

 **STUDIOPRESS SITES**

Mobile Generation: Give Your Visitors a Great Experience on Any Device

by **BRIAN GARDNER**

According to a [recent study](#), mobile internet use has surpassed desktop use, and the way things appear, there's no looking back.

What does that mean for those of us who build websites for a living?

In short, it means that mobile-responsive design matters a whole lot more now than ever before — and not just from a user-experience standpoint.

[Google has also indicated](#) just how important mobile-optimized websites are, and they changed their mobile algorithm as a result. Here's an excerpt from a 2015 Google Webmaster announcement:

“Starting April 21 (2015), we will be expanding our use of mobile-friendliness as a ranking signal. This change will affect mobile searches in all languages worldwide and will have a significant impact in our search results.”

Now let's review the fundamentals of mobile-responsive design.

Many online entrepreneurs don't realize that having a mobile-responsive website doesn't require the assistance of an advanced WordPress developer ... and a website that works well on a variety of devices often ends up costing a fraction of what they think it will cost.

What is mobile-responsive design?

When a website is [mobile responsive](#), the layout and/or content responds (or adapts) based on the size of the screen it's presented on. A responsive website automatically changes to fit the device you're reading it on.

It's revolutionary for online publishers, because responsive design eliminates the need for multiple versions of your site, or expensive app development and maintenance.

For sites that create a lot of content, it can be a real headache to make sure all of it is transferred properly to multiple web properties -- it takes more time or you have to pay someone to copy and format content to multiple places.

If your site is designed responsively, when you're finished creating content, you're finished.

Mobile-responsive design is better for SEO

Here's Google's stance on mobile-responsive design:

"A mobile responsive design serves the same HTML code on the same URL regardless of a user's device (desktop, tablet, mobile, non-

*visual browser), but can render the display differently (i.e., 'respond') based on the screen size. **Responsive design is Google's recommended design pattern.***

Better search rankings bring more traffic to your website, which helps you build your email list and ultimately make more sales.

Mobile is the future of internet browsing

As retailers such as Apple and Android continue to evolve and offer new mobile devices, the percentage of desktop use will continue to steadily decline.

According to a recent [usage report](#), there are nearly two billion internet users and more than 50% of those people view websites on mobile devices. With that in mind, an outstanding mobile experience is an absolutely vital part of your business's marketing strategy.

Let's face it ... we're a mobile generation, and the opportunity to serve mobile users without breaking the bank is at our fingertips — we call it [StudioPress Sites](#).

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visitors the best possible
experience?**

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