

# MAKE YOUR WEBSITE WORK ACROSS MULTIPLE DEVICES

Build a website that showcases your business on every screen from smartphones and tablets to computers and TVs. Your customers expect a great browsing experience regardless of the device they use.

## People like mobile-friendly websites

75%



of customers prefer a mobile-friendly website.<sup>1</sup>

61%

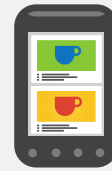


of customers who visit a mobile-unfriendly website are likely to go to a competitor's website.<sup>2</sup>



81%

for price research,



79%

for product reviews,



63%

for purchasing.<sup>3</sup>

## People like websites to be quick, easy and useful



### SPEED

Keep page and image weight small

38%

of people say speed is the most important factor when using the mobile web.<sup>4</sup>



### CONSISTENCY

Make key processes work across devices, e.g. wish lists, shopping baskets

49%

believe the best thing retailers can do to improve the shopping experience is to better integrate in-store, online and mobile shopping channels.<sup>7</sup>



### USABILITY

Make buttons big and scrolling simple; and avoid pinch and zoom

52%

said that a bad user experience made them less likely to engage with a company.<sup>5</sup>



### M-COMMERCE

Keep forms simple and minimise steps required

66%

have abandoned a shopping cart because of issues encountered at check-out.<sup>8</sup>



### CONTENT

Use analytics for the full picture on what your customers want

61%

will leave if they don't see what they are looking for right away on a mobile website and will quickly move on to another website.<sup>6</sup>



### PATH TO PURCHASE

Make it easy to call and visit you

32%

of local mobile users visit a store after a search, 39% make a call.<sup>9</sup>



# THREE WAYS TO BUILD

## RESPONSIVE WEB DESIGN - Same URL, Same HTML



Optimises website experiences across different screen sizes without creating multiple websites.



Responds to screen size and orientation to adjust images, template layout and content visibility.



Harnesses touch screen capabilities such as dragging and swiping.



Makes it easier for people to share and link to your content.

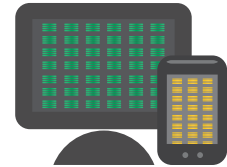
## DYNAMICALLY SERVING - Same URL, Different HTML



Websverer detects what kind of device people are on and presents a custom page on the same URL.



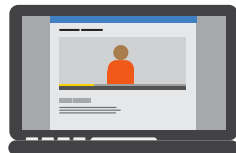
Pages can be designed for any kind of device, e.g. smartphones, tablets, desktop computers and Smart TVs.



Requires some customisation of code that needs to be maintained on a per device basis.

## SEPARATE WEBSITES - Different URL, Different HTML

Mobile website independent of desktop website.



Browser detects if visitor is on a mobile device and redirects them to the mobile website. Mobile websites tailored to needs of mobile user.

Learn more about how to make your website work across all devices

[www.google.co.uk/think](http://www.google.co.uk/think)

### SOURCES

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THE WORLD HAS GONE MULTI-SCREEN

