

What is Responsive?



Your website will respond to whichever screen size it's displayed on so it looks it's best.

They're more likely to engage because of this!

No pinching & zooming - mobile responsiveness improves your user's experience.



Responsive sites improve link building, loading time & UX - all positive for SEO.

## Why you need a Responsive (Mobile-Friendly) Website?

42 million people access the internet on their phones in the UK

That's **65%** of the population!

Nearly 80% of consumers would stop engaging with content if it didn't display well on the device they were using.



36% of website usage is made on mobile in the UK.



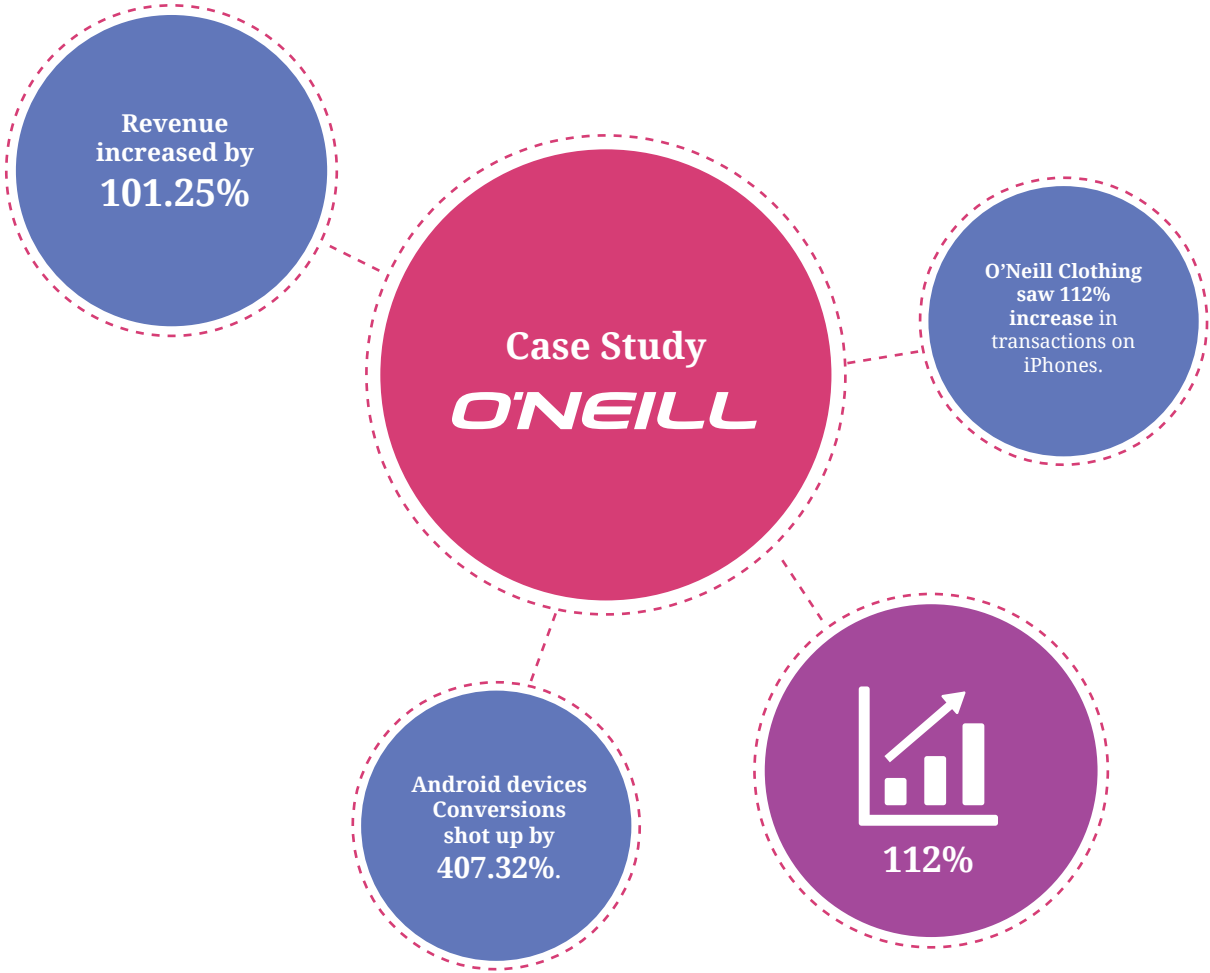
### Google



prioritises mobile responsive sites.

Websites which are not mobile friendly may suffer in the rankings.

It's cheaper & more time efficient than building a separate site for mobile.



Revenue  
increased by  
**101.25%**

Case Study  
**O'NEILL**

O'Neil Clothing  
saw 112%  
increase in  
transactions on  
iPhones.

Android devices  
Conversions  
shot up by  
**407.32%**.



**112%**