

Advantages of a Mobile-Friendly Website



01. YOU GET MORE BUSINESS



It's pretty intuitive that services such as shops, transports, deliveries, personal services, etc. increase their business through mobile-friendly layouts and simple and fast forms.

02. GOOGLE AND BING RANK YOU HIGHER

Generally speaking, if you want to be found online you must format your website according to top search engines advice. From this specific extent, Google announced that from April 21, 2015 its new algorithm favors mobile-responsive websites.



03. LOWER MAINTENANCE COST



A mobile-responsive website may cost a little more upfront, but has much lower maintenance cost. You do not need to reformat and duplicate content or add features twice, like you would do using a desktop and a mobile website. Same for bug fixes or SEO campaigns.

04. BETTER BACK-LINKING

Along with better search engine rank, a unique URL results in a stronger linking setup. All your backlinks will point to the same domain instead of being split between desktop website and mobile website, which implies a higher overall rank of your pages.



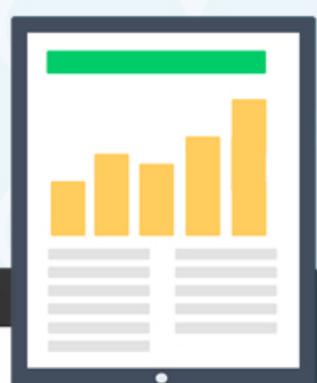
05. REDUCED LOAD TIME



Let's say you have 2 websites: desktop and mobile. Somebody shares via email or instant messaging your desktop URL, and the recipient hit the link on a mobile device. Result? Bad user experience due to long loading time, which will possibly end up as a bounced visitor if the mobile network is weak. You've just lost a potential customer. And, talking about speed, let's consider the other way round: mobile optimized websites load faster on desktop and laptops!

06. IMPROVED ACCESSIBILITY

Same scenario. Do I need to list everything? Tiny fonts, elongated design, pinch-and-scroll, etc. These will not only affect impaired users, but will annoy any other user too.



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