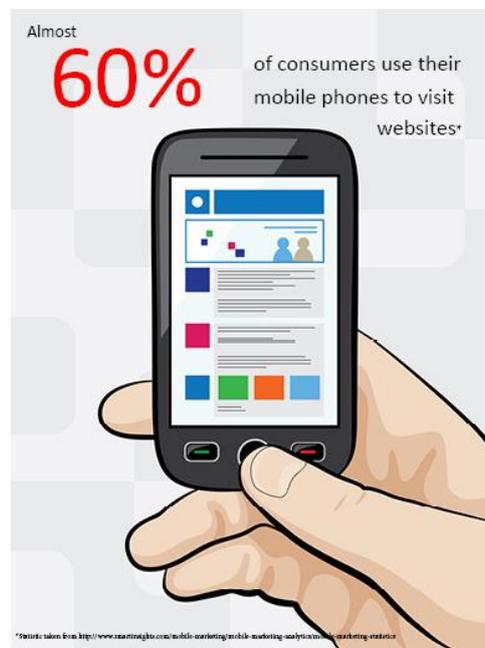


Why should you consider a responsive website?

If you have a website then it is likely that a large number of your visitors will be visiting your site on a mobile device (a smartphone or tablet) and if they have a poor mobile experience they are unlikely to visit your website again.

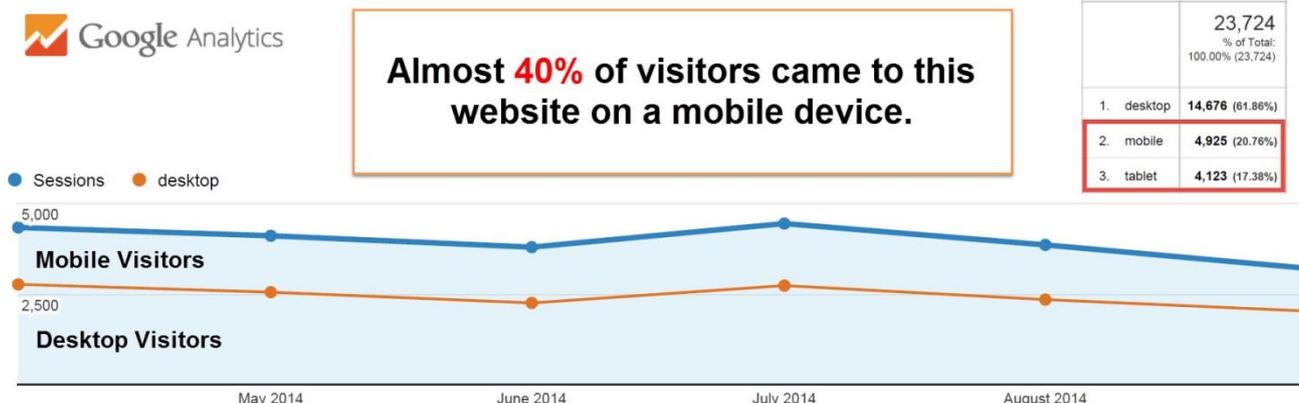
- A recent survey found that almost 60% of consumers now use their mobile phones to visit websites*
- In order to establish how this mobile browsing trend is affecting your business you should use Google Analytics to find out how many mobile visits your website is currently getting



What analytics can tell you

The image below shows some genuine Google Analytics data for an East Midlands business’s website. The data shows how (23,724) visited the website and 9,048 came through on mobile devices, that’s almost 40%.

It is safe to say that the data presented quantifies the requirement for this company to have a responsive website.



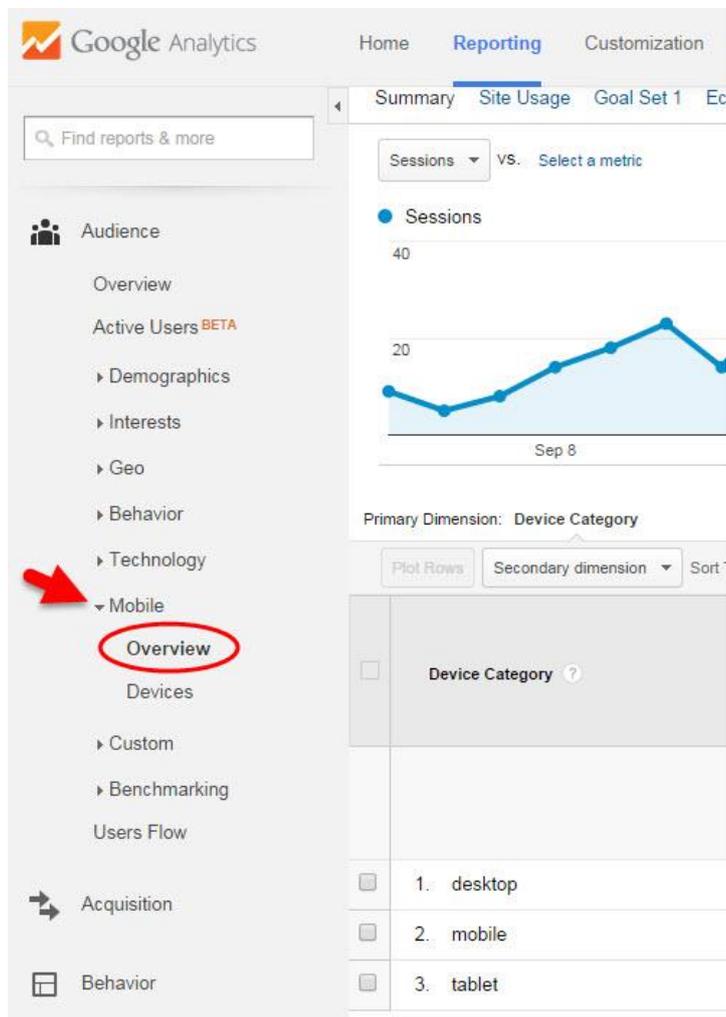
What is a responsive website?

A responsive website adapts to suit different browsing devices – so it will display content in a way that it is easy to read and navigate on all devices, which could be anything from a 24inch desktop monitor down to a 3inch smartphone screen.

Do you need a responsive website?

If a large percentage of your website’s visits are coming through a mobile device then the responsiveness is important. Many consumers say that they will go to a competitor’s website instead if they have a poor experience when visiting a website on a mobile device. You can find out if you need one by looking at your Google Analytics account. The information can be found

under Audience then Mobile (see image below). If you are struggling to find the information please get in touch with us.



If you would like to find out more about making your website responsive or need help with any other aspect of digital marketing for your business you can call us on **(0115) 837 2663** or email us at **help@6sm.co.uk**, we're just around the corner.

*Statistic taken from <http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics>