



**SMARTETAILING**

Bike Shop Websites + Marketing

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# WHAT IS RESPONSIVE DESIGN

Why Your Business Won't  
Survive Without It

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**IN-STORE CONVERSIONS INCREASE BY 40% WHEN CUSTOMERS HAVE A POSITIVE DIGITAL EXPERIENCE DURING THE SHOPPING JOURNEY.**

## INTRODUCTION

Did you know that there are now officially more mobile devices on earth than there are people?<sup>1</sup> In fact, a whopping 95% of all Americans now own a cellphone and 77% of those are smartphones.<sup>2</sup>




The reality is, mobile devices have become an integral part of our lives. We use them to do everything, from checking email and connecting with friends and family to researching the products, services and brands we're interested in. More than half of today's consumers use a smartphone or tablet for shopping purposes, even if it's just to research products or compare brands.<sup>3</sup>

Statistically speaking, it's far more likely that your customers will be engaging with your brand from a mobile device than from a desktop computer. As such, business owners must take the steps necessary to create a positive shopping experience that is appealing to their mobile customers. If they don't, users are five times more likely to abandon and move on.<sup>4</sup>

How does your business stay competitive in this mobile-first world? Simple. Responsive website design.

In this white paper, we'll explain why having a responsive website is so critical to your marketing as well as some key considerations to keep in mind when developing a responsive website.

Specifically, we will cover the following points:

-  An **overview** of responsive website design
-  **Key benefits** of responsive design for retail businesses (even brick and mortar ones)
-  Tips and **best practices** for responsive design

Simply put, in order to remain relevant and competitive in today's digital age, businesses absolutely must adapt to become mobile-friendly. Those that fail to do so in a timely manner will be left behind.

This guide is designed to provide you with practical information and actionable advice on how to keep your business ahead of the curve.



<sup>1</sup> <https://www.cnet.com/news/there-are-now-more-gadgets-on-earth-than-people/>  
<sup>2</sup> <http://www.pewinternet.org/fact-sheet/mobile/>  
<sup>3</sup> <http://www.nielsen.com/us/en/insights/news/2016/device-and-conquer-global-consumers-let-their-fingers-do-the-shopping.html>  
<sup>4</sup> <https://searchenginewatch.com/sew/study/2208496/72-of-consumers-want-mobilefriendly-sites-google-research>

# WHAT IS A RESPONSIVE WEBSITE?

Have you ever visited a website on your own mobile device and found it difficult to get around? Maybe the font was too big. Perhaps you had to scroll all the way over or pinch the screen to read the content. Or maybe it simply didn't load properly at all.

If you've experienced this, chances are the site you were on was not designed to be responsive.

A responsive website is designed to automatically adapt to any screen size. In other words, the site will be optimized so that regardless of what device is being used – desktop, tablet or mobile phone – every visitor will enjoy the same positive experience. Let's take a look at some of the key characteristics of responsive websites and why they're important.

## SIZE MATTERS

Like it or not, technology doesn't stop marching forward. It can be challenging to keep up with the ever-changing and ever-growing number of smartphones, touchscreen tablets and other handheld or portable devices – all of which feature various screen sizes and specifications. Designing a unique page for each possible device would be an exercise in futility. Thankfully, with responsive design, this isn't necessary.

With a responsive website, every single person who visits your business online will see a version that is optimized for their individual device. What's more, responsive web pages also adapt based on the direction the device is being held. So, if you're looking at a page in landscape view and you rotate your smartphone, the screen will automatically adjust to fit the new viewing area. This creates a more seamless and enjoyable experience for the end user.

## THE NEED FOR SPEED

Today's consumers want information and they want it fast. Research shows that people simply won't wait for slow-loading web pages. In fact, according to Google, 40% of web visitors will abandon a site that takes more than three seconds to load.<sup>5</sup>



Furthermore, Google also noted that 29% of smartphone users will immediately switch to another site if the one they're on is too slow. That means if your site isn't designed to the right specifications, you are most certainly losing valuable leads as a result.

A responsive website is designed to intuitively adapt not just to the size of the screen, but also to the appropriate speed so that mobile users get exactly what they're looking for at the click of a button without waiting.

## THE RIGHT INFORMATION IN THE RIGHT FORMAT

When people view a website using their mobile device, they're often doing so on the go. In fact, according to Google, 84% of shoppers use a mobile phone inside of a physical store, either to look up product reviews, compare prices or find alternative store locations.<sup>6</sup>

Mobile users don't have the time or patience to scroll through pages and pages of irrelevant information. They need to be able to quickly locate what they're looking for – otherwise they will become frustrated and move on.

