

Benefits of Responsive Design

"Responsive" options

- **Responsive Web Design (RWD)** – fluid measurements, flexible grids, and varying CSS rules
- **Adaptive Design (dynamic serving)** – returns one of multiple versions of a page based on the type of device
- **Separate Mobile Site (.m)**– a separate page URL for the mobile site

RWD

- Is it responsive? If the server is sending back the same code regardless of the device, you are using RWD.
- This can be detected automatically, by looking for `meta name = "viewport"`

Adaptive Design

- Server returns different code (HTML and CSS) depending on the device requesting the page.
- The same URL is used.
- May get messed up if the wrong device type is detected.

Separate URL

- Separate URLs serve different code to desktop and mobile devices (and perhaps even tablets), and on different URLs.
- You can relate the URLs with a `<link>` tag and `rel="canonical"` and `rel="alternate"` elements.

Why RWD?

- Easier to share your data with a single URL
- Easier for search engines (Google) to index the page
- Fewer files = less maintenance
- Less redirection = lower load time

Why this is important

- If you are interested in Web Design, the importance of responsive design may be obvious.
- If you need to convince someone to pay you to make their site responsive, some facts help.

Acknowledgements/Contributions

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