



A MOBILE-RESPONSIVE WEBSITE IS VITAL IN TODAY'S EYE CARE MARKET

Users will have a satisfying experience on your site regardless of the size of their screen.

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A mobile-responsive website is one that is designed to provide an equally effective experience no matter what size screen the customer or patient is using: mobile devices of varying screen sizes, as well as desktop or laptop computers. Internet access via mobile devices has grown phenomenally in recent years. Last year, CNN reported that for the first time, Americans used mobile devices more often than personal computers to access the Internet.¹ There are a number of reasons why a mobile-

responsive design may be useful for your eye care website.

COMFORTABLE VIEWING EXPERIENCE

It is likely that many of your potential eye care patients land on your website while they are using their chosen mobile devices. If your site is not mobile responsive, it can cause frustration to these visitors who will have to drag, pinch, scroll, or zoom your web pages to find what they are looking for (for more on this topic, visit eyetubeod.com/?v=ojobosefa). This inconvenience may cause many of them to leave your site quickly and move on to other sites that offer a more mobile-friendly experience.



Google has informed web developers several times about the significant increase in mobile device web traffic in the past 2 years. A large number of visitors have mobile devices with sophisticated browsers but with limited screen space and narrow widths. Faced with a choice between creating separate mobile-specific sites versus developing a single mobile-responsive site, Google itself has chosen the latter option for its own websites.

ENHANCED SEARCH-ENGINE OPTIMIZATION

When you have a single website that is responsive to all screen sizes, it gives you the advantage of having one URL for all visitors. Readers who access your main website will not be redirected to another URL for viewing the site on their mobiles. This allows search engine crawlers to go through your site content more efficiently because multisite crawling is not required. The search engine algorithms can assign indexing properties appropriately, potentially improving your search engine optimization.

RESPONSIVE WEBSITE MORE THAN A DESIGN TREND



Responsive Website Design (RWD) adheres to the concept of one website design which can adapt seamlessly to any viewing environment such as a traditional PC browser, an android tablet, or the ubiquitous smart phone.

A MUST HAVE FOR EYE CARE PRACTICES

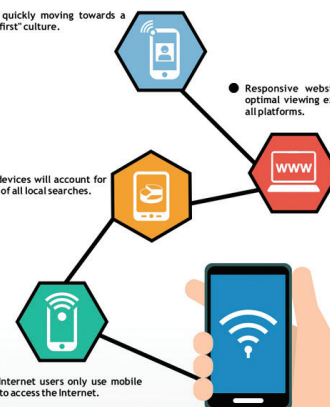


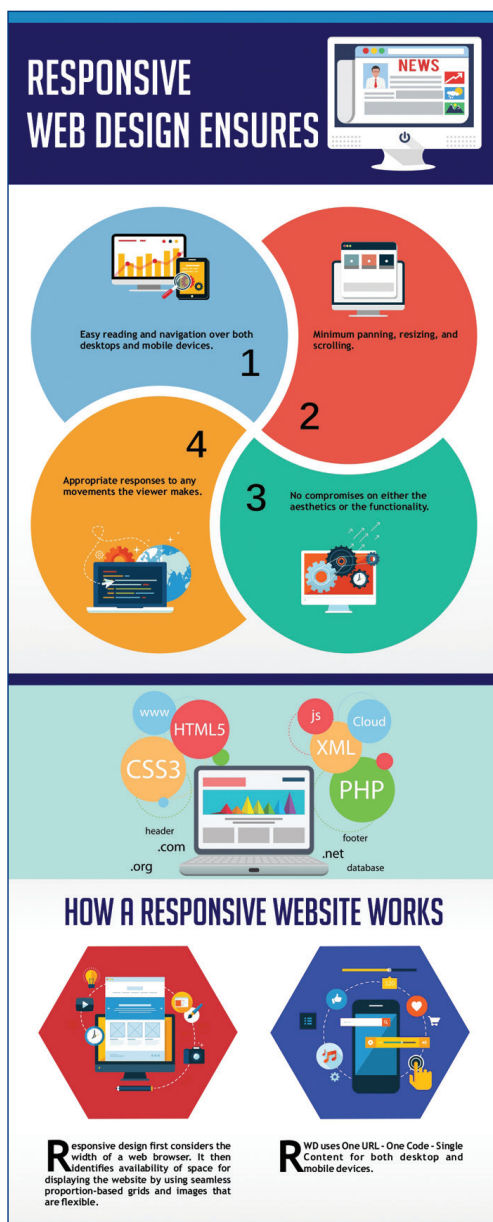
2015 will see wider adoption of responsive design as it becomes an absolute must have for eye care practices. The emphasis however, will now be on performance not just for desktops and mobiles but for every single device and user out there.

