

IMPORTANCE OF RESPONSIVE WEB DESIGN



Do You Know?



5 Out of 4
Users Shop Online
Via SmartPhones

3 Times More
Conversion on SmartPhones
Than Desktop For Same Searches



More than **65%** SmartPhone Users
Use it for Online Shopping



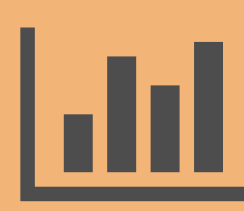
People Search **85%** More on
Smartphone Than Desktops



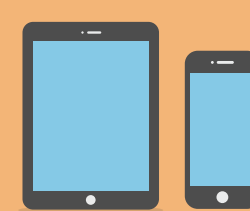
Avg Smartphone Users Spend More
than **2 Hours Daily** on their Smartphones



Companies With Responsive Web
Designs Increased Sales by **65%**



More than **70%** Users Return to
Website Which Is User Friendly



70% Mobile Searches Lead to
Online Action within **1 Hour**



Google released
Mobile Friendly Update
Known as
"Mobilegeddon"



SEARCH ENGINE
FRIENDLY

POSITIVE USER
EXPERIENCE



SAVES YOUR
MONEY

Sources to Credit

<http://www.comscore.com/insights/Press>

<http://www.adknowledge.com/blog/statistics-to-justify-budget/>

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