Responsive design addresses this fact by optimizing the content and information shown to mobile users, making it relevant, fast and easy to find. And since four out of five searches conducted using mobile devices will lead to a purchase, ensuring a smooth and efficient transaction is essential to your bottom line.<sup>7</sup>


<sup>5</sup> <https://www.thinkwithgoogle.com/marketing-resources/experience-design/speed-is-key-optimize-your-mobile-experience/>


<sup>6</sup> <https://www.thinkwithgoogle.com/advertising-channels/mobile/mobile-in-store/>


<sup>7</sup> <https://www.neustar.biz/about-us/news-room/press-releases/2014/survey-reveals-local-businesses-and-consumers-out-of-sync-on-mobile-search-expectations>

# BENEFITS OF RESPONSIVE DESIGN

Responsive websites come with a number of key business benefits, particularly when it comes to retailers. Some of these benefits include:


 **Increase Mobile Web Traffic**  
According to Pew Research, roughly three quarters (77%) of all Americans now own a smartphone and more than half (51%) now own some type of tablet computer.<sup>8</sup> That represents a huge opportunity for any business, but particularly those in retail. Having a responsive website allows you to reach your target audience across all devices, whenever, wherever and however a potential shopper is searching.


 **Boost Customer Satisfaction**  
What's the best way to keep shoppers happy? Simple. Give them what they want. And research continues to show that today's consumers don't just enjoy using their mobile devices to go online, but they prefer it (74% of them, to be exact).<sup>9</sup> A responsive website allows you to accommodate this preference.


 **Improve Conversion Rates and Transaction Size**  
This is true both for ecommerce as well as physical retailers. In fact, Deloitte recently found that when customers have a positive digital experience before and during the shopping journey, in-store conversions increase by 40%. Furthermore, shoppers who completed a purchase while using digital said they spent 25% more than they originally budgeted.<sup>10</sup>



**74% OF CONSUMERS PREFER SHOPPING ON THEIR MOBILE DEVICE<sup>9</sup>**

 **Competitive Advantage**  
Despite the fact that the majority of web searches are now performed on mobile devices, Google has found that 96% of consumers have encountered sites that weren't designed with mobile in mind. It also found that when this happens, it can be bad for business – 48% reported feeling frustrated and annoyed.<sup>9</sup> By delivering a positive mobile experience to your customers, you'll be able to stay a step ahead of the competition and maybe even win over some of those leads your competitors lost in the process.

 **Better Search Engine Performance**  
Getting your website ranked as high as possible in web searches is essential to the ongoing success of your business. Responsive design helps Google more accurately index and rank websites and the content contained within. Not only that, but responsive design is officially listed as Google's recommended design pattern.<sup>11</sup> The better your site performs from an SEO perspective, the more likely it'll be found by local prospects.

 **Save Time and Money**  
Responsive sites are single websites that adapt based on the device they're being viewed on. Unlike other design tactics which feature multiple versions of the same site (desktop, mobile, etc.), a responsive website is much easier to maintain and manage. In other words, you'll only need to update content and optimize for SEO on one site instead of several. This will save you time, money and lots of aggravation.

<sup>8</sup> <http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/>

<sup>9</sup> <https://www.thinkwithgoogle.com/advertising-channels/mobile/what-users-want-most-from-mobile-sites-today/>

<sup>10</sup> <https://drive.google.com/file/d/0Bz5JqULGNlnTUotazMwS1Bsa1U/view>

<sup>11</sup> <https://developers.google.com/search/mobile-sites/mobile-seo/>

# TIPS AND BEST PRACTICES

From a business standpoint, being prepared to serve your customers on any device is essential, regardless of whether you happen to sell online or in-store. If you're just starting out on your responsive design journey, here are a few considerations to keep in mind.

## IS MY SITE RESPONSIVE?

The first step in ensuring that your site is up to par involves verifying its current status. You can check this on your desktop browser by bringing up your website and then reducing the width of your browser window by dragging the left or right edge toward to opposite side. If the content adjusts to be easily viewed on the smaller window, chances are it's designed to be responsive.

You can also check by visiting your site using a smartphone or tablet. This will provide you with a realistic idea of what your customers and prospects experience when they visit your site. If your site has a dedicated "mobile view" or "mobile version" then your customers are receiving a good experience, but responsive will make that experience even better.

## RESPONSIVE DESIGN BEST PRACTICES

To achieve the goal of delivering a clear message and consistent experience to users on all devices, it's important to think mobile first. By considering what information is most important to your customers and to your brand, you can build a site from top to bottom that provides your customers with an online experience that meets their needs on any device.

The fundamentals of a good responsive website include the following:

