# Master the
MULTI-SCREEN WORLD

AGENDA

- What is a multi-screen website?

- The growing importance of multi-screen sites

- What Google recommends

- What Google requires

- Turning visitors into customers

- Providing a custom experience

- Dynamic Content

- Weighing your options

- Getting started

What is a
MULTI-SCREEN SITE?

A multi-screen site refers to one website that is optimized for desktop, tablet and mobile. A common, but more technical, term for these kind of websites is "responsive."
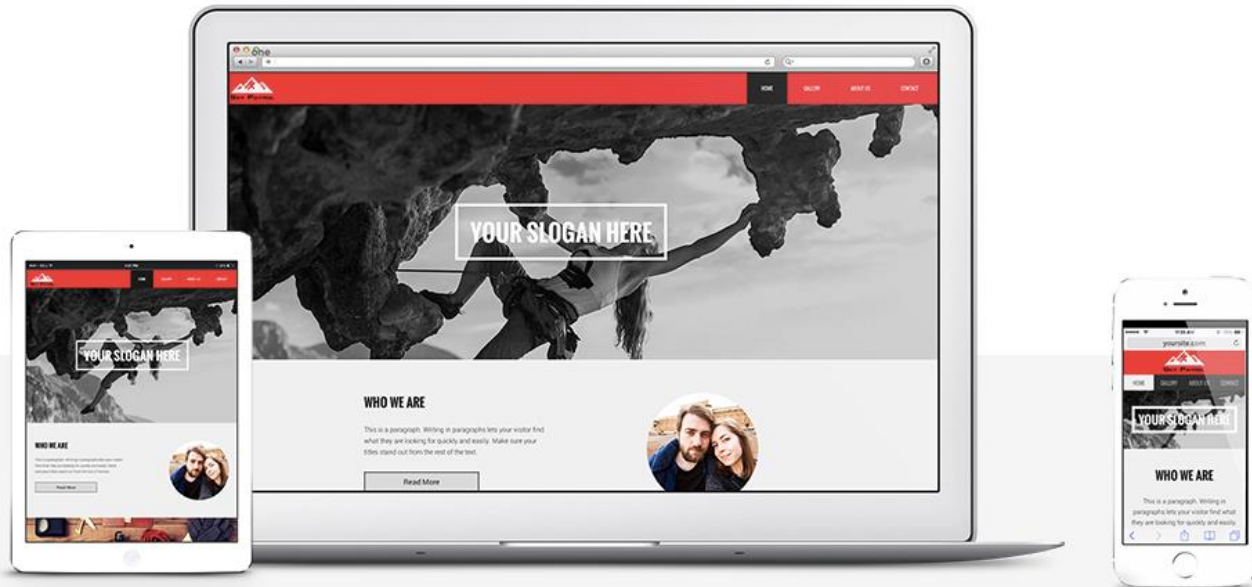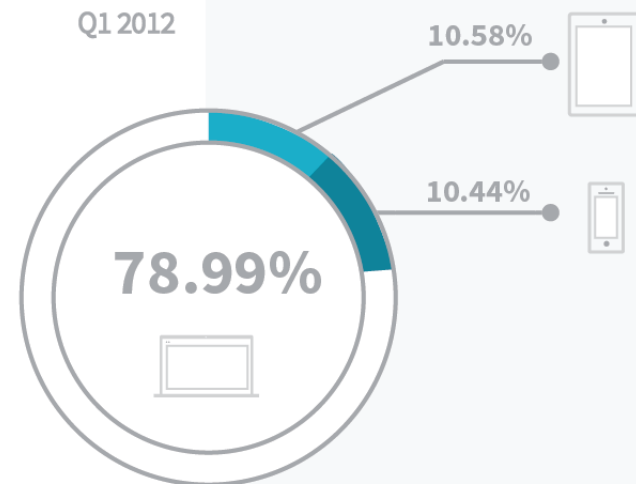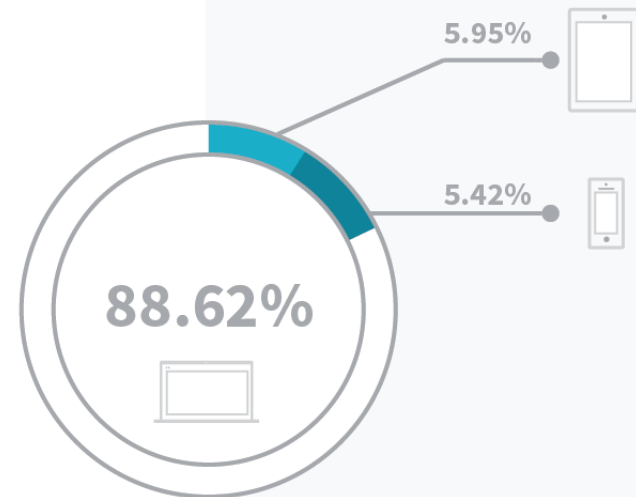
Devices are diversifying
& WEBSITES MUST ADAPT

A desktop-only website used to cut it, but not anymore…

Device share of website traffic:

☐ DESKTOP

■ TABLET

■ SMARTPHONE

5.95%

5.42%

88.62%

Q1 2012

10.58%

10.44%

78.99%

Q1 2013

DIFFERENT DEVICES DOESN'T MEAN DIFFERENT CUSTOMERS

90% use multiple screens sequentially to accomplish a task over time

The average person uses a combination of 3 different screens every day

Smartphones are the most common starting place for online activities

PCs/laptops are most often a starting point for more complex activities

Tablets are most often a starting point for shopping and trip planning

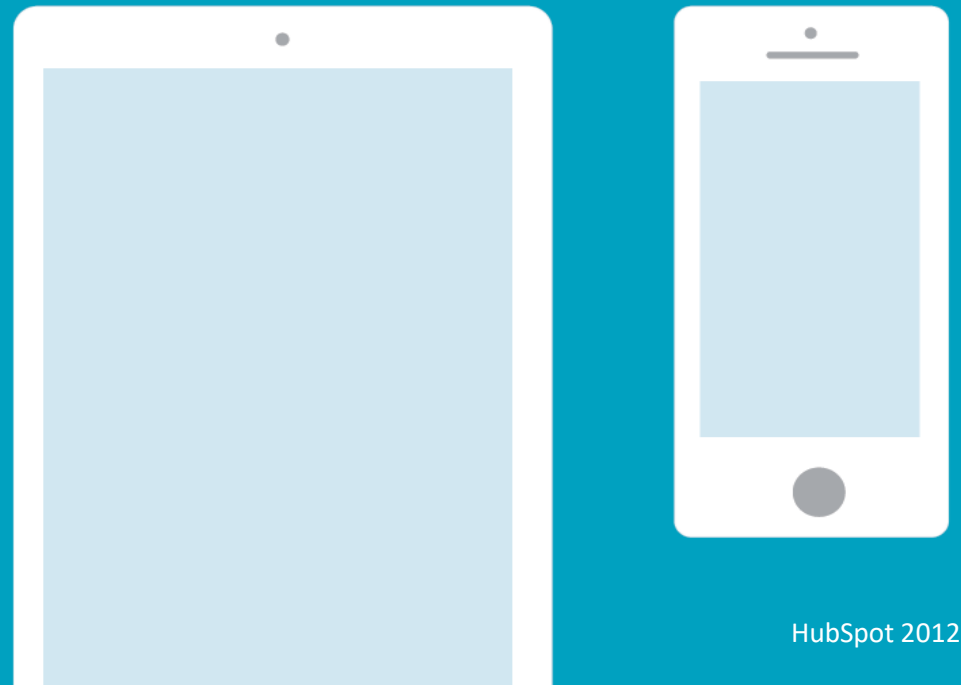HubSpot 2012

A MULTI-SCREEN SITE
IS SEO GOLD

Google has declared that they prefer responsive web design over separate mobile and desktop websites.

THE REASON

One single URL makes it easier for Google to search a site for relevant content.
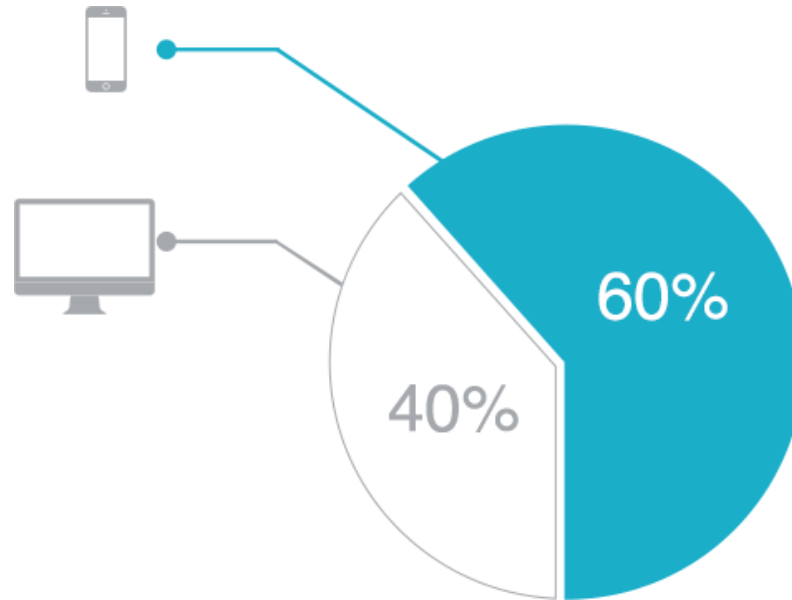
THEREFORE

