

Mobile First

Making your website mobile friendly.

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THREE Take Aways

1

What **responsive design** is and why it's important to accommodate mobile devices (**smart phones, tablets**) on your website.

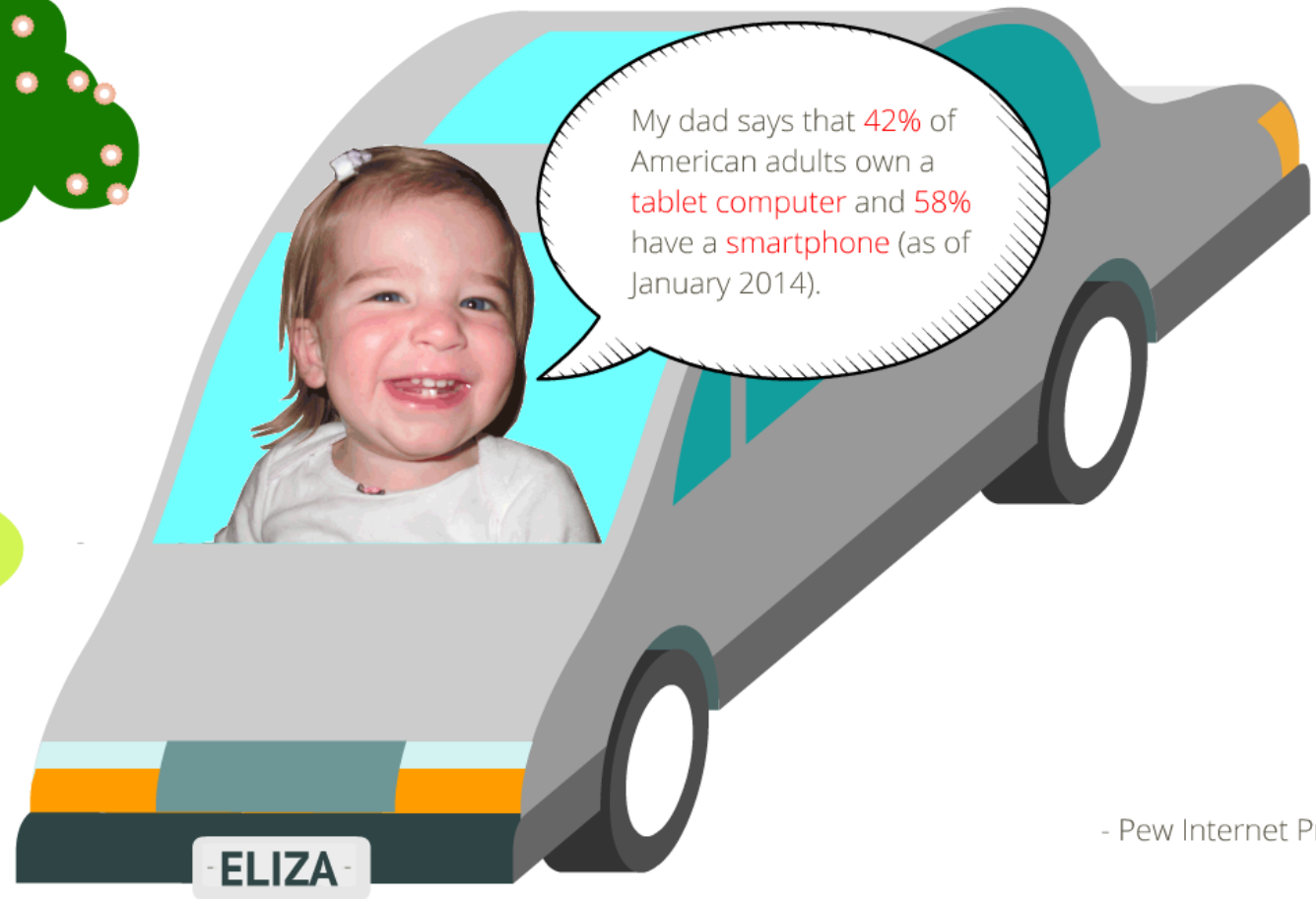
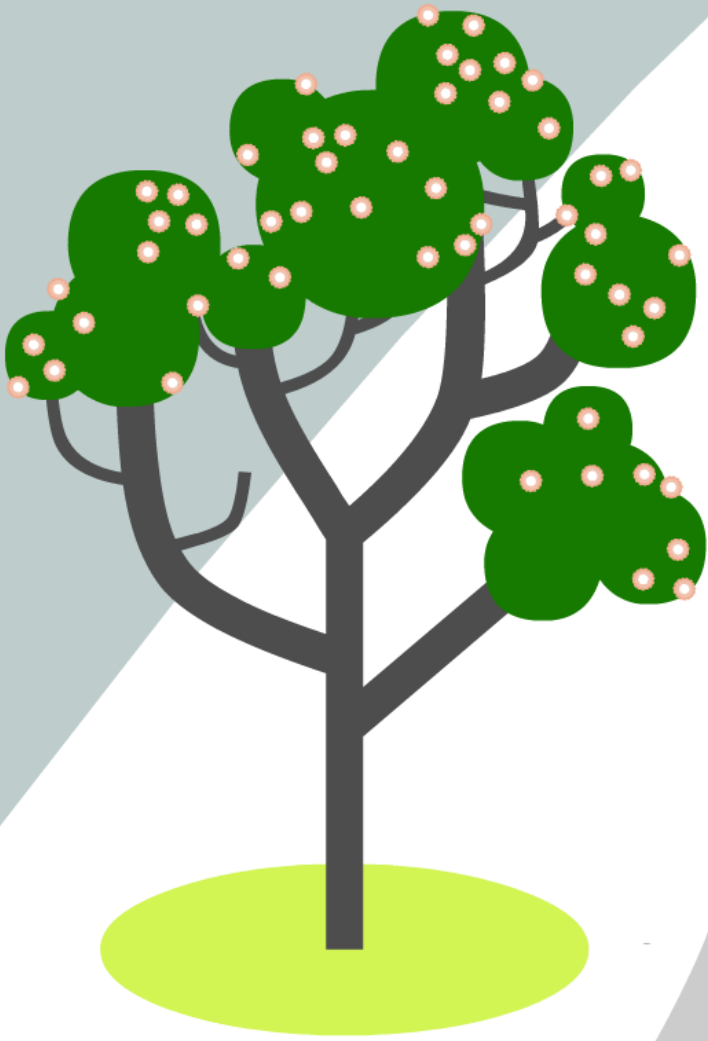
2

You can do this **[!]** and what you can do to start the process **today**.

3

It's not all cupcakes and lollipops: **challenges** with mobile website design.

It's not just a FAD



- Pew Internet Project

you had me at HELLO

Google recommends a responsive design when designing for mobile devices.

- Single URL to share, link to and assign search index properties to
- No redirection = faster load time, less errors
- Less to crawl saves resources for you and Google

- developers.google.com/webmasters/smartphone-sites/details