WHY YOU NEED TO CONNECT WITH THE MOBILE AUDIENCE?



- We are quickly moving towards a "mobile first" culture.
- Responsive websites provide an optimal viewing experience across all platforms.
- Mobile devices will account for one half of all local searches.
- 25% of Internet users only use mobile devices to access the Internet.



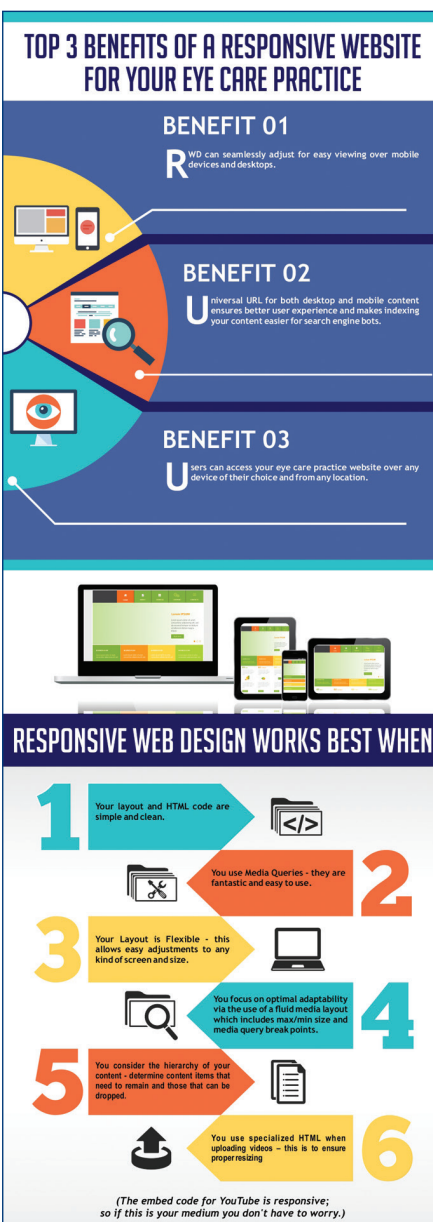


Additionally, when a website has a single URL for each web page, it automatically attracts a higher number of links, instead of dividing links among multiple URLs. If a separate mobile site is created, it will be placed in a different sub-domain, which weakens the link power that is necessary for search engine optimization.

EASIER SITE SHARING

Many users report that when they find a link of a mobile-specific website on social media or elsewhere, viewing it on a personal computer screen is difficult. The page may resize to fill the browser while leaving out the graphics of the live site, or it may remain transfixed in a column. As a result, the user may not feel like exploring or reading the site further.

The bigger challenge is that this same user is less likely to



share the mobile-specific website with others because they may view the link over their personal computers and go through the same unsatisfactory viewing experience. So even if readers view a mobile-specific website on their mobile devices, they are less likely to share it with others.

GREATER VISUAL APPEAL

If your nonmobile-responsive eye care website has a significant number of images, slide shares, or info graphics, you will have to provide selection options that allow users to choose if they prefer to view the images on their mobile screens. These selection buttons have to be large enough to be easily usable on mobile devices; however, this can make your web page appear cluttered.

With a mobile-responsive web design for your eye care site, these issues are avoided. You can preset different designs that are appropriate to different screen sizes people will use. Therefore, you can create a website that is visually appealing on every browser and every screen, rather than one that appears attractive only on certain devices.

Building a mobile-responsive website for your eye care practice can look like a lot of work, but the benefits are substantial over

the long run. Rather than run and maintain two or three separate versions of your website, you will manage only a single website with a responsive design. Consider providing a seamless viewing experience to all of your website visitors, regardless of whether they access it via their desktop computer or a mobile device. ■

1. Mobile apps overtake PC Internet usage in U.S. CNN Money. February 28, 2014. <http://money.cnn.com/2014/02/28/technology/mobile/mobile-apps-internet/>. Accessed February 23, 2015.

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