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