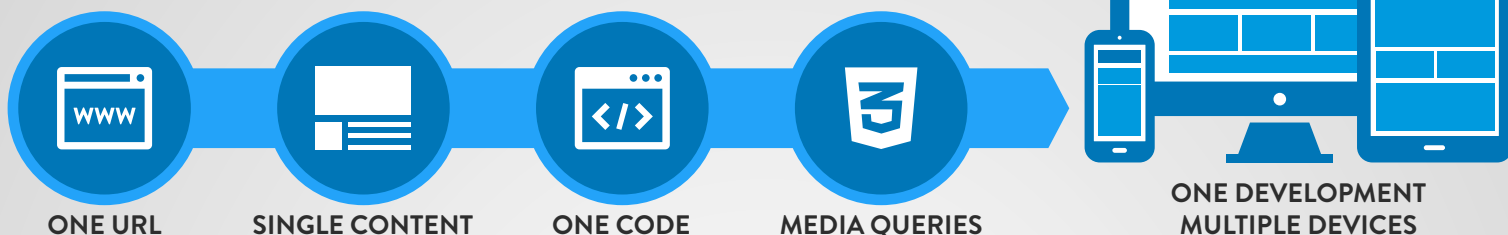


WHY RESPONSIVE WEB DESIGN MATTERS

WHAT IS RESPONSIVE DESIGN?

Responsive web design refers to a website designed to adapt to whatever device a visitor is using. If a visitor opens a website on their laptop, the design reads one way. When the visitor opens the same website on their tablet or phone, the design automatically adjusts to be resized, reframed, and easy to read on the new screen dimensions.



BENEFITS OF RESPONSIVE DESIGN

Responsive web design makes viewing a website from a tablet or smartphone an elegant and easy experience.



SAVES MONEY



SAVES TIME



IMPROVES SEO



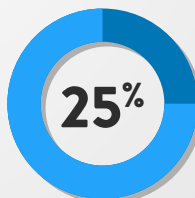
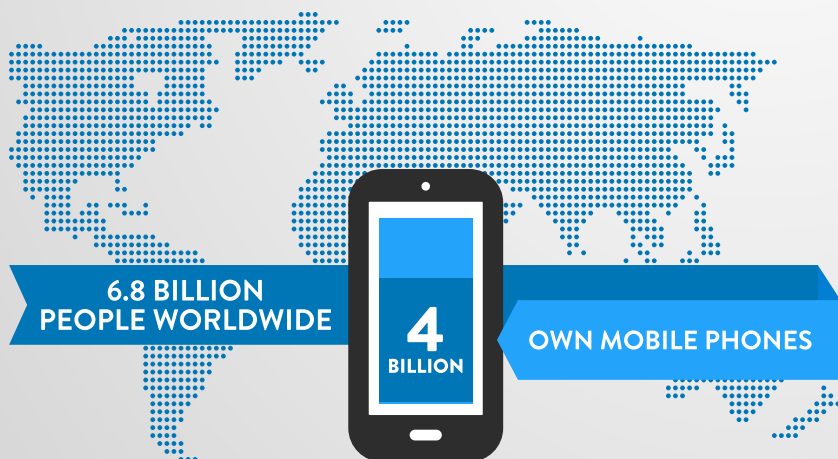
INCREASES PERFORMANCE



SUPPORTS MORE BROWSERS

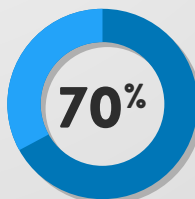
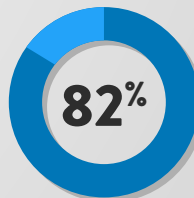
MOBILE FACTS

With more access coming from mobile devices, responsive web design is the key to converting visitors to customers.



Americans that use only mobile devices to access the internet

US adults that own cellphones

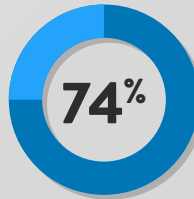


Mobile searches that lead to action within one hour

MOBILE SEARCHES LEAD TO ACTION



People that use mobile phones to help while they shop



For more on responsive web design read “[Why Responsive Web Design Matters](#)” and “[What is the Cost of Responsive Web Design?](#)” by visiting www.bpstudios.com/blog