



# RESPONSIVE WEB DESIGN

## Overview

Simply put, responsive design is a technique used to make a website look great on any size of screen. This means that users on a desktop, laptop, smartphone or tablet would be able to view and experience the website in almost the same way.

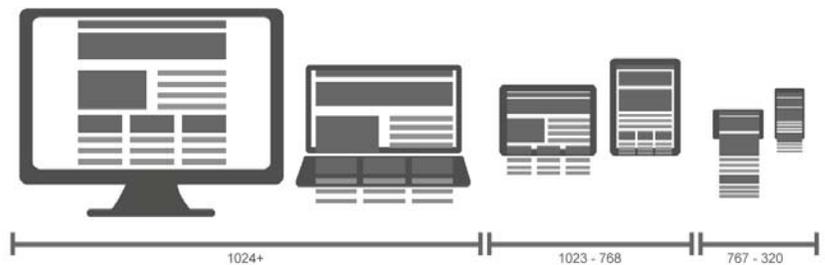
Since a majority of the population consumes online content via various screen sizes, it only makes sense to continue a seamless user experience in every iteration of a website.

Stanton Street is your go-to source for a variety of website design & development needs as well as custom online applications in El Paso county.

Whether your business or organization is in need of design and development of a new website, tools for data management, strategic messaging, graphic design, photography, online advertising or custom applications, Stanton Street can guide you down the proper avenue.

As the premier internet solutions company serving West Texas, Southern New Mexico, and Northern Mexico areas, Stanton Street has been fortunate enough to work with some of the most significant companies in the area. Over our history, we have built a multitude of sites for customers in a number of different industries.

So when your business or organization is ready to fire up your online efforts, know that you can count on Stanton Street!



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## How Does it Work?

In order for responsive design to work correctly, the site must be broken down in a grid format. Grids help designers visualize how the site will look in various dimensions. These grid foundations also provide the structure for code, telling the site where stopping points are and what size of image or what content formatting to display:

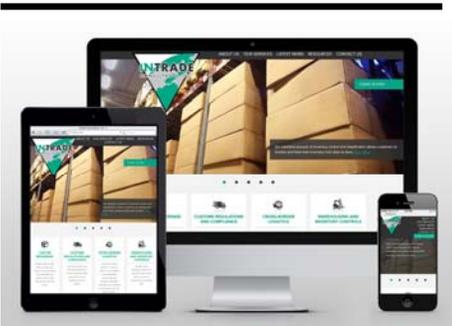
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## Why Responsive?

Not only does a responsive site give your users a seamless transition from screen to screen, it also saves you money. The standard practice for web developers was to build a full site then a mobile-friendly version. This used to take longer to develop, not to mention the two separate sets of data updates for full and mobile.

Now, the industry has embraced the responsive approach. Even Google has stated this is the best industry practice for search engine optimization, giving the search engine one index to crawl instead of duplicates.

## Benefits of Responsive

- **User Experience.** A responsive site will automatically resize to fit most screens. This means users won't get frustrated when their experience with your site won't change when they view it on a different device.
- **Reach New Audiences.** Increase your reach by serving up content that smartphone and tablet users can easily view and interact with.
- **Return on Investment.** Businesses save money when only one site would need to be build instead of multiple ones to fit each device.
- **Save Time.** Instead of building or managing multiple versions of a site, there would only be one to worry about.
- **Search Engine Optimization.** SEO is improved as there is only one instance of a website instead of multiple versions.

## Experience

Stanton Street has extensive experience in web development and design and remains committed to using the most current technologies and tools. Through the years, we have established many practical solutions to aid businesses – whether simply recommending a website design change or building a custom application using third party software. Stanton Street takes pride in helping clients obtain Net Results.

Interested in responsive web design? Find out what Stanton Street can do for your business. Call us at: (915) 351-8440.