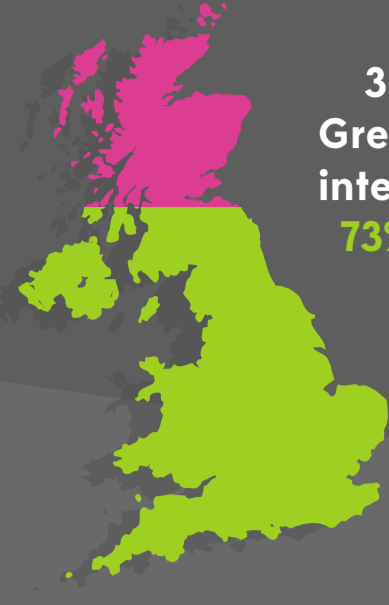


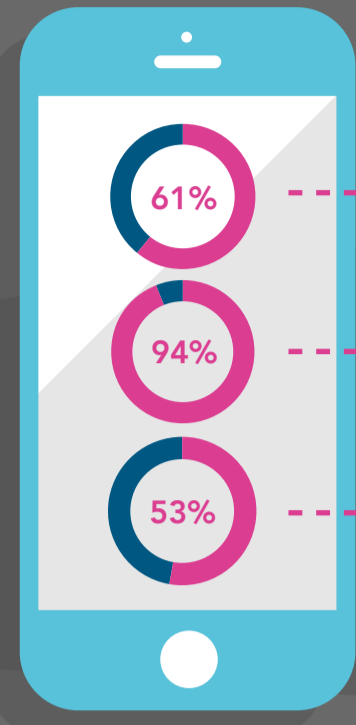
MOBILE & RESPONSIVE WEB UK 2014



36 Million adults in Great Britain access the internet everyday, that's **73%** of the population



77% of adults browse for information about goods & services online



- Adults use mobiles or tablets to access the internet
- 16-24 year olds use mobiles & tablets to access the internet.
- Accessing the internet using a mobile has doubled between 2010 & 2013 from 24% to 53%

ACTIVITIES THAT WERE PREVIOUSLY CARRIED OUT ON HIGH STREET ARE NOW CARRIED OUT ONLINE



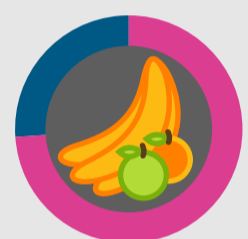
55%
Access their Bank account online



50%
Access information about health online



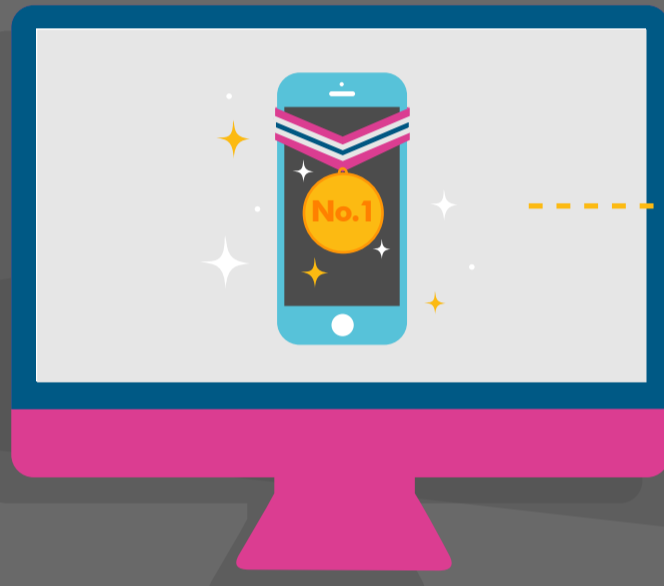
92%
Age 25-34 purchase goods & services online



74%
Do their grocery shopping online



- 20 million people use a tablet on a monthly basis
- 69% of tablet owners make an online purchase monthly
- 1/3 of the population have access to a tablet



Mobile users will surpass desktop users by end of the year (2014)

WHAT DOES THIS ALL MEAN?

UK consumers are the Number 1 E-spenders, £1 in every £10 spent is online.

30%
Mobile shoppers abandon transaction if not optimised for mobile

66%
Mobile & tablet users frustrated by slow load times

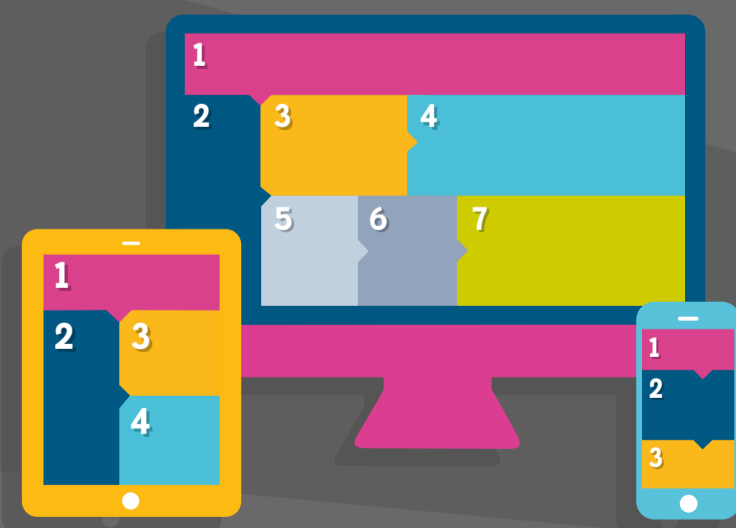
29%
UK smartphone owners have made purchases using their mobile

48%
People complained about websites that were not optimised for their device

By 2016 B2C e-commerce expected to hit £113.7 billion. If you're not responsive you'll miss out.

WHAT IS RESPONSIVE?

Responsive websites enable visitors to consume content on any website through the device of their choice. A website that is responsive adjusts elegantly to any screen size or orientation. The site can be accessed by anybody, anywhere, using any device.



- Benefits of Responsive Web**
- ✓ Saves Money
 - ✓ Saves Time
 - ✓ Better User Experience
 - ✓ One Site Fits All
 - ✓ Future Proof
 - ✓ Better Performance
 - ✓ Higher Conversions
 - ✓ Improved SEO

Responsive websites use code to determine what device is being used to access the site and reshuffles the layout accordingly.



How do your customers interact with your website?
Try opening your website on a tablet and smartphone.
If the experience isn't excellent on all devices, this could have disastrous consequences!

Call us today on 0191 250 4530