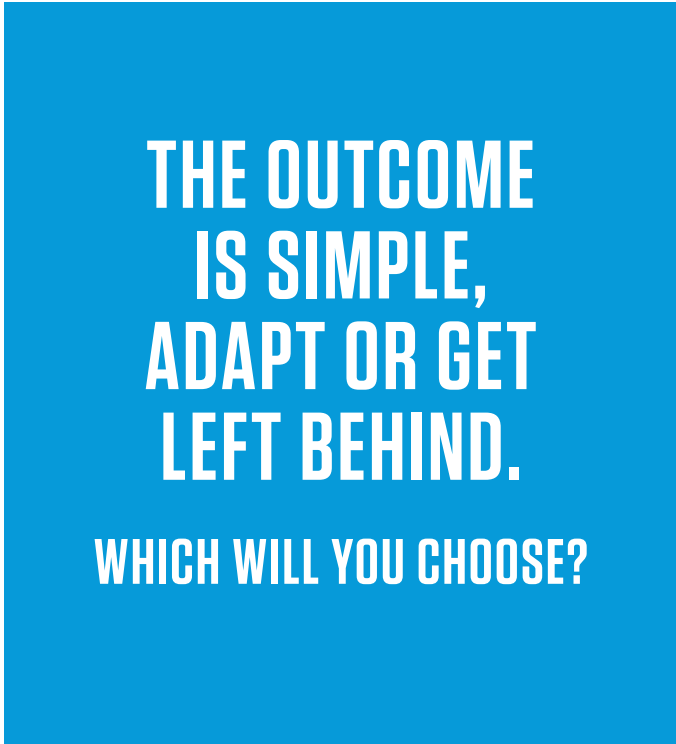
- **Header** – Clean, modern and clutter-free
- **Navigation** – Well-structured so visitors can quickly and easily find what they're looking for
- **Homepage Content** – Fresh, current and tailored to feature key services, benefits and promotions
- **Footer** – Communicates brand identity, displays a more detailed site navigation and includes social media links

## GETTING STARTED WITH RESPONSIVE DESIGN

If you find yourself - like many businesses - without a responsive website, the time to adjust to modern consumer preferences is now. There are several options for making the switch. These options range from DIY and self-service migration to comprehensive, custom migrations. Ultimately, determining which option is best for you will depend on the complexity of your site, the number of pages involved and whether or not the design or content needs to be overhauled as well. Consulting with an expert is a wise place to start.

## CONCLUSION

As technology continues to change and evolve, so will the devices we use. Responsive websites are built to survive this changing landscape. This means that by investing in responsive design, you'll essentially be investing in your company's online future. More importantly, you'll be ensuring that when it comes to search engine visibility and converting prospects into paying customers, your business will always remain a step ahead.



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**SMARTTAILING OFFERS RESPONSIVE WEBSITES BUILT EXCLUSIVELY FOR BIKE SHOPS.**

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# ABOUT SMARTETAILING

SmartEtailng provides website, marketing and data solutions to help independent bicycle retailers, cycling suppliers and cycling brands sell more product in-store and online.

With SmartEtailng, a bike shop's website is transformed from a passive advertisement to an interactive, content-rich marketing vehicle that informs and sells to customers. SmartEtailng is committed to the success of local specialty bicycle retailers by providing tools that help them effectively compete in an evolving retail environment.

## KEY BENEFITS

### ATTRACT NEW CUSTOMERS

A SmartEtailng website is designed to attract local search traffic, including consumers searching for local bike shops as well as the vast array of products available in the cycling industry. Our platform delivers specific product details, images, pricing and availability for potential customers, enhancing the ability of independent retailers like you to grow your sales in an increasingly competitive cycling market. If an independent retailer were to attempt to build a comprehensive product catalog, it would be a full time job to build, let alone maintain. SmartEtailng saves you time and money.

### SHOW YOUR INVENTORY ONLINE

With SmartEtailng's POS Sync service, you can show your in-store inventory online so that customers can shop efficiently, either knowing your stock before visiting your store or buying online for in-store pickup.

### SELL DIRECTLY FROM SUPPLIER WAREHOUSES

Through SmartEtailng's Supplier Sync and Supplier Fulfillment services, your website can show what inventory your chosen suppliers have in-stock in their warehouses so that your customers can order their product through you for in-store pickup or home delivery. With Supplier Fulfillment, your supplier can ship directly to your customer while you collect the profits and customer contact information.

### CONVERT SHOPPERS INTO BUYERS

Your SmartEtailng website allows consumers to browse the largest cycling inventory available to any independent bicycle retailer with accurate pricing and inventory. The ease of browsing and shopping reduces barriers for customers so they can either make a purchase directly online or a make an efficient trip to your store to shop.

### QUICKLY IMPLEMENT SEASONAL MARKETING

SmartEtailng doesn't just provide a website platform. We populate the platform library with seasonal marketing content to keep your website updated and relevant to your customers. You have the option of installing marketing assets yourself, or utilizing our Agency Services to have content installed for you.

### EFFECTIVELY LEVERAGE BRAND MARKETING

SmartEtailng works with cycling brands to populate our platform with promotions that leverage the sales, product launches and technologies from your choice of brands. You have the option of installing marketing assets yourself, or utilizing our Agency Services to have content installed for you.

### RICH INFORMATIVE CONTENT

A SmartEtailng website helps attract customers with SEO rich content; this content engages customers to move them along the sales funnel. Your website will help to educate and inspire your customers, providing your sales team not only with more customers but also customers who better informed so that you can find them the right product faster. SmartEtailng provides rich informative content in addition to our industry-leading product catalog that enables consumers to research products on your local website.

### COMPLETE MARKETING SUPPORT

SmartEtailng has the capabilities of a full-service marketing agency for independent bicycle retailers. We offer a variety of Marketing Programs designed to help each retailer find the marketing support that is right for your business. We offer everything from fundamental website maintenance through comprehensive marketing planning and custom design.

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**REQUEST A DEMO AT SMARTETAILING.COM**  
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