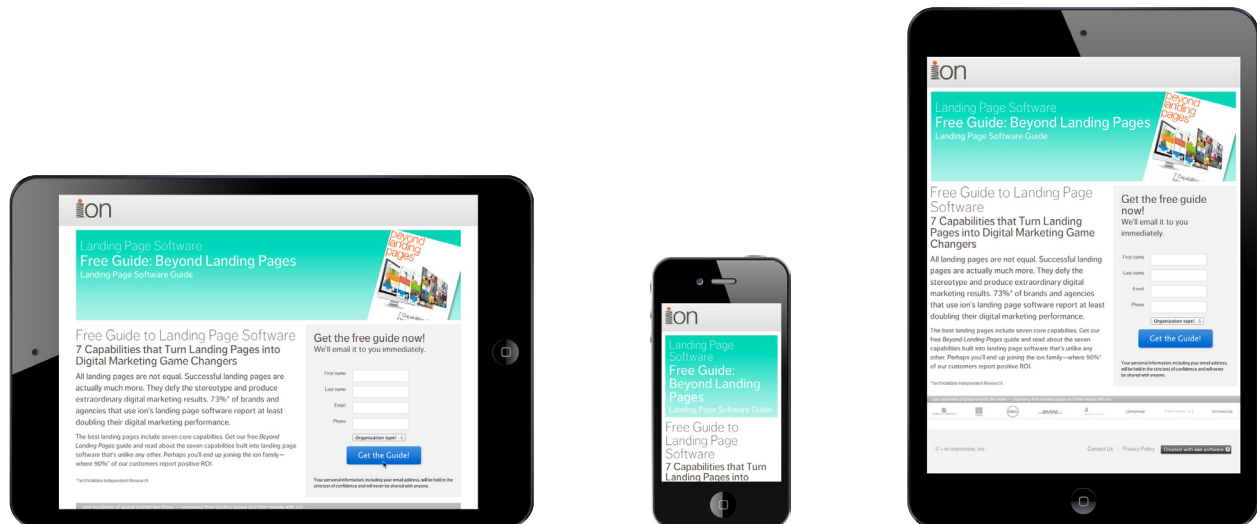
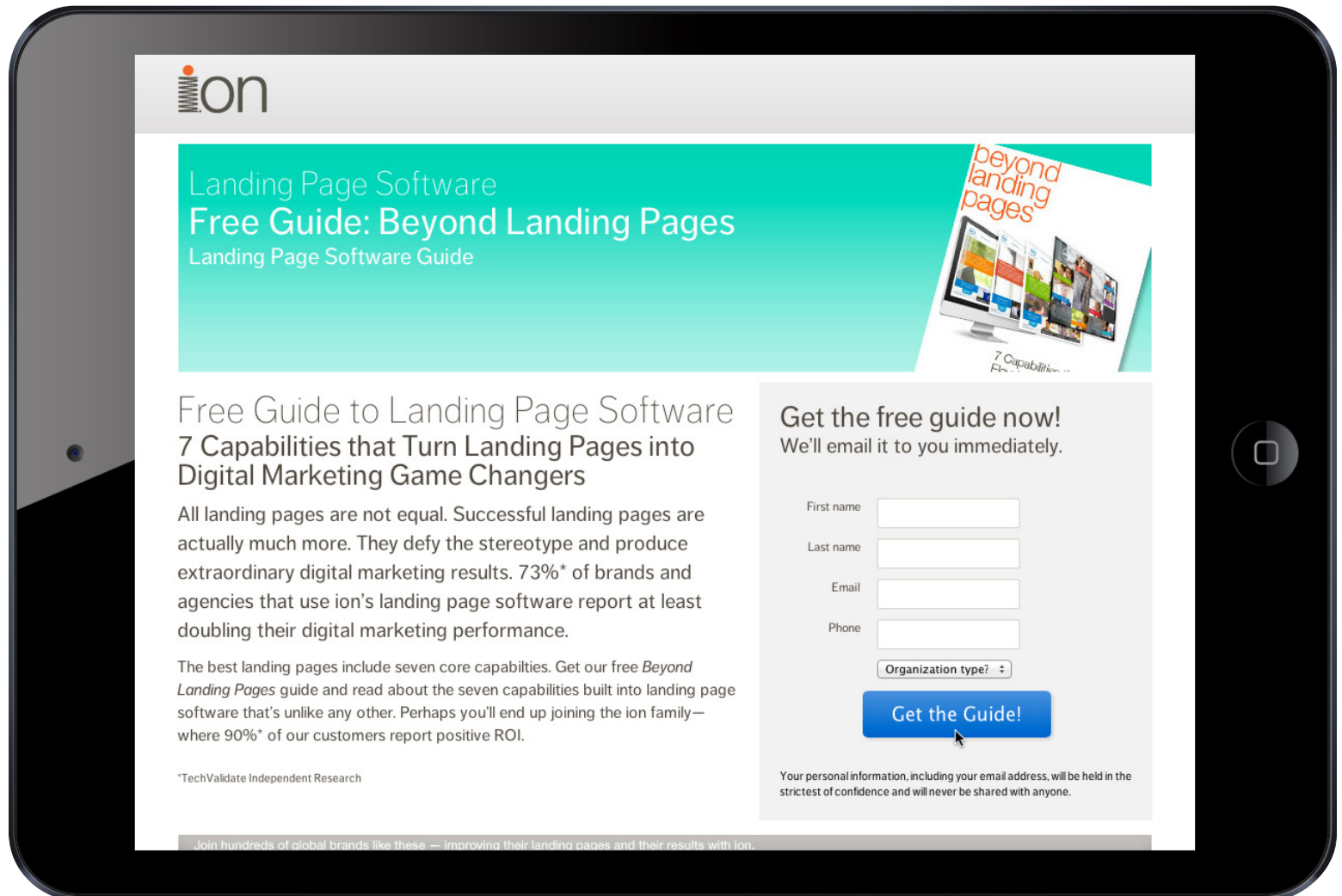


