Mobile Friendly Web Sites Help Prevent Sales Loss

October 29, 2015

October 29, 2015 -
London, UK ? Business owners should not ignore the importance of having a mobile friendly or ?responsive? website as they may be losing prospective leads and sales on mobile devices such as laptops, tablets, and smartphones. In keeping with their mission to educate website owners, White Hat SEO (www.whitehat-seo.co.uk) has just published a new blog post entitled 'Responsive Web Design: Prevent Potential Sales Loss with a Mobile Friendly Website'.

The article first defines what a website needs to be mobile friendly or ?mobile responsive.? Responsive design is when a website automatically responds or adjusts on the fly to the screen size of the device viewing it. In effect, be it a desktop, a laptop, tablet, or smartphone, a website will load properly.

?You need a responsive site as more and more people are using mobile devices to browse online,? states Clwyd Probert, author of the article and founder of WhiteHat SEO. ?First of all, ABI Research estimates that there will be 1.4 billion smartphones by the end of 2013. With the current population at 7 billion, that?s 1 smartphone for every 5 people. Meanwhile, comScore estimates that 28% of smartphone owners also own a tablet. Needless to say, mobile device ownership is up and will continue to rise in the future.?

The article continues to relate that creating 'a mobile responsive website for a business that automatically

adjusts to the screen size of viewers, allowing it to load perfectly on all devices desktop computers, laptops, tablets, and smartphones means visitors won?t have to scroll up and down and zoom in and out all the time, leading to a better user experience. And because mobile users will soon outnumber desktop users, businesses are investing in technology that?s here to stay'.

?We offer our web design clients free in-depth consultations. Unlike other web design service providers,? stated Probert. ?We sit down with our clients and discuss what their business is and who their targets are. We believe it?s important to understand how your business works so we?ll know exactly how to help you using our responsive web design services.?

Whitehat SEO Ltd. provides guidance, clarity and the opportunity to move their clients far ahead of competitors utilizing established systems in delivering services, as well as keeping up with recent trends and developments in the industry.

To read the article, visit www.whitehat-seo.co.uk.

###

For more information about Whitehat SEO Ltd, contact the company here:Whitehat SEO LtdClwyd Probert02088344795info@whitehat-seo.co.ukUnit B52.1 Ugli Campus, 56 Wood Lane, London, W12 7SB

Whitehat SEO Ltd

Our company Whitehat is a full service agency with a team of experienced experts with knowledge of every aspect on online marketing: SEO (both local, national and international), reputation marketing and management, social media, PPC and web design.

Website: http://www.whitehat-seo.co.uk

Email: info@whitehat-seo.co.uk

Phone: 02088344795