

DON'T MAKE ME ZOOM

7 Reasons Industrials and B2Bs Need Responsive Websites



IN A NUTSHELL

“[I]f your company depends on its website enough that losing the business it brings to you would be a serious blow, getting a responsive website before the end of the year should be your #1 online marketing goal.”

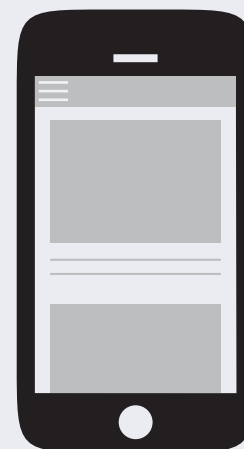
—Joshua Steimle, forbes.com

WHAT IS A RESPONSIVE WEBSITE?

A responsive website is a website that is fully functional on all browsing devices, including:



Desktops and Laptops



Smartphones

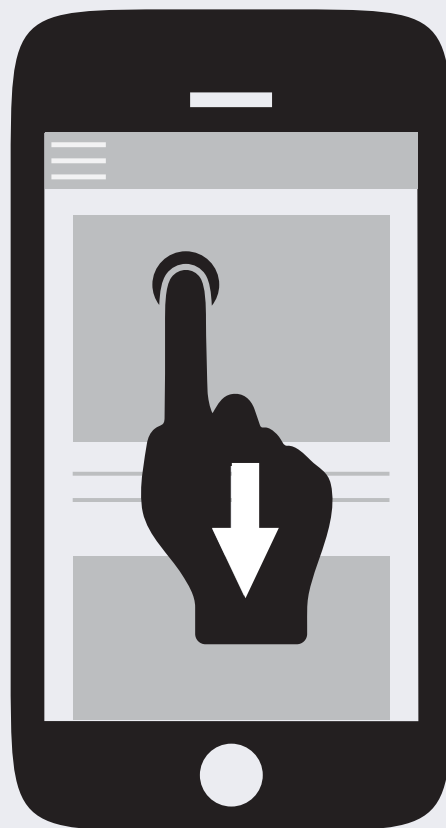


Tablets

YOU KNOW IT WHEN YOU DON'T SEE IT

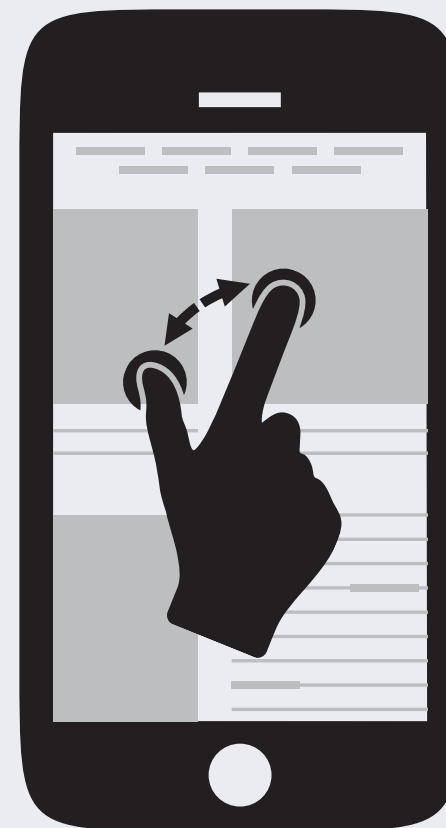
If you've ever viewed a website on your smartphone and had a frustrating experience, you've browsed a site that is not responsive.

Responsive



VS

Pinching and Side-Scrolling



HOW RESPONSIVE DESIGN WORKS

Responsive websites are built using a grid divided into columns. These columns reorganize themselves in response to typical screen widths.

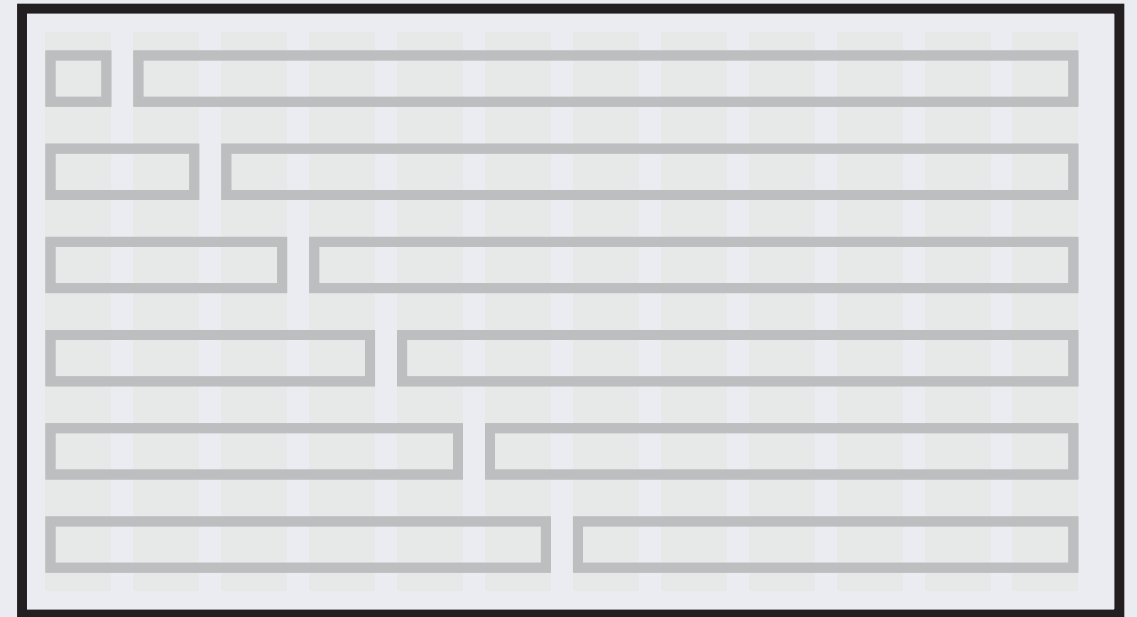
Smartphone
320 pixels



Tablet
768 pixels



Desktop and Laptop
960 pixels



THE POWER OF ONE

That way, the same website is usable —
and user-friendly — on any standard device.



WHY INDUSTRIALS NEED A RESPONSIVE WEBSITE

Technical buyers are increasingly using mobile devices during the course of the industrial buying process.*

27%
conduct
product
searches

26%
view
supplier
websites

16%
request
pricing

12%
purchase
parts and
components

**IHS GlobalSpec, "2013 Digital Media Use in the Industrial Sector"*

7 REASONS TO GO RESPONSIVE

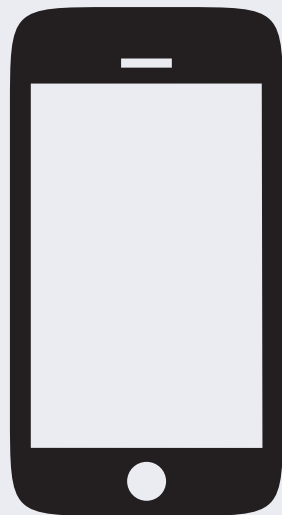
A responsive website:

1. Accommodates how customers use websites
2. Ensures your content is universally accessible
3. Integrates your online marketing
4. Makes site updates efficient, reducing costs
5. Improves your SEO
6. Puts all your site analytics in one place
7. Increases on-site conversions

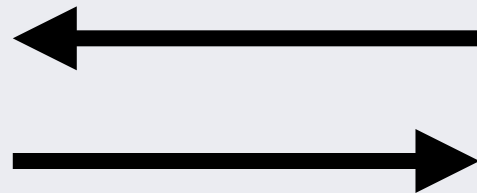
REASON #1: WHAT CUSTOMERS WANT

According to Google, 90% of consumers use at least two devices before completing their buying process.

Locate on one device



**Complete transaction on
second device**



REASON #2: CONTINUITY OF CONTENT

With a responsive website, a customer encounters the same content every time they visit your site — no matter which device they use.