Responsive Design for Landing Pages

Simplifying & optimizing for every device—in Google Enhanced campaigns—and everywhere else.



Turning click throughs into breakthroughs.



Gone are the days when mobile devices were the exception within your campaigns. Now they're the norm. And their usage impacts results. Advertising and marketing success is dependent on delivering usable and satisfying messages to all devices—smartphones, tablets and computers.

If you think you're not ready to embrace responsive design yet—think again. Google knows it's imperative to satisfy all these devices—now. The mandatory switch to enhanced campaigns on July 22, 2013 was Google's line in the mobile sand. It's time for all marketers and advertisers to accept that succeeding in digital, means making your campaigns responsive—today.



Three web design techniques to satisfy mobile users

Responsive

Responsive design is a relatively new, mainstream web page design technique that enables one page to satisfy users regardless of their browsing device's page width. Responsive pages morph themselves on the fly to scale and reposition content, and refactor interface behavior in an effort to deliver a satisfying user experience for all viewports—phones, tablets, desktops. Responsive design is like having several page designs in one—with the user getting the one that's best for them. **The version of the experience delivered to the user is based upon the width of their browser.**

Device Specific

Device-specific design targets devices' user-agent strings to display pages built for that specific device. For example, you could deliver a specific user experience to any device that included 'iPhone' in its user agent string. Mobile-specific experiences can be highly crafted and of very high quality, but they require significant resources to produce and maintain.

