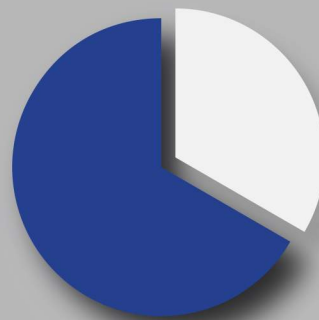




## RESPONSIVE WEB DESIGN

Since we designed your current website we have been working hard on developing and launching our new responsive platform, viewable across all devices and with more and more of your customers accessing your site on a mobile device your website needs to operate effectively on these.

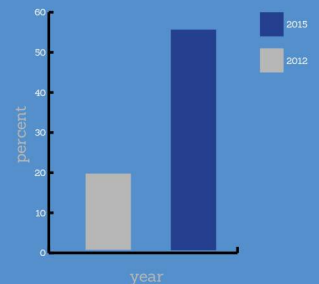


Two Thirds of people now own a smartphone, and spend nearly 2 hours a day accessing the internet

90% of 16 - 24 year olds own a smartphone



Between the ages of 55 & 64 years old consumers are also joining the smartphone revolution! Doubling in size since 2012



**40%** The number of people that will choose a different search result if the first is not mobile friendly

**58** hours **39** mins  
The time spent browsing on a smart phone per week

**31** hours **19** mins  
browsing on a laptop or desktop computer



“ Beginning April 21st 2015, mobile friendliness will be a ranking criteria for websites on Google. The algorithms will favor mobile-friendly sites, using a real-time, page-by-page basis to determine mobile friendliness, and penalize sites that display poorly on mobile devices. A website that is not a responsive website or mobile-friendly will suffer negative SEO and decreased search engine rankings. ”