



Responsive Web Design

Responsive Web Design Delivers an Incredible Digital Experience on Multiple Screens

Add Consistency to Your Digital Presence with Responsive Web Design

Over the last 10 years, technology has advanced at an incredible rate. To the surprise of some in the business world, consumers have evolved just as quickly as mobile computing devices. This behavioural shift means that a customer's experience with your brand could span across multiple times and devices. A responsive web design solution enables you to build consistent digital properties that deliver a quality experience on every screen imaginable.

When your website's user experience and design is uniform on a desktop, tablet and smartphone, you prolong and encourage interaction with your digital properties, and will convert more visitors into customers. However, any discrepancy in the look, feel or usability of your digital properties will fall well below consumer expectation and potentially halt their experience with your brand.

Implementing WSI's responsive web design solutions will empower you to cater your customer experience to your audience's behavioural and technological expectations. We can help you build and maintain future-proof, conversion-focused digital properties.

Solution features include:

- ▶ Testing of your current digital properties on all relevant mobile or tabletop devices
- ▶ Analysis and assessment of test results
- ▶ Proposed plan of action to improve user experience with responsive web design
- ▶ Assistance and delivery of responsive web designs across all properties
- ▶ Full support through implementation and bug fixes of new designs
- ▶ Setup of campaign tracking for responsive web layouts
- ▶ Ongoing performance monitoring to provide the best ROI

Responsive web design is a vital component of digital marketing strategies as it intersects with user experience, technology and conversion. Delivering consistent digital experiences will help you:

- Meet the expectations of current customers
- Attract and impress new web visitors
- Enhance the user experience on your digital properties
- Establish your company as a forward-thinking industry leader
- Operate on the cutting-edge of digital technology
- Increase customer loyalty and brand advocacy
- Improve your web conversion rate and make more digital sales

Enhance Your Digital Customer Experience with Responsive Web Design!

For more information on how to boost your digital marketing properties with responsive web design, contact our team now!



**Responsive Web Design is just one of the many ways
WSI can help you reach your business goals.**

We specialize in various digital marketing solutions including:

- ▶ **Search Engine Optimisation**
- ▶ **Social Media Marketing**
- ▶ **Social Selling**
- ▶ **Pay Per Click**
- ▶ **Web Analytics**
- ▶ **Email Marketing**
- ▶ **Content Marketing**
- ▶ **Mobile Marketing**
- ▶ **Landing Page Optimization**
- ▶ **Video Marketing**
- ▶ **Display Advertising**
- ▶ **Social Community Platform**

Contact us today so you can experience how we take digital marketing to the next level.