Variable Width

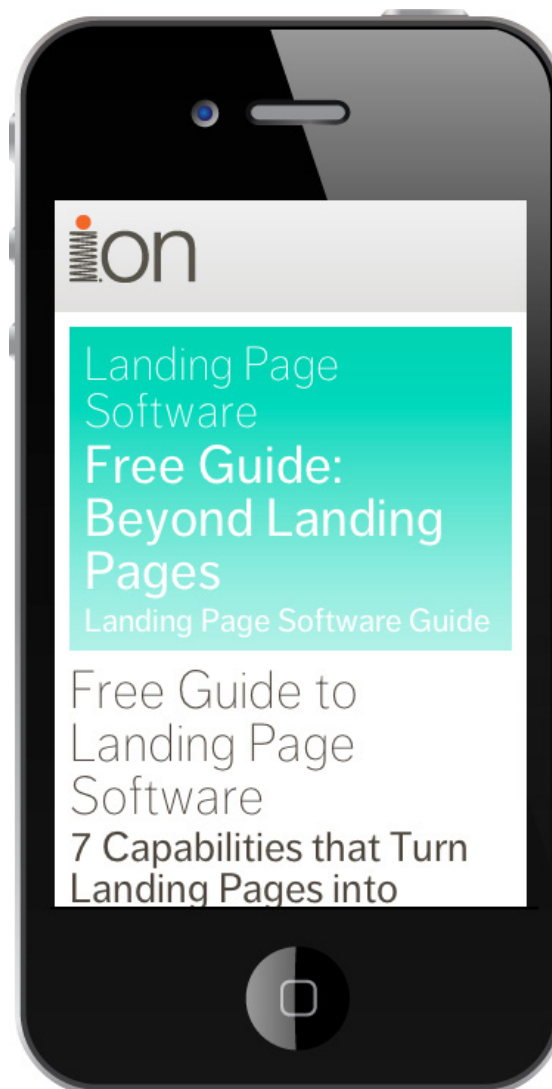
Variable-width pages are the old-school way of accommodating different browser widths. Unlike responsive design, variable width simply scales from a minimum to a maximum width. There's no intelligence built into that scaling—so content simply gets wider or narrower. Variable-width design seldom results in a satisfying user experience on any device beyond the most middle-of-the-road browser. Variable-width design bears little resemblance to responsive design and the two should not be confused.

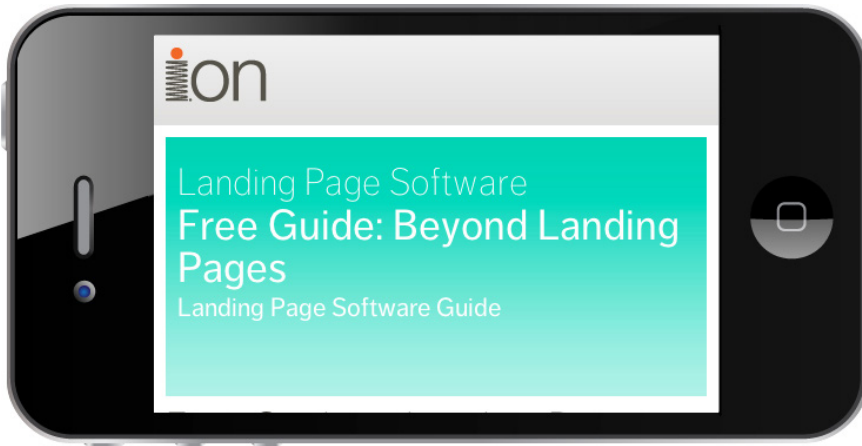
Responsive flexibility & complexity

Responsive design is really several page designs baked into a single super page. The number of page designs depends on the number of widths at which the layout changes. These widths are called break points and the viewport is the resulting viewable page. If you have three break points, you have three viewports within each page.