REASON #3: MARKETING INTEGRATION

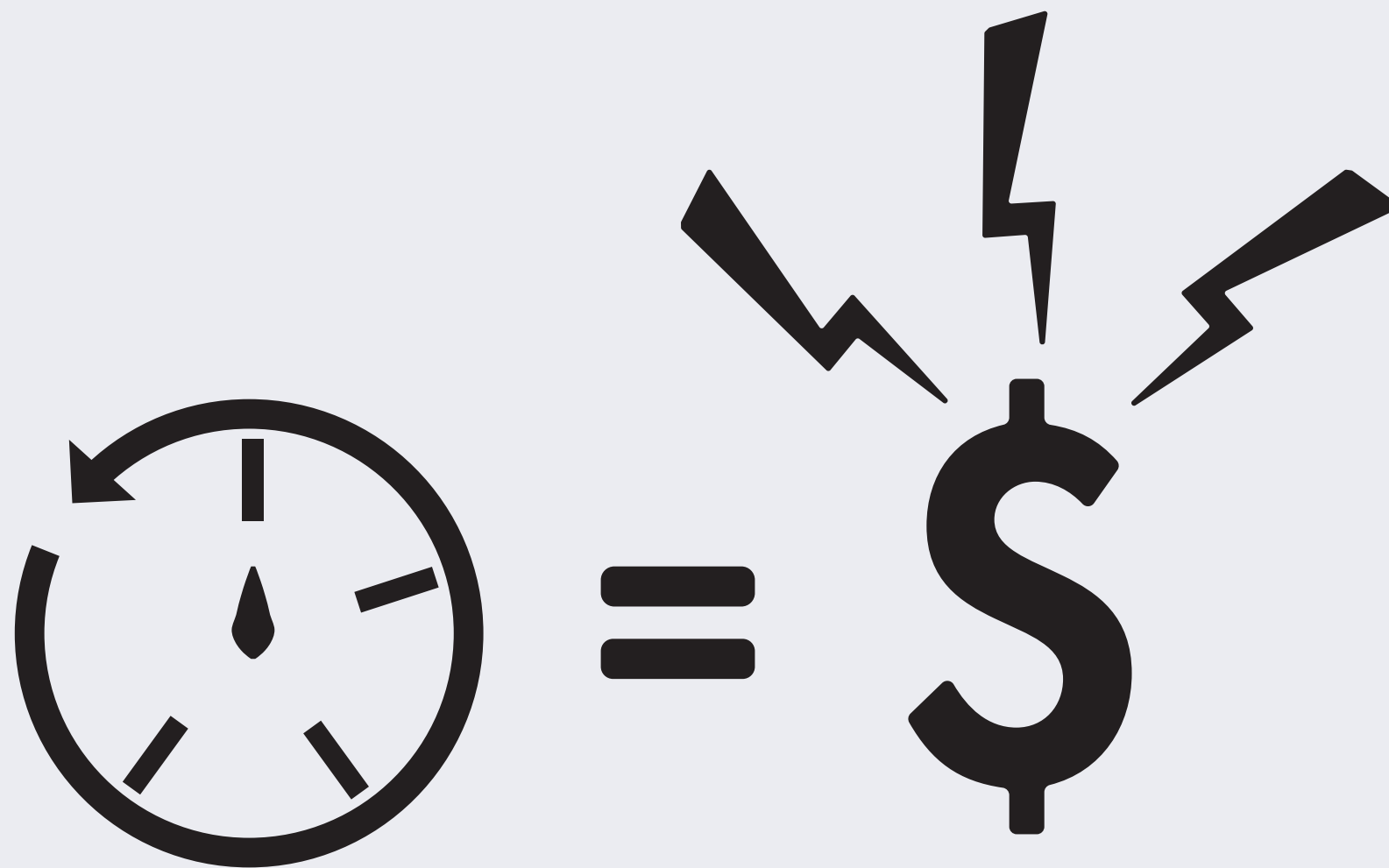
Typical online marketing channels include:

Email | Search Advertising | Social Media

These channels often intercept customers on mobile devices. Since most converge on your website, it should display properly on smartphones and tablets, too.

REASON #4: EASY MAINTENANCE

With a responsive site, you only need to maintain one website, rather than an array of device-specific sites. This saves time and money.



REASON #5: SEARCH ENGINE OPTIMIZATION

Google endorses responsive websites. And two features of responsive design inherently boost rankings with search engines:

- All visitors — no matter what device they use — get routed to the same URL.
- Users have better experiences and are always able to access the full site.

REASON #6: ALL-IN-ONE ANALYTICS

Because a responsive website has one URL, all analytics data lives in one place.



REASON #7: RESPONSIVE RESULTS

Our clients who have opted for responsive websites have seen dramatic increases in onsite conversions.



109% increase in goal completions
44.35% increase in website conversion rate
44.84% increase in website traffic



100% increase in website conversion rate
884% increase in website traffic



10x increase in conversion

Is your site responsive?

Share this:



BORN INDUSTRIAL. RAISED DIGITAL.