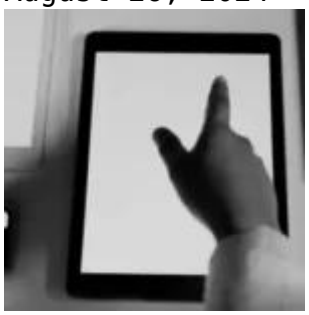
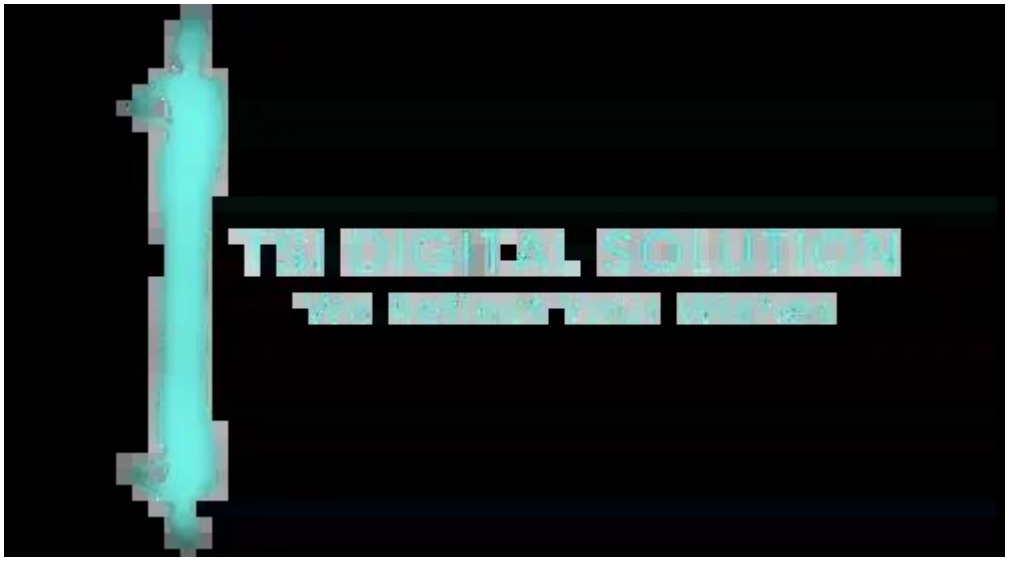
Responsive Web Design: A Must for Modern Websites

Category: Websites Blog
August 26, 2024





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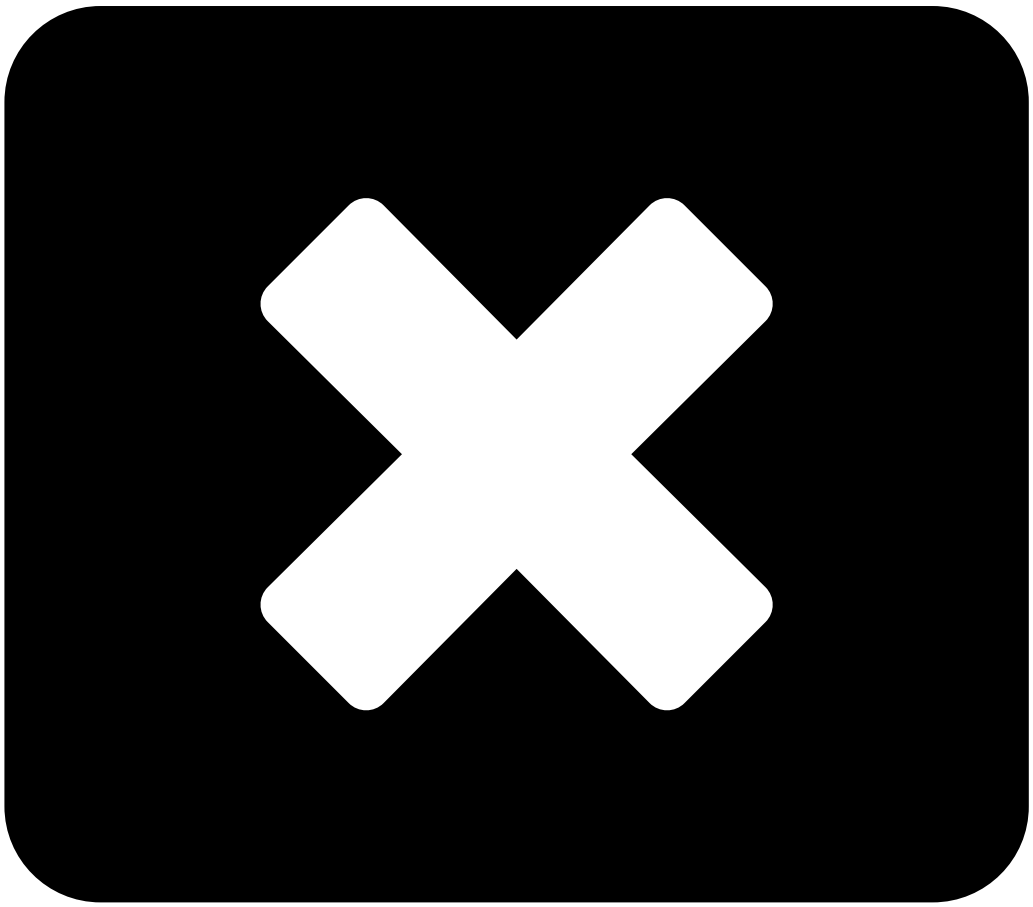

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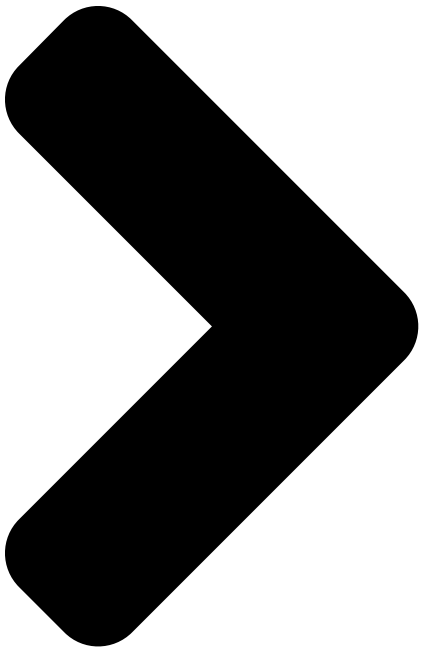

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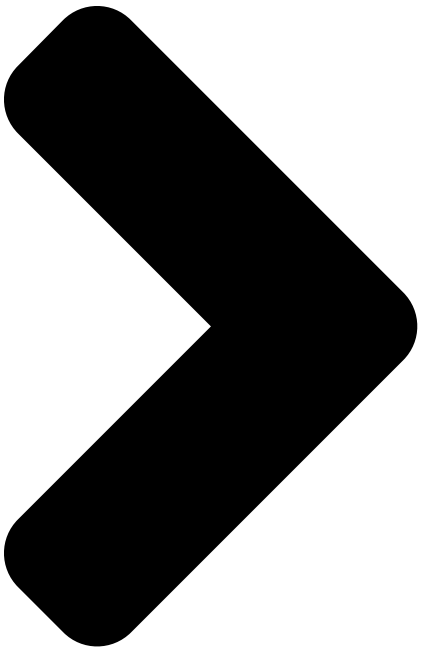

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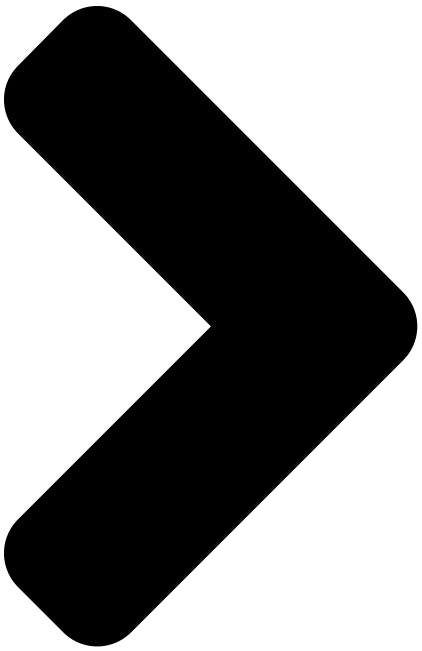

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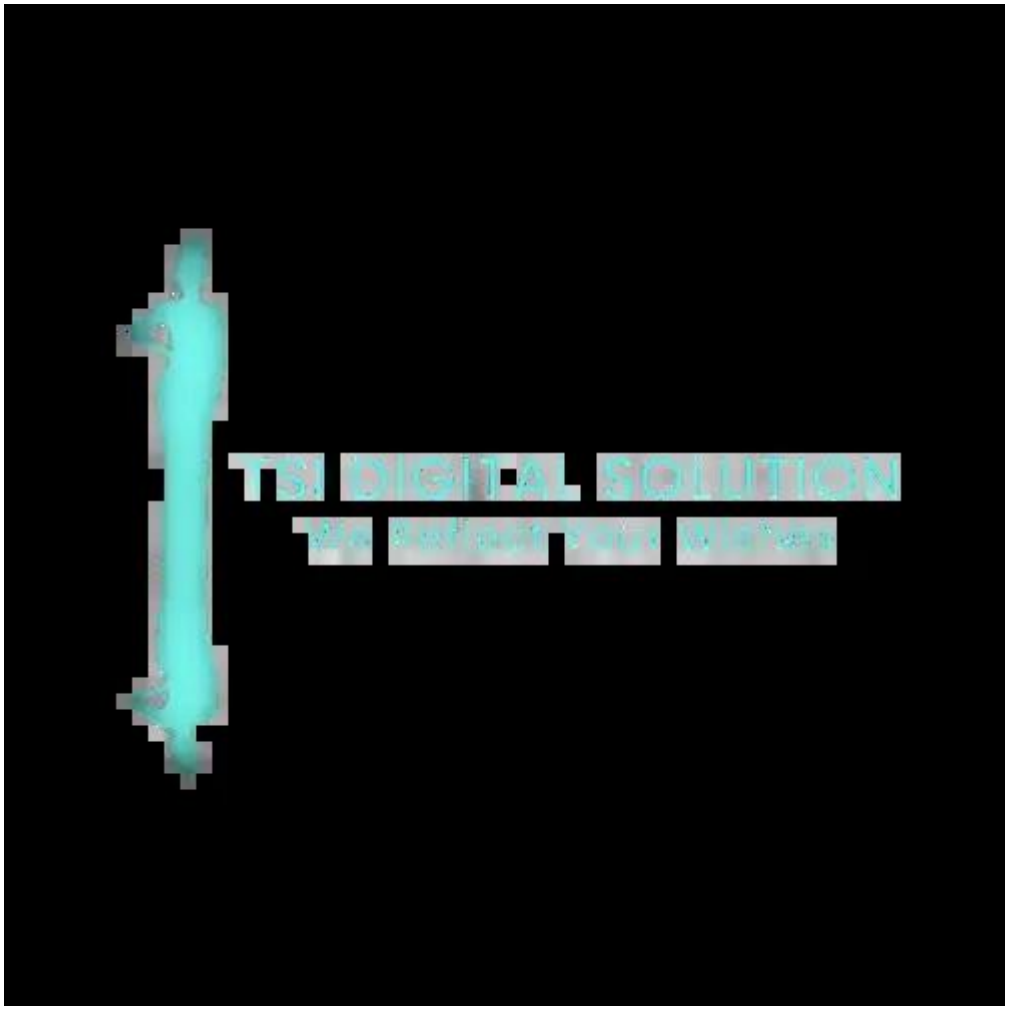
What we have realized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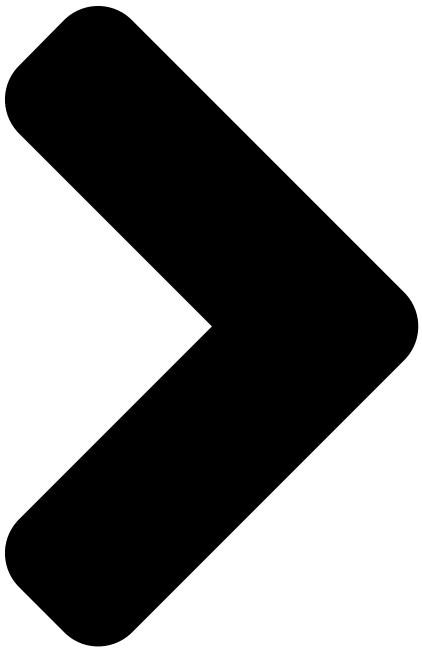

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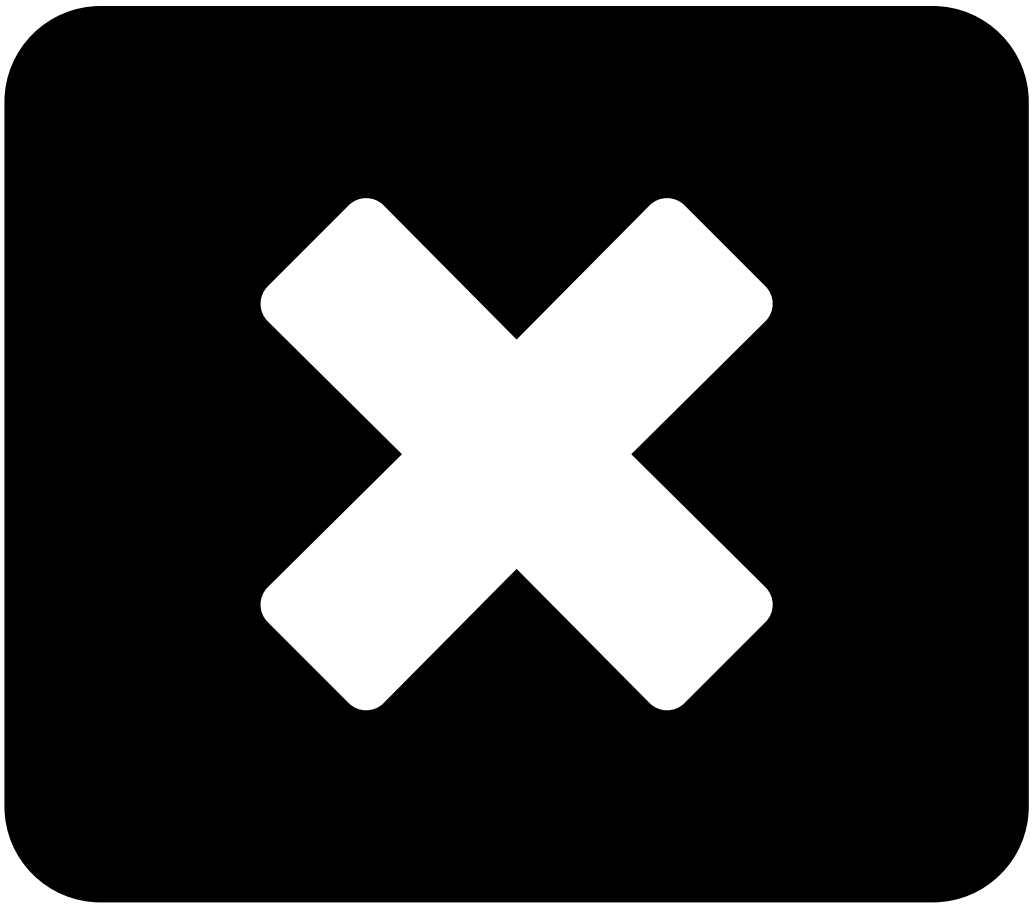

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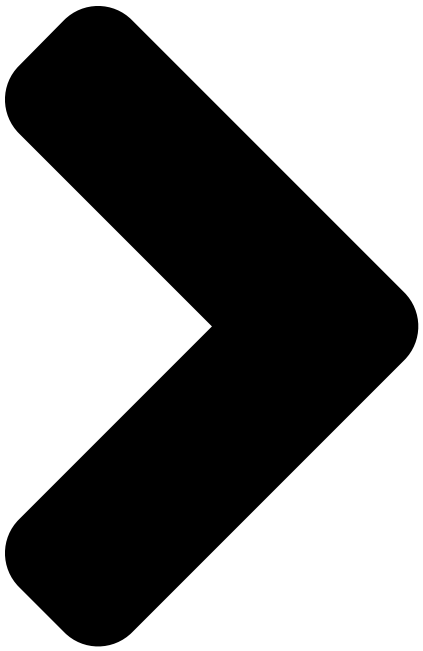

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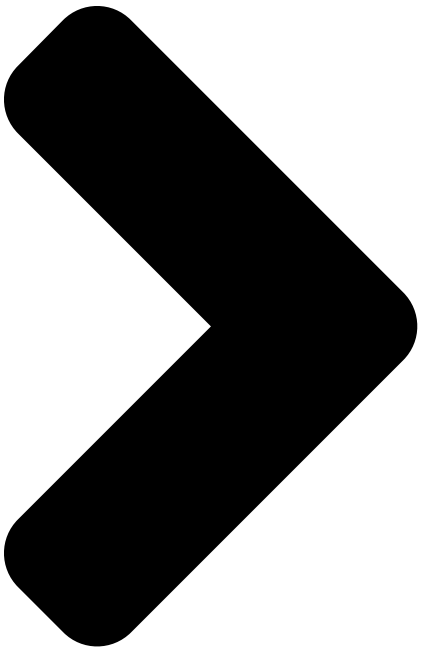
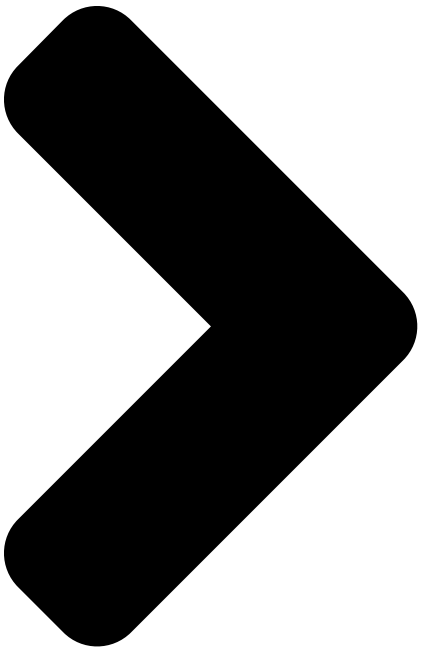
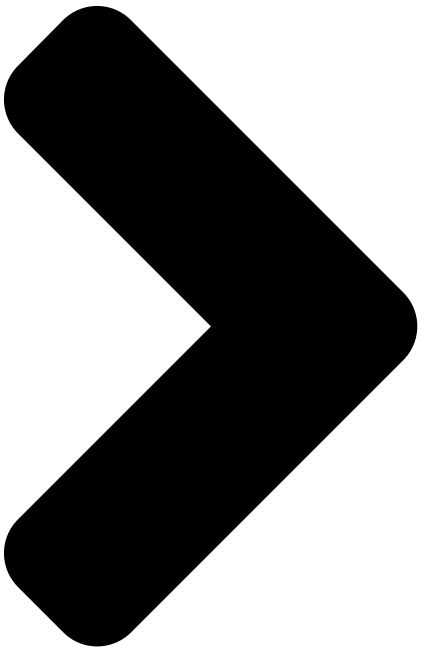


Web Design & Development



- Hosting



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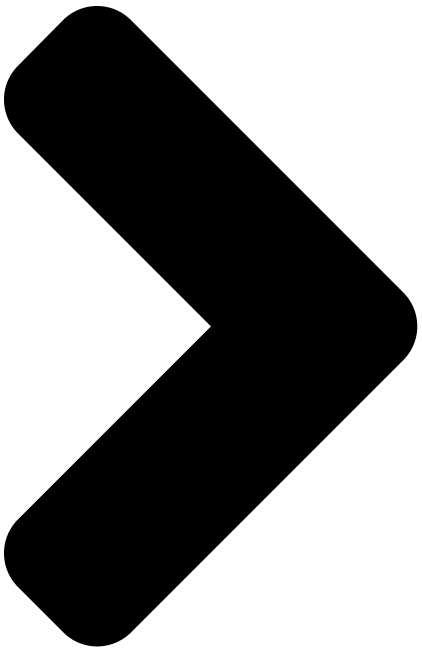

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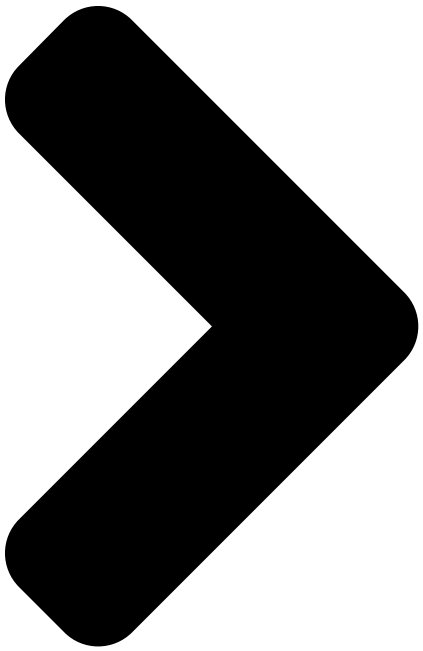

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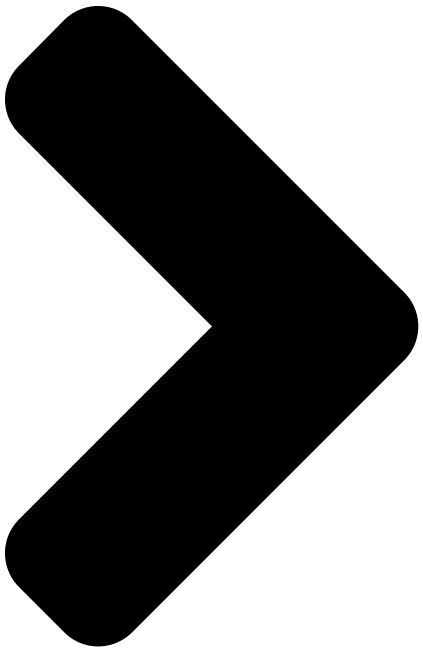
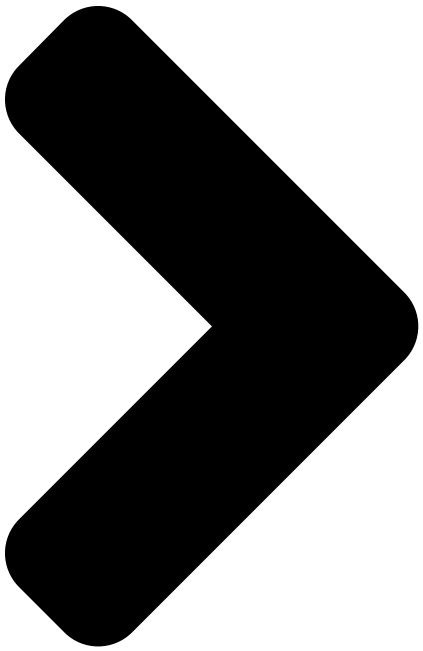
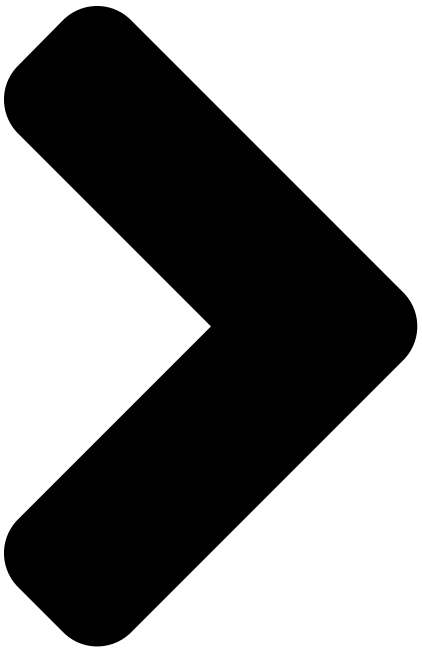


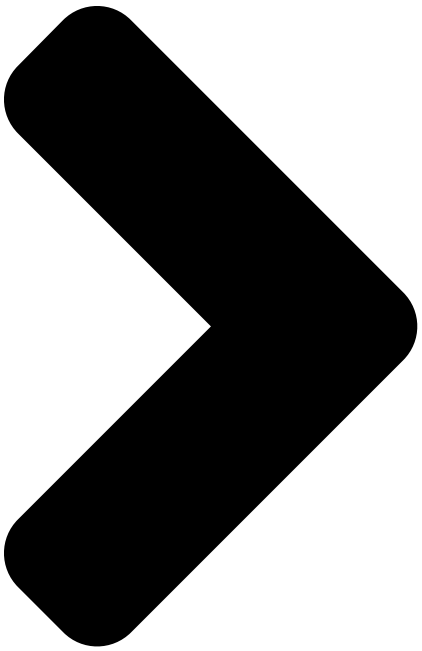
e-Commerce



- Branding



Social Media & Content Creation



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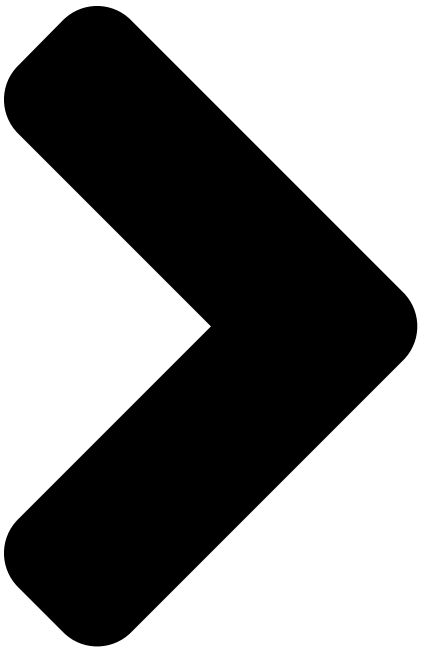

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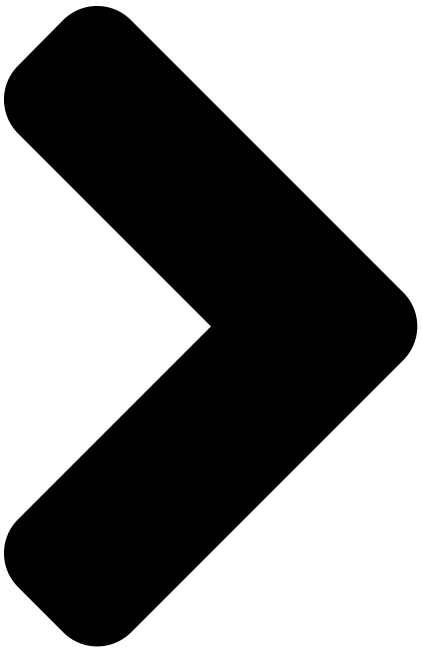

Photo- & Videography

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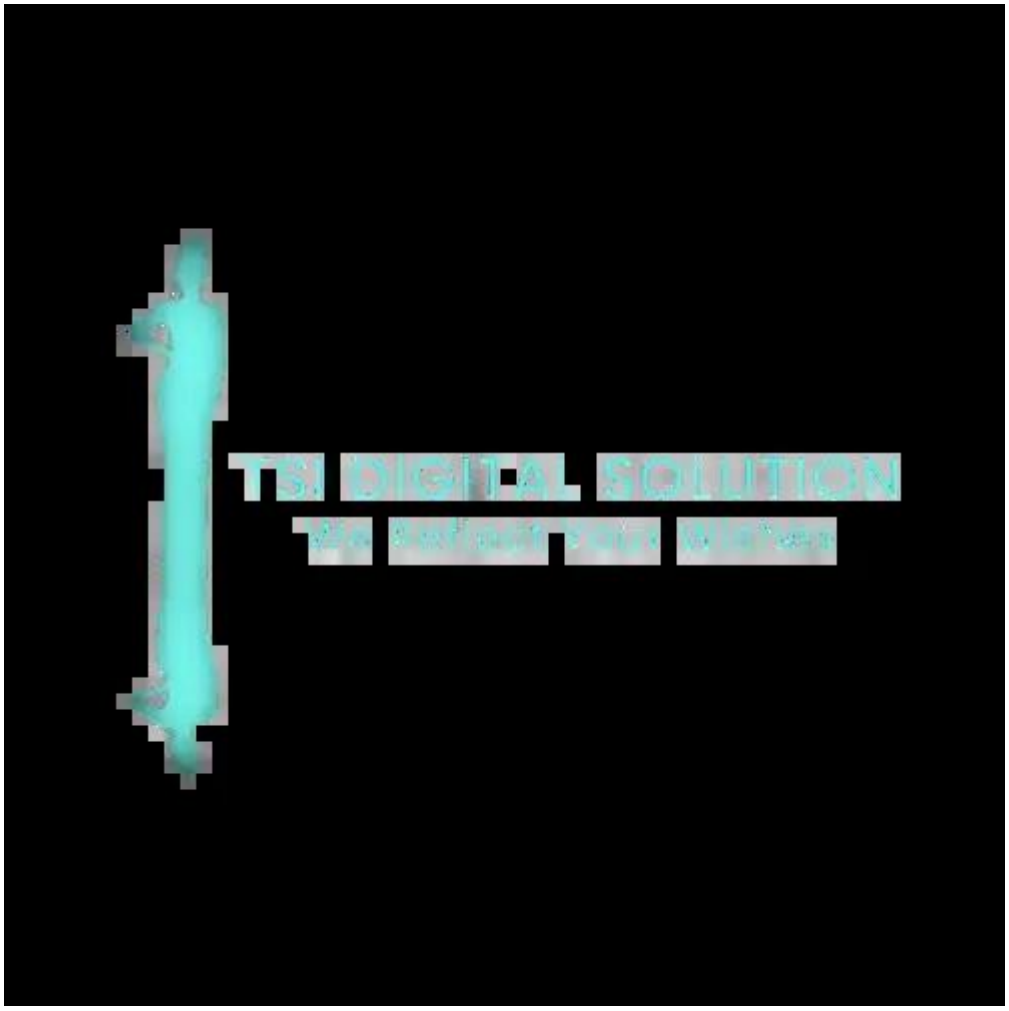
The way we work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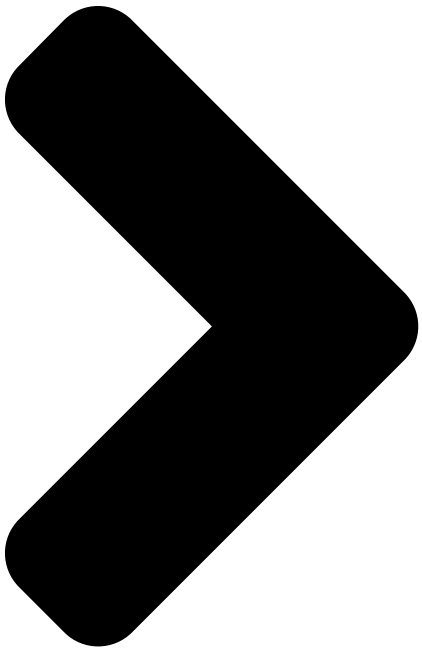

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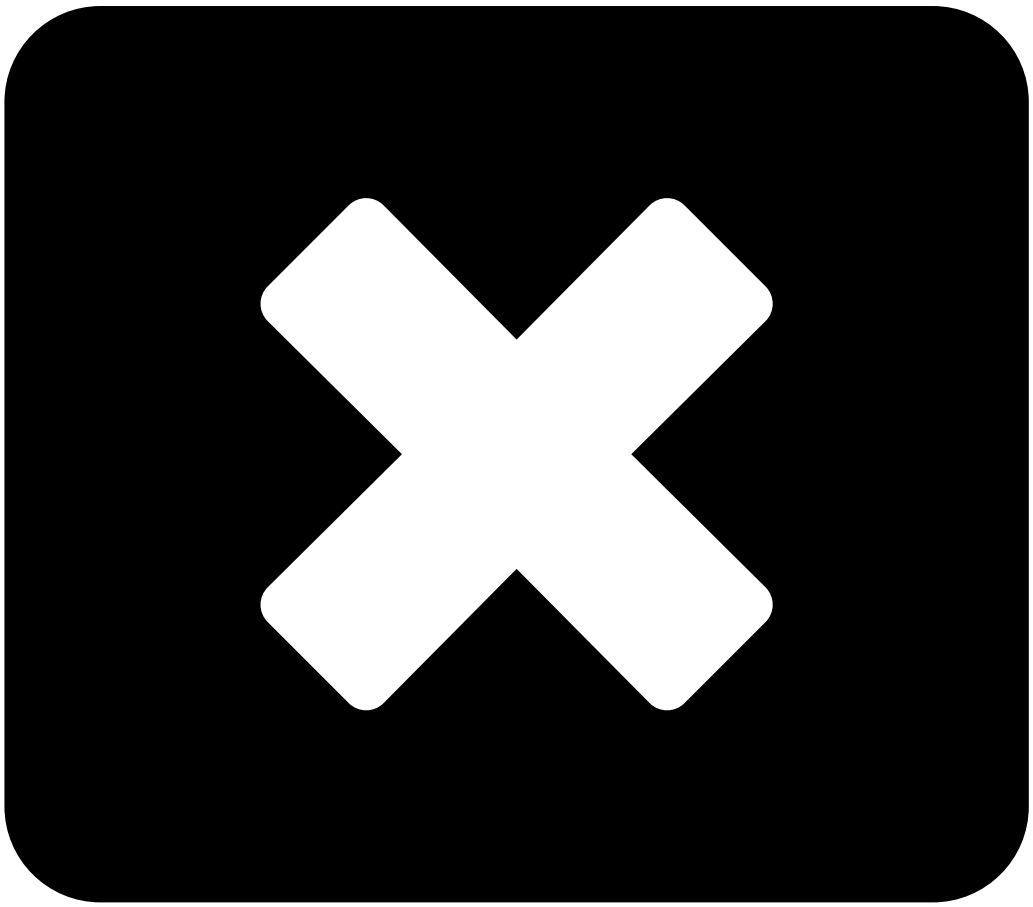

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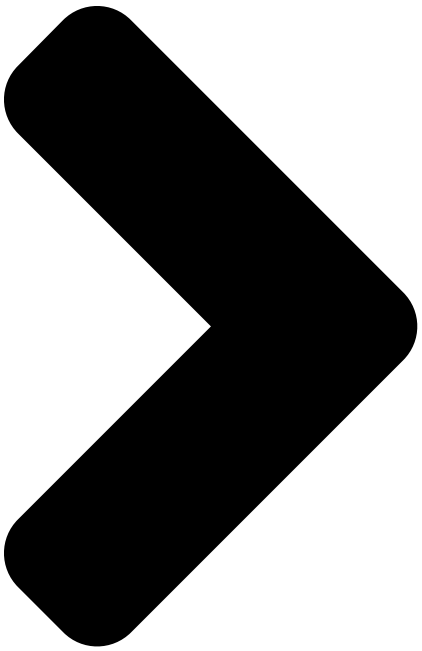

Realized projects

Calculate an estimate of your project costs directly online

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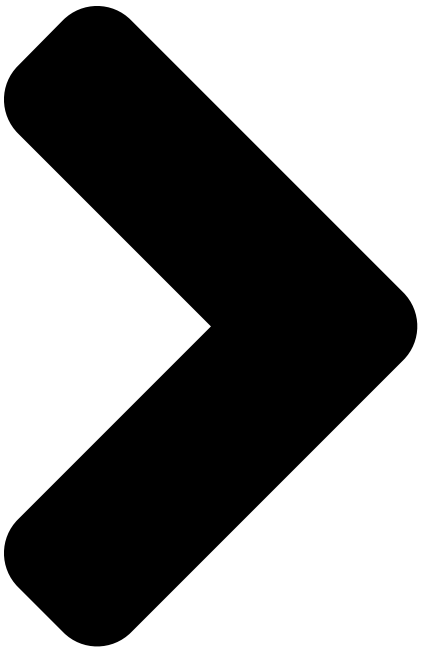
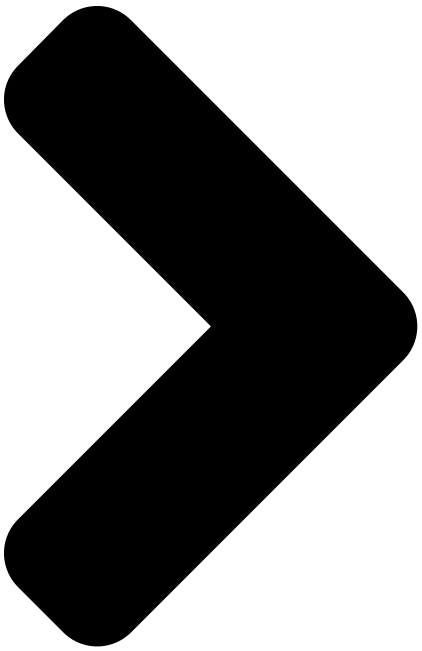
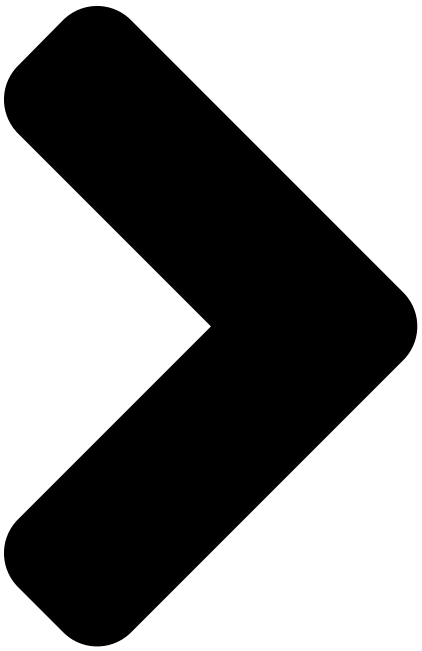


- Cost calculation for my website



- Cost calculation: SEO/Ads/MGB/Speedup/Technical



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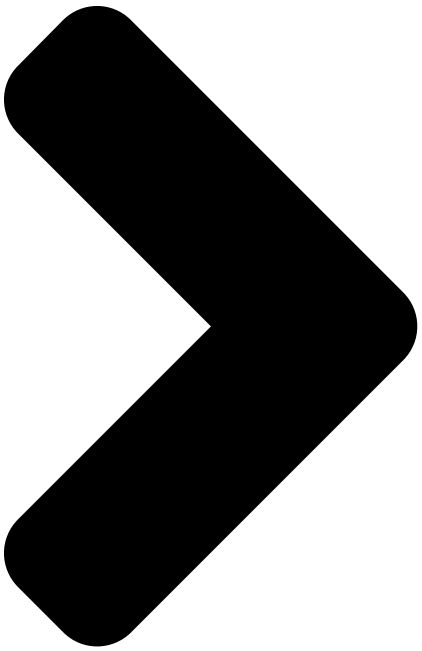
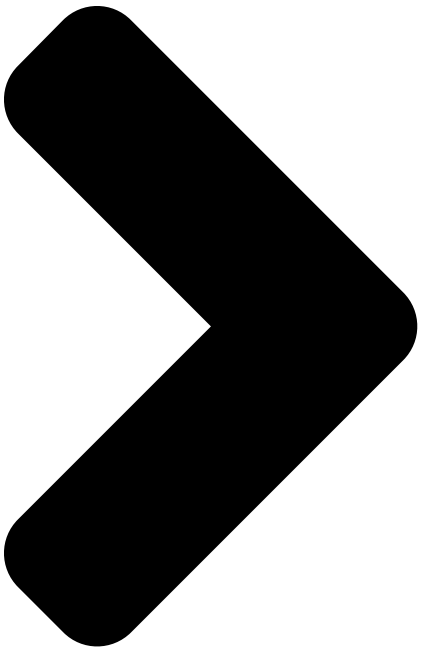
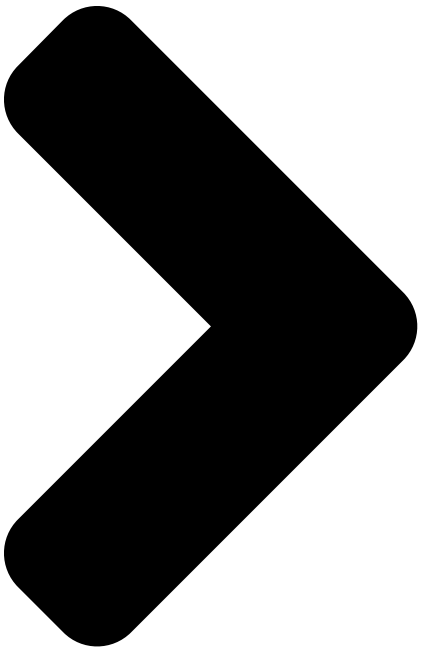


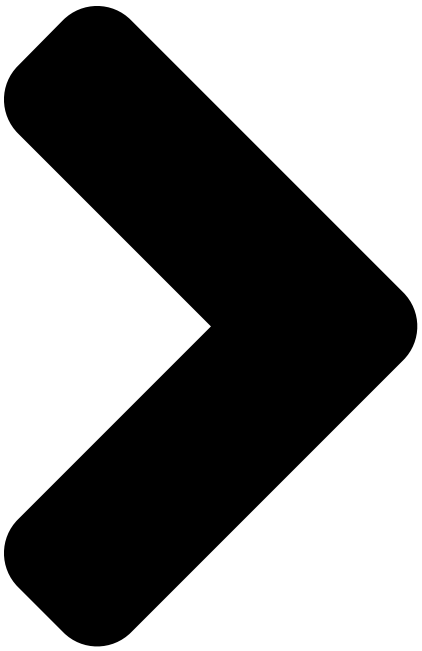
- Contact us for your AI Agent



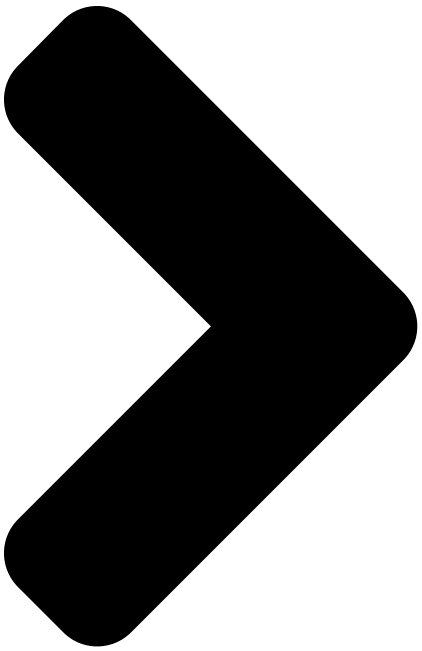
Cost calculation for an e-commerce shop



- Contact us for branding



Cost calculation for Social Media & Content Creation



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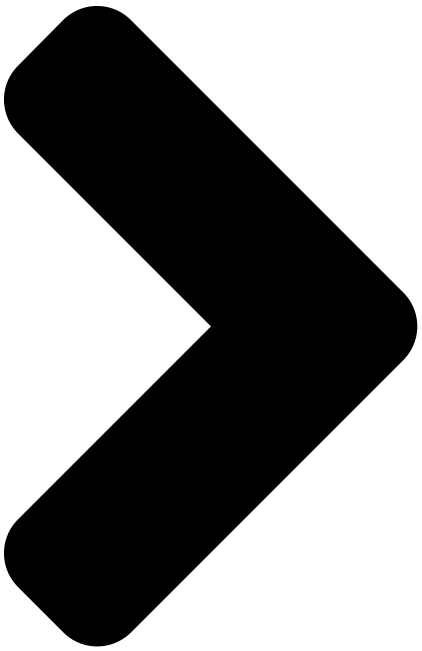

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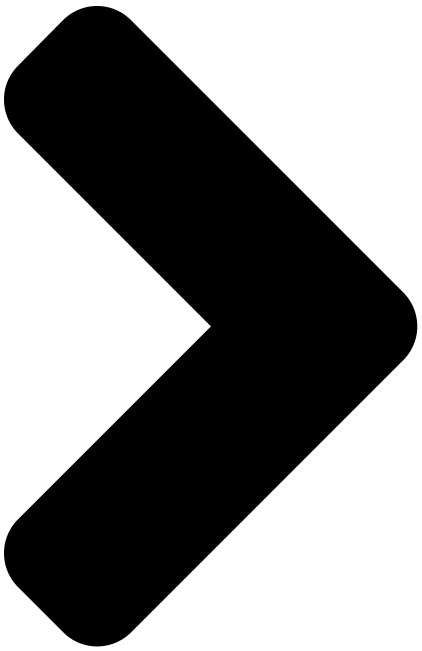

Cost calculation for Photo- & Videography

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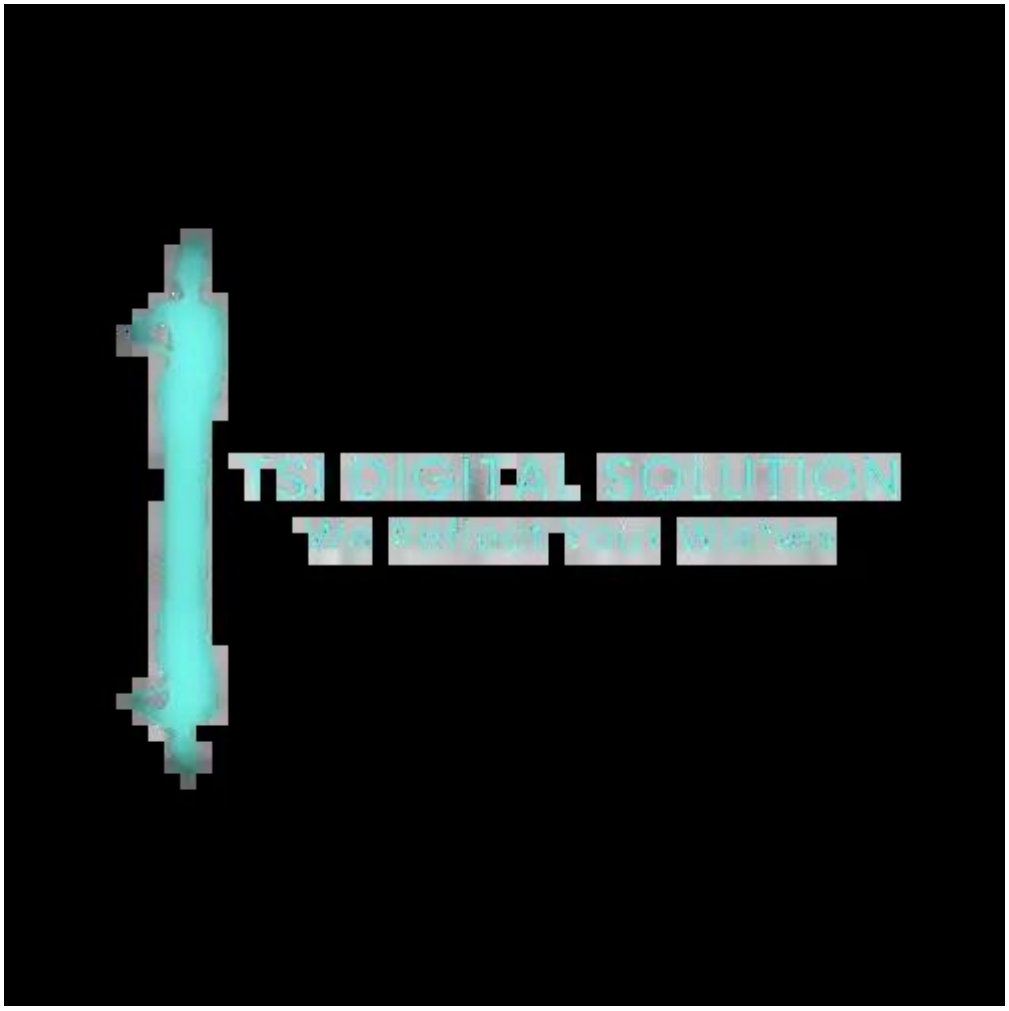
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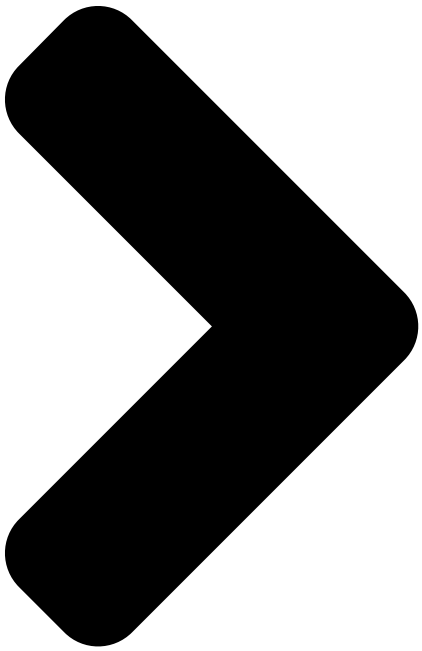

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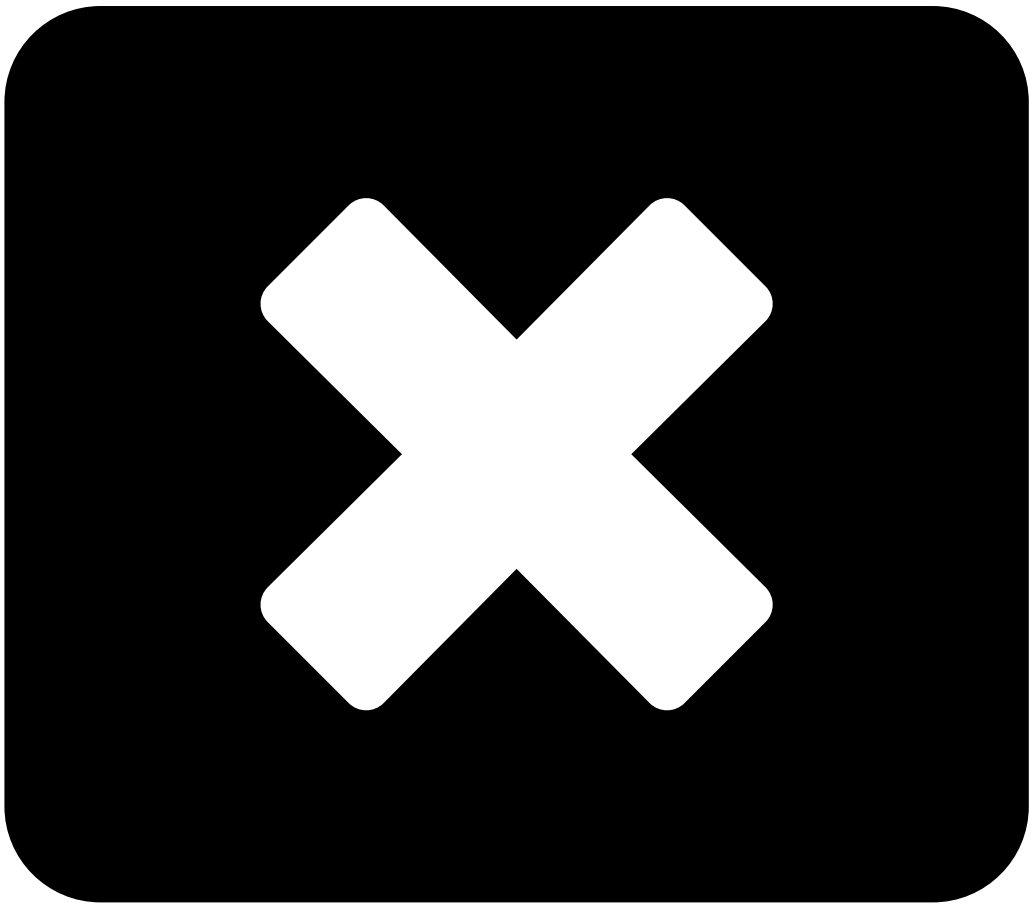

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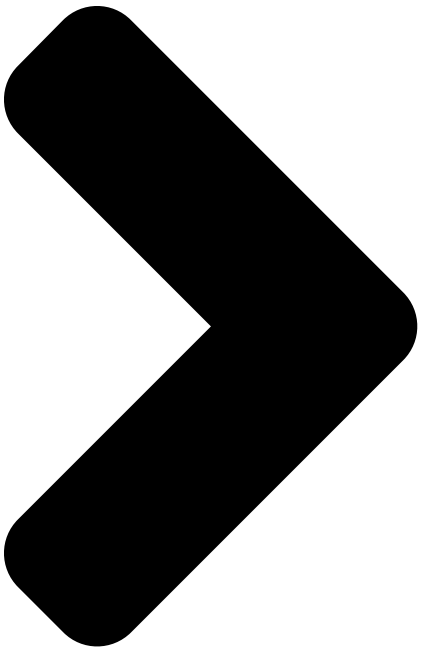
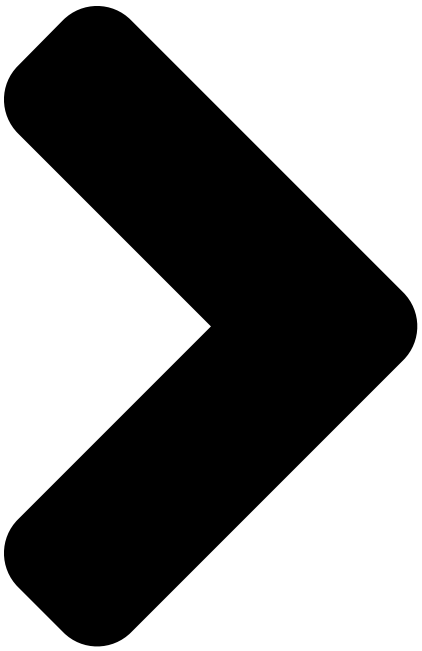


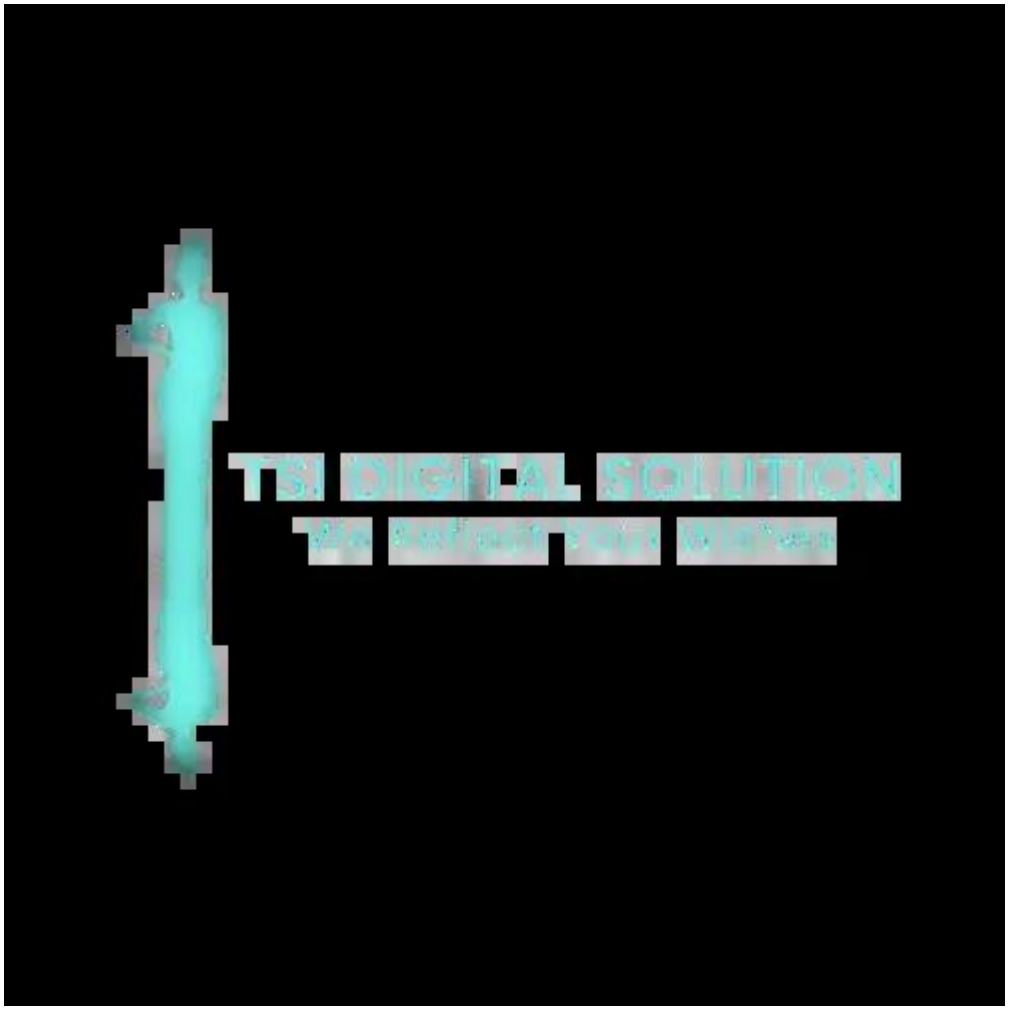
Blogs



Demo

Just ask, we are here for you

Who we are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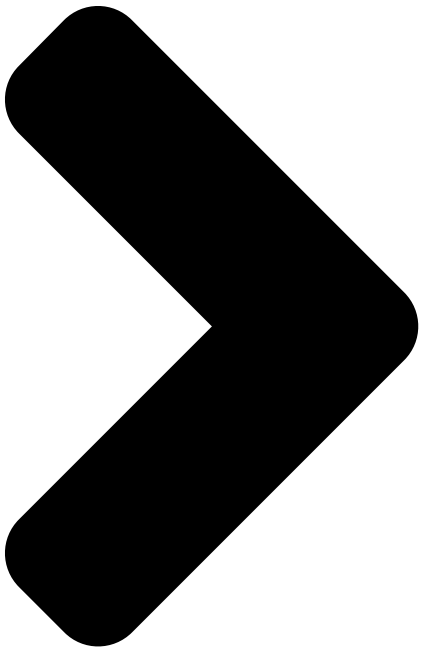

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