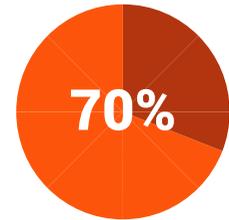


# WHY A RESPONSIVE WEBSITE MATTERS BY THE NUMBERS



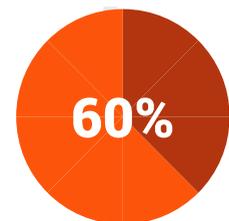
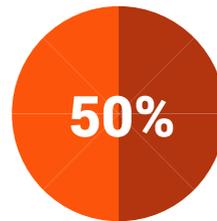
**70% of mobile searches lead to online action within an hour**

Users are very motivated to take action when performing searches, and having a mobile-friendly site increases the likelihood that you will appear in search results.



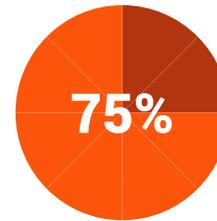
**50% of consumers will not recommend a business with a poorly designed website.**

The power of negative reviews is one to be reckoned with. Nothing can be more damaging to your brand or business than a poor experience for a potential customer. They will be inclined to discourage others from using your services or products too if they find your site unpalatable.



**60% of consumers will go to a competitor's site after a bad mobile experience.**

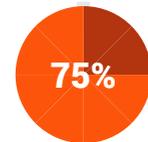
If you have a responsive, mobile-friendly site and give your users a great experience, they won't have reason to visit another competitor.



**Google controls approximately 75% of the search market**

This means that users are ready to take action! Responsive sites are favored by Google's local search algorithm.

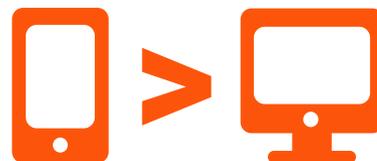
Google is the biggest search engine in most countries and provides a terrific opportunity for getting business. By not having a mobile-friendly website, your company or organization is missing out of these opportunities.



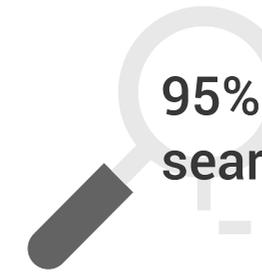
In 2017, over **75%** of adults in the US own a smartphone (compared to 35% in 2011).

Getting your website in the hands of your audience is critical. You want to give them the best user experience you can, while you have the chance. Not only that, but **80%** of smartphone users regularly use their phones to shop.

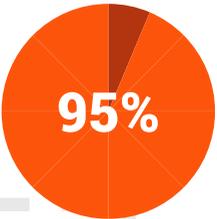
**In 2015, mobile exceeded desktop search...**



... But there are still a lot of people using desktop computers! It's imperative that your website gives a stunning experience to the user no matter what device they are using. Responsive sites adapt to multiple screen sizes, so you don't need to have multiple websites designed for different technologies.



**95% of mobile internet users search for local information.**



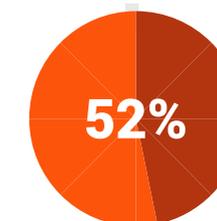
**75% of Americans admit to bringing their phone to the bathroom**

Users are extremely attached to their phones, and that means you have a lot of time to reach your potential customers.



**52% of Americans use their devices while browsing in-store to research the product online**

This means your website should be mobile-friendly and optimized to convert. Even if a customer is physically inside a store and is poised to make a purchase, they are still going to consult with a mobile search.



Global Web Index reported in 2015 that **46%** of shoppers used their smartphones to buy products, and **21%** used their tablets.

The clear trend: Mobile commerce is on the rise.