Responsive Web Design Delivers a Positive Customer Experience for Mobile Users

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Featured Speaker

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ONLINE BRAND MANAGEMENT
The Customer Experience is Increasingly a Mobile Interaction

Bill Bradley
VP, Marketing & Business Development
Responsive Web Design
Delivers a Positive Customer Experience for Mobile Users

Allen Solomon
CEO, Pinnacle Creative Studio
What is a Mobile Responsive Website?
What is a Mobile Responsive Website?

The average user reaches for their phone at 7:31 a.m.

The average user checks personal emails and Facebook before even getting out of bed.
Mobile Usage is Increasing

- **Google Searches**: 20%
  - More than 20 percent of Google searches are now being performed on a mobile device.

- **Local Searches**: 50%
  - In 2014 over half of all local searches were done on a mobile device.

- **Internet Usage**: 25%
  - 25 percent of Internet users only access the Internet via a mobile device in the United States.

- **Email Opens**: 36%
  - 26 percent of all emails are opened on mobile phones, with another 10 percent being opened on tablets.
The Responsive Advantage

1. The same viewing experience on any device.
2. A Single SEO Strategy
3. You don’t have to manage multiple webpages
4. You can keep the origin link of your webpage.
5. Google rankings will not be affected
Google’s New Responsive Rules Change the Game
Effective April 21, 2015
A Better User Experience

- Simple Navigation
  Clean and easy to find navigation menu

- Clean Designs
  Efficient clean layouts make for easy viewing

- Click to Contact
  Quick contact buttons for instant emails and dialing

- Easy to Access Info
  Just 1 or 2 clicks to find the information you want

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The Beauty of Responsive

From custom to basic conversions
Facts About the User Experience

Google’s Think Insights on Mobile Responsive

- 61% chance a user will leave a website if the information they are looking for isn’t found immediately.
- Users with positive experiences are 67 percent more likely to buy a product or use a service.
- 48 percent of users stated that if a site is not mobile-friendly, they feel that the company personally does not care for their business.
- You have the potential of losing 50% of your user base if your website isn’t mobile-responsive.
Thanks for Watching

Visit Pinnacle Creative Studio to Learn More

www.pinnaclecreativestudio.com
Thanks for Your Participation

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