Mobile Responsive Design Offers Businesses More Opportunities

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London, UK ? Making the decision to have a responsive site gives a business more opportunities to grow, especially for the the big picture future. Implementing responsive web design opens up an online storefront to mobile visitors, effectively increasing business' chances of getting more leads and sales through a website. 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 'Go for Mobile Responsive Web Design'.

The article notes that ?there will be 1.5 billion smartphones by the end of 2015. Currently there are 120 million owners of SmartPhones an 50 million owners of Tablets.? If one's business on the web isn't mobile-friendly, those users will look for the sites that are and sales will follow after them.

?Your website must be mobile friendly,? states Clwyd Probert, author of the article and founder of WhiteHat SEO, ?or a huge number of your visitors or potential customers will bounce off your website. After all, 1 in 3 minutes spent online now is spent beyond the PC and owners are so engaged with their mobile devices that internet usage is expected to surge by 66% over the next five years. Sixty-six percent!?

The article states that ?36% of users believe a non-mobile responsive site wastes user's time. It further states 48% of users feel that a company without a mobile responsive site wastes their time and doesn't care about their business?.

?It has been shown that 67% of users are more likely to buy from mobile responsive sites,? stated Probert. ?Mobile responsive sites have also translated into 62% more sales for companies that have used them.?

Whitehat SEO Ltd. draws from established systems in delivering services, as well as keeping up with recent trends and developments in the industry. They personalise their approach to SEO projects allowing them to provide guidance, clarity and the opportunity to move their clients far ahead of competitors not making full use of the latest technology by using analytics to deliver marketing services to the business sector.

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

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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.

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