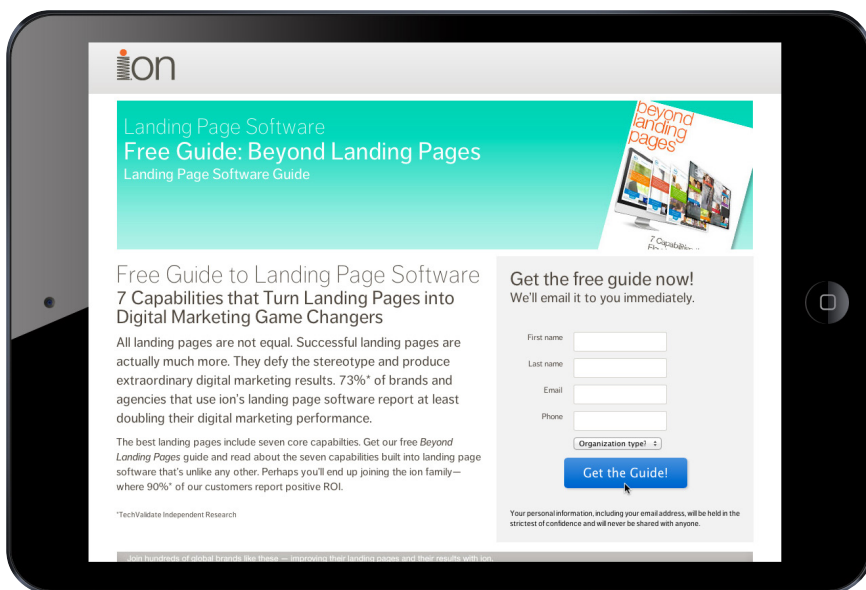
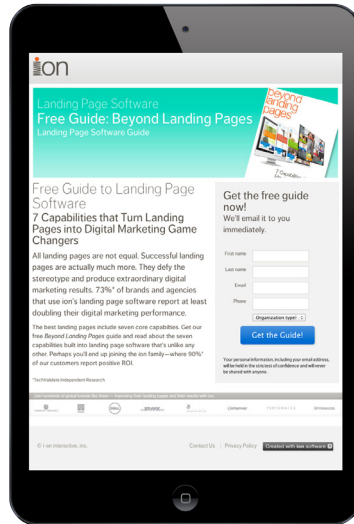
The flexibility of responsive design is unquestionable—one page of content results in several different user experiences. The complexity comes in the design, development and maintenance requirements to bring that flexibility to life. Even in a dynamic responsive page design environment like ion's—where the complexity is invisible to the marketer or advertiser creating the page—there are additional factors to be considered in the creative process.

This viewport and the tablet on the preceding page are of the same, actual, responsive web page.





Four viewports of the same, actual, responsive web page.



Mobile first?

Mobile-first design is an approach that lends itself to a responsive world. It simply means that you create first and foremost for mobile—making the desktop your secondary focus. In many cases your mobile traffic volume has not yet usurped your desktop volume, so you may think that mobile first is foolish. But, when you consider a few of the practical design realities, mobile-first makes a lot of sense.

- Mobile screens are smaller, but higher resolution—images can be ‘wider’ in mobile than in desktop
- Mobile contexts often have shorter attention spans—users have less time and patience
- Since mobile pages are often single column, they require specific and prudent hierarchy of information
- Smartphones will have the least content of all your break points—if your message works for smartphones, it will only work better for tablets and desktops—this is called progressive enhancement

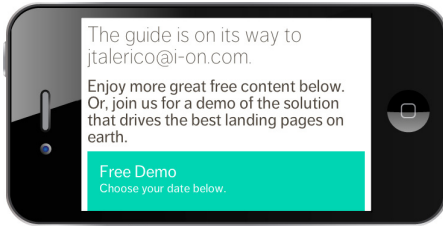
These four factors alone illustrate why mobile-first design is smart. It forces the tough decisions—more concise content, more communicative imagery, and more thoughtful choices around what’s most and least important. When you make those tough choices for the small screen, the bigger screen benefits.

The alternative—and more prevalent philosophy in 2013—is to design for the desktop and then pare down for mobile—graceful degradation. The result is more likely to be Frankensteined content and layout—often far less persuasive and cohesive than a mobile-first alternative.

Conversion-focused campaign page design benefits greatly from a clear hierarchy of concise content and presentation. Progressive enhancement is more effective than graceful degradation at bringing conversion-focused pages to life.

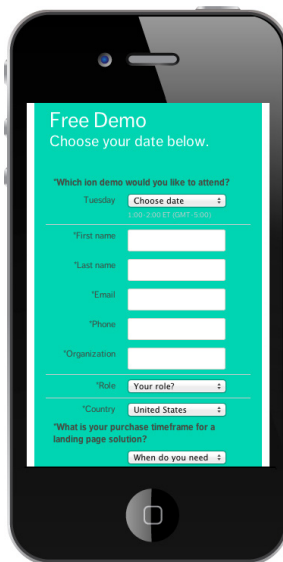


9 Point Responsive Design Checklist



✓ Start small and wide

This depends on how your layout refactors, but your landscape smartphone viewport is often the one with the most layout eccentricities and can have the widest possible image use cases. So, start designing and previewing using this viewport.

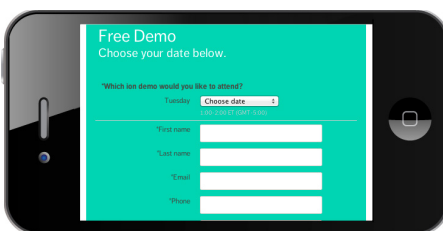


✓ Spinning

No, this is not a drinking game. As you're designing for your smartphone landscape viewport, continuously check yourself against your portrait smartphone viewport. That's the most narrow one and the one that will require the most thoughtful and concise headline lengths and wording to avoid odd breaks.

✓ Scrolling

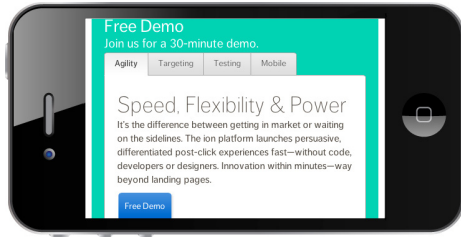
You may be seeing a trend of preview, preview, preview. Scrolling all the way down to the bottom of your pages—especially at your smallest viewports—will help you maintain the integrity of the entire page across all viewports.



✓ Forms

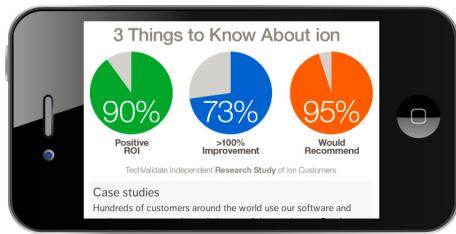
Forms are usually important in conversion-focused campaign contexts. Generally speaking, mobile users have even more disdain for forms than their desktop counterparts. So, your mobile viewport forms better be awesome. Focus on how they scale, fit, scroll, their field types, how their buttons behave, and how hints and errors are surfaced. The form user experience is magnified in a responsive mobile world.

All viewports shown above are of the same, actual, responsive web page.



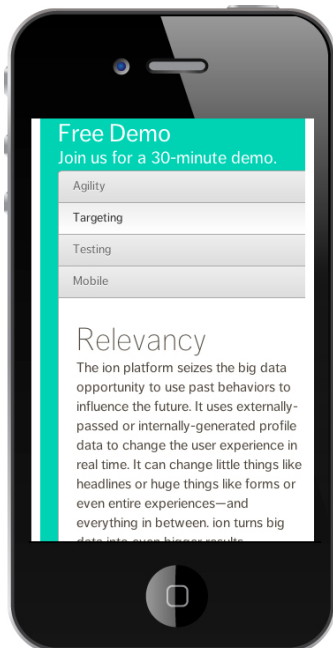
✓ Interactive content

Mobile users are accustomed to slick apps that put everything within a finger's reach. If you can mimic that reality within your conversion-focused campaigns, you can communicate more content in less space with more elegance. That elegance will result in higher conversions. Use lightweight, mobile-friendly (touch) versions of tabbed content, rotators, accordions and other interactive elements that let you infer more app and less web page in the UX. This will minimize long-page scrolling and put more content within easier reach.



✓ Image choices and viewport behavior

As your viewport changes—both up to desktop and down to portrait smartphone—your images are also changing. The way your images morph may include resizing, cropping, positioning or even appearing or disappearing entirely. As your images change position, resize or crop, pay very close attention to how that image is perceived at the various viewports. Perhaps it's better for a particular image to align centered, while another should be aligned to the right. Specific image content has everything to do with how you want that image to scale, position and resize.



✓ Navigation considerations

Responsive navigation has some special use-case considerations. Take tabbed content for example. Tabs typically sit side-by-side in a desktop viewport, but stack in a smartphone viewport. What happens in between requires some planning. This impacts design choices like how many navigation items you can support and how long their labels can be. If you have a nine-tab nav of three-word labels, you're going to have an entire page of navigation (plus scrolling) in your landscape smartphone viewport. That won't get you conversions.

All viewports shown above and on the following page are of the same, actual, responsive web page.

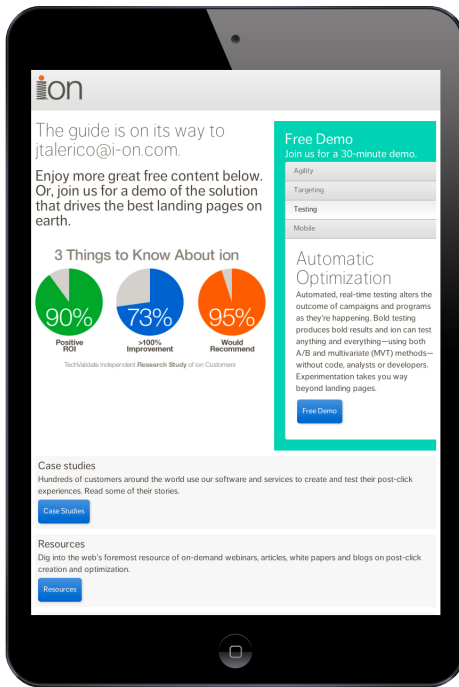


✓ Touch considerations

Aside from previously mentioned touch implications, how button and navigation states respond to touch interactions is critical to usability and conversion. Avoid on-states that create two-touch requirements for actuation. Those are a recipe for high bounce rates.

✓ Third-party content constraints

If your layout is responsive, then your content needs to be responsive as well. A good example of where this can go badly is video. Let's say your video delivery network player is not responsive, but your page is. Perhaps the container in which the video appears scales and positions gracefully, but the video itself stays either small (if you're designing mobile first) or huge (if you're designing for graceful degradation). Either way, if that video is important to conversion, then your results will suffer. Use only content that plays well in your viewports.



We hope this checklist is helpful in focusing attention on some of the considerations of conversion-focused responsive landing page design. But, without a tool to help simplify and streamline the responsive design process, it's resource intensive.

Done right, responsive pages put the right content in the right place on the page for every user. It significantly increases the probability that your campaign will convert visitors into leads, calls & sales. If that's not reason enough to embrace responsive principles in your landing pages—then Google's mandate certainly is. Responsive design is one way to make your landing pages as enhanced as your campaigns.



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Drag & Drop
I make the world's best pages using these 16 drag & drop elements.

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- Links
- Widgets
- HTML
- iFrame
- Flash
- Interactive Layers
- Interactive Rotators
- Interactive Tabs
- Interactive Accordions
- Interactive Lightboxes
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Instant Swapping
I'll swap the position of two elements—like this image and headline—simply by dragging one over the other.

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Step 1 2

First Name

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Next >

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