

IDEAS

FOR EXCELLENCE IN LOCAL GOVERNMENT

IS YOUR AGENCY'S WEBSITE OPTIMIZED FOR BROWSING ON MOBILE DEVICES? IT SHOULD BE.



This responsive website automatically reconfigures for any device it is viewed on.

RESPONSIVE BROWSING: ONE WEBSITE, MANY DEVICES

If you are reading this email on a mobile device you are not alone.

By 2014 internet usage on mobile devices, tablets and laptops is expected to outpace PCs and will increase by 66% each year.

What is responsive browsing?

A website that automatically resizes and even reconfigures to fit on any size device from large desktop monitors to tablets to phones is considered responsive.

IT'S TIME TO OPTIMIZE YOUR WEBSITE FOR SMALL SCREENS

How to keep pace with how your customers are using mobile.

Building responsive browsing into your website is an important step in keeping up with how your customers are using the internet and their mobile phones, laptops and tablets.

YOU CAN TRUST YOUR SITE WITH OUR EXPERIENCE

Not sure how to get started? We are here to help.

We can create a responsive redesign for your existing mobile-incompatible site, or we can create an entirely fresh, modern, and easy to use website.

[Contact us](#) for a free site evaluation.

What's the big deal about small screens?

Adults spend more time on mobile media than they do on newspapers and magazines combined.

Every website needs to be easy to use on increasingly popular small screens: laptops, tablets and phones.



Rauch Communication Consultants, Inc.

SERVICES: Public Involvement and Outreach, Strategic Planning and Facilitation
408-374-0977 info@rauchcc.com www.rauchcc.com

SOURCES:

<http://www.pewinternet.org/Reports/2013/Tablet-Ownership-2013.aspx>
http://tag.microsoft.com/community/blog/t/the_growth_of_mobile_marketing_and_tagging.aspx
<http://www.dslreports.com/shownews/Cisco-Wireless-Traffic-to-Reach-112-Exabytes-a-Month-By-2017-123040>
<http://karenmcgrane.com/2013/01/09/uncle-sam-wants-you-to-optimize-your-content-for-mobile/>
<http://marketing.anchormobile.net/blog/bid/202428/Mobile-Marketing-Statistics-2013-That-Will-Blow-Your-Mind>