Responsive websites generally rank much higher in search results.

IT'S ALSO MANDATORY FOR MOBILE

Google has recently changed the way they rank websites in mobile searches. Unless your website passes their Mobile-Friendly Test, it won't even show up.

Up to 60% of all internet searches are now made on mobile devices.

60%

40%

WE GO BEYOND RESPONSIVE

With Business-Driving Features

Our multi-screen websites are unique. We build in high-powered features to meet the specific needs of your business and customers. Here are just a few examples.

CLICK-TO-CALL
Enables your customers to contact you with just the push of a button

MAPS
Ensures your customers will always be able to find their way to your door

YELP REVIEWS
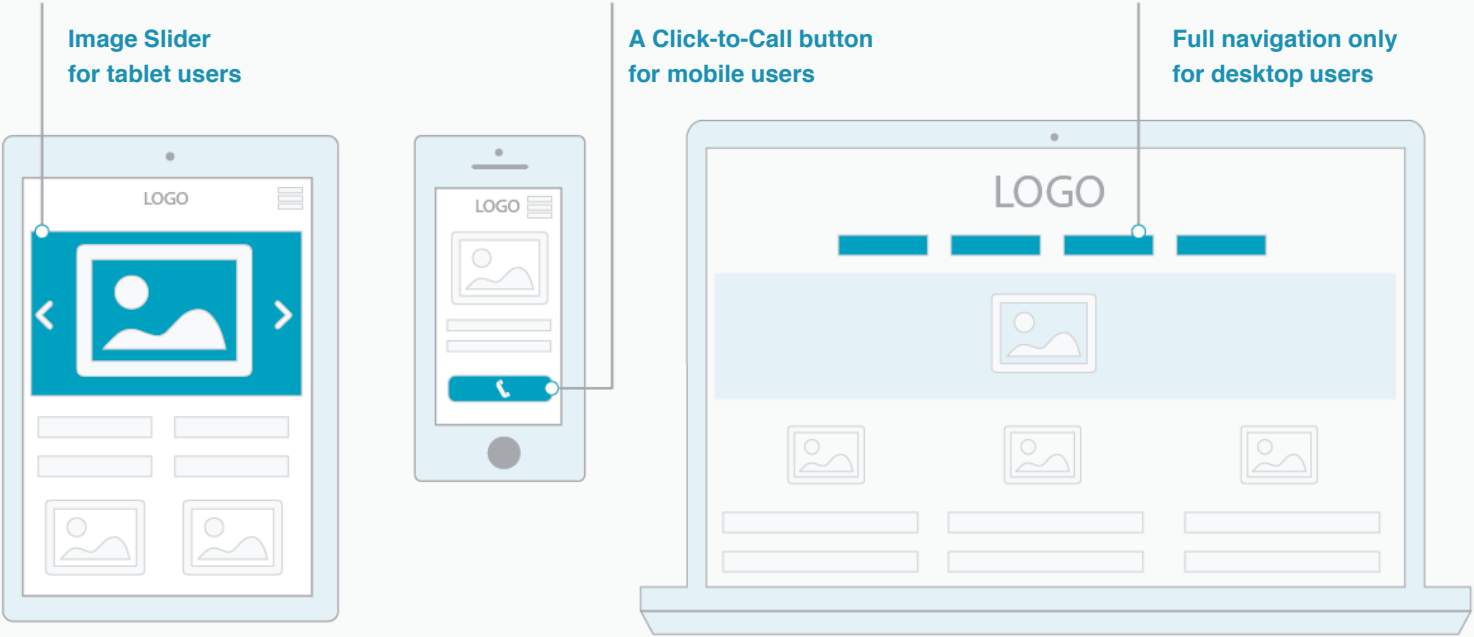Inspires confidence in your business and assures customers you're the right choice

CUSTOM COUPONS
Places your most enticing deal front and center on your website

To Provide a Custom Experience
DEVICE BY DEVICE

Different devices means different customer needs. When visitors land on your site via mobile or a tablet, they don't necessarily need all of the same information that's on your desktop site.

Image Slider
for tablet users

A Click-to-Call button
for mobile users

Full navigation only
for desktop users

LOGO

LOGO

LOGO

And Leverage

DYNAMIC CONTENT

Everyone wants a personalized experience and we can deliver just that.

Using technology that has traditionally been reserved for enterprise-level companies like Amazon, we'll set up a custom experience for your customers based on their physical location, time of day, number of previous visits to the site and more.
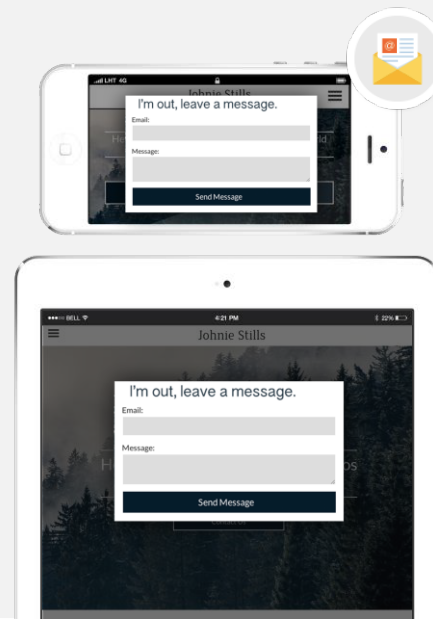
FIRST-TIME VISITORS
Will view a welcome video
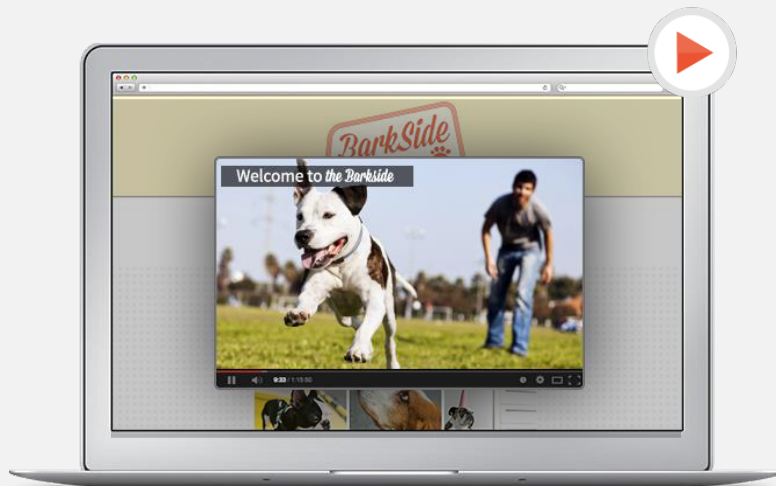
AFTER HOURS
Ask your users to leave a message

THE ECOMMERCE OPTION

In addition to creating a website that encourages customers to visit your brick-and-mortar store, we can give them the convenience to shop anywhere from any device.

Depending on your needs, your store can include:

COUPON CODES

Generate coupon codes for a particular product, or overall order, for customers to use at checkout.

30+ PAYMENT OPTIONS

Customers can pay using secure, trusted payment providers like PayPal, Stripe, Authorize.net and more.

E-GOODS

Offer digital content for purchase and download (e.g. video and audio files, images, documents, etc.).

AND SO MUCH MORE.

THE RESULTS

You only get one chance to make a first impression. A responsive website ensures you'll be putting your best foot forward, no matter what device your customers are using to view your site.

GO MULTI-SCREEN:

73% of visitors prefer a site that's optimized for mobile

Faster load times

Takes full advantage of the 4.4 hours of leisure time customers spend in front of different screens each day

STAY THE COURSE

61% of visitors will abandon a site that isn't mobile-friendly

40% of consumers will abandon a web page that takes more than 3 seconds to load

KISSmetrics
Google 2013

ONE LAST REASON TO BE RESPONSIVE

It's future-proof!

Our multi-screen websites are built using a framework that adapts to all device types. This means that no matter what someone is
using to view your site, it will display perfectly.

So in the future, as new devices, like TVs, watches and Google Glass, grow in web capabilities, your responsive site will still provide visitors with a fantastic user experience.

READY TO GET STARTED?