**IMPLEMENTING RESPONSIVE WEB DESIGNS FOR ENHANCED WEB PRESENCE**

**ABSTRACT:**

In the recent days, Modern companies, organizations, and industries have designed multiple websites to extend the reach of the facilities to the audience or customers. Web pages design is not only related to the appearance on web, but it is to recognize through various web search engines. Now-a-days, with the increase in the technology thereby resulted much usage of smartphones and tablets for accessing the internet, not just desktop personal computers and notebooks. Hence websites need to be optimized for all the devices to provide the best experience.

Responsive web design provides a flexibility to websites which adapt to any of these devices irrespective of their resolutions.

Responsive Web design is the approach that design and development should respond to the user’s behavior and environment based on screen size, platform, and orientation.

It stems from the notion of responsive architectural design, whereby a room or space automatically adjusts to the number and flow of people within it.

The paper presents the results and expectations of market trends regarding the devices and user experiences in web browsing and e-commerce. Responsive web design is researched, along with its benefits and potential problems.

**INTRODUCTION:**

The web 2.0 age has arrived on the internet. Simultaneously, as mobile communication technology has advanced, smart mobile terminals have become increasingly common in a variety of businesses. This has forced internet applications to adapt to the needs of mobile terminals.

Traditional webpages are created for personal computers. Such websites' interface designs are incompatible with mobile phones or other mobile devices. Special web pages are typically built-in accordance with the display characteristics of the device itself to ensure that mobile applications achieve the best display effect.

Consequently, it has emerged as a popular research area to develop mobile devices that can show regular web pages and improve user experience.

**FUTURES:**

One code, one URL, and simple content bridging represent the web design of the future. Nowadays, businesses seek to be found outside of search engines. From a tablet to a PC, a smartphone to an eBook, you need a strong online presence.

It could be challenging to implement, but not if you know the newest trends in responsive web design! The number of individuals using mobile devices to browse websites rather than desktop computers has been increasing as trends have changed, and it appears like the number is growing daily.

The term "responsive web design" refers to a website that adapts and alters its look for best viewing on all estimated displays, including smartphones, tablets, and moreover, desktop computers.

Many businesses provide both mobile web configuration and responsive web design. There seems to be no incentive to have a discrete portable website anymore with responsive web design unless you want to promote differently to mobile customers than you might to desktop or smart phone customers.

As an illustration, a fast-food restaurant may need to target people on the go with transitory special deals, but it is also capable of displaying its menu to smartphone users together with upcoming developments.

**APPLICATIONS:**

Software programs are created with a specific objective in mind, which is set by business owners based on the unique requirements. The analysis phase defines the user-system interaction. Inputs, outputs, interactions, etc. These all are specified at this phase.

Depending on the target platform, each of these components could be specified separately.

Designers are aware that desktop clients and mobile clients could each have a unique application flow. This is not a rule, though, as designers frequently fail to take the user context into account.

A platform change has been suggested by the problems with the independent Java pharmacokinetics application. The application is only accessible to people who have a copy owing to the way it is distributed. This also applies to user. This study also aims to them propose a suitable approach.

**BENEFITS:**

Additionally, responsive design services enable developers to concentrate on link outreach with a unified Search Engine Optimization (SEO) approach and help manage the website's hypertext linkages.

Higher page ranks are a result of having high-quality content, however responsive web design simply needs to be used on one site to improve search engine rankings. To help both local and online shops, responsive sites are displaying prominently in localized search results.

Additionally, because analytic solutions are sufficiently advanced to support various devices and enable simpler monitoring and responsive reporting, responsive sites do not need to track user journeys or conversion routes between websites to centralize analytics and reporting.

The size of the internet industry has grown to the point where even renowned brick and mortar retailers are converting to e-commerce website design. A well-optimized e-commerce website design that enables customers to look for the goods in just a few clicks is one of the most valuable assets of any business.

The demand for e-commerce web design has increased along with the rise in mobile users. Regardless of the device being used, responsive web design provides all online buyers with a fantastic purchasing experience. Let's examine some of the most crucial elements that highlight the significance of responsive web design for an e-commerce platform.

**TECHNIQUES:**

1.Eliminate Friction

2.Design for Thumb

3.Leverage mobile devices native hardware

4.Consider the landscape orientation

5.Keep the typography responsive

6.Leverage conditional loading

**CONCLUSION:**

The comparison of responsive web design frameworks revealed the following results: A requirement analysis should unquestionably be done before selecting a program. According to this study, the properties of the packages should be investigated, and a decision should be taken. It is important to consider whether it is compatible with widely used JavaScript libraries when deciding.

The project must prioritize packages that are compatible with commonly used packages, especially those like jQuery, to advance consistently. According to the first media of the project that will be created, the preferable package should be prepared. A framework would be used, for instance, for a project that would be created largely for mobile devices.

Responsive web design will assist the company keep on top of trends by being implemented as a part of a digital marketing plan.

To get a competitive edge and boost brand recognition in the marketplace, brands must establish excellent digital content and performances as the need for media and mobile-friendly websites grows.

While a responsive design improves a user's browsing experience by providing a flexible web page suitable for any device, there are numerous development strategies that will help in creating a site that adapts to the user's screen.

Below are the results of the comparison of responsive web design frameworks: Definitely