

FORGE

ONLINE



MOBILE WEBSITES

BE MOBILE OR BE HISTORY

Prepared by Forge Online
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WHAT ISN'T mobile friendly?

SO WHAT IS MOBILE FRIENDLY?

Any website that is designed to work on a mobile device.

3 WAYS TO MAKE YOUR SITE MOBILE FRIENDLY

1. Separate m.domain.co.nz website
2. Adaptive website
3. Responsive website

1. SEPARATE MOBILE SITE

Old fashioned but still used by some companies, for example:
www.facebook.com, m.facebook.com,
www.alltyreservices.co.nz, m.alltyreservices.co.nz

ADVANTAGES

- Different content for mobile users and desktop users
- Different design

DISADVANTAGES

- Costly – building and maintaining two sites
- More complex and difficult to maintain

2. ADAPTIVE WEBSITE

- Separate Design for each screen resolution
- Detected by browser and appropriate version shown

For example: www.apple.com

ADVANTAGES

Site looks exactly as intended on each device

DISADVANTAGES

- Lots of different screen resolutions means lots of designs required
- Expensive to build
- New devices may require a redesign

3. RESPONSIVE WEBSITE

One website with one design that responds to fit any screen resolution. For example: www.location.co.nz

ADVANTAGES

- Easy to develop and maintain
- One Content Management System
- New screen resolutions automatically accommodated
- Suitable for most small and medium businesses
- Recommended by Google

DISADVANTAGES

May be some compromise involved to suit all devices

WHY CARE?

- Mobile internet browsing is already huge and is growing fast.
- March 2015 Google announced that mobile search is now bigger than desktop search.
- Better user experience means better conversions.