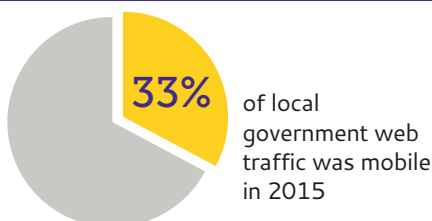


# The Importance of Mobile is Growing



25% of users **ONLY** access the Internet with a **mobile phone**



Google changed its **search algorithm** to favor **"mobile-friendly" websites** in 2015

## WHAT IS YOUR MOBILE STRATEGY?

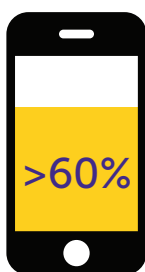
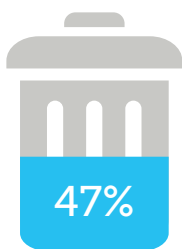
"Mobile users are very goal-oriented. They expect to be able to get what they need, immediately, and on their own terms."

- From *Google and AnswerLab research study*

### Mobile Friendly Checklist

- Content sized to screen size
- Links and buttons are finger-friendly
- Content is accessible - no Flash
- No pinch and zoom
- No horizontal scrolling
- No incompatible plug-ins
- Simple navigation
- Visible site search
- Simple input method for each task

## YOU MAY BE CONSIDERING AN APP, BUT YOU MUST START WITH A MOBILE-FRIENDLY WEBSITE



Infrequent users shouldn't have to download an app for a **good user experience**

**For local government websites, responsive design has proven to be a better option for mobile users.**



Responsive websites allow for **easy reading and navigation** - without compromising functionality or aesthetics.

### Better User Experience

1

Users don't have to download or install an app to view website from a mobile device. They can visit a website on any mobile device, and have full access to web content without scrolling or pinching.

### Easier and Cheaper Maintenance

2

Responsive web designed websites are easier and cheaper to maintain as there is a single code base and it doesn't have to be modified for every new mobile device or OS that hits the market.

### Future-Proofed Responsive Websites

3

Responsive web design was created to help provide a usable experience on all mobile devices, even as screen sizes change and new technology is released.

Contact us at 310.656.3100 ext 1 for help evaluating the **mobile-friendliness** of your website

**VISION**<sup>™</sup>

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Statistic sources: Google and AnswerLab research study, Pew Internet, Ampersand Mobile, Vision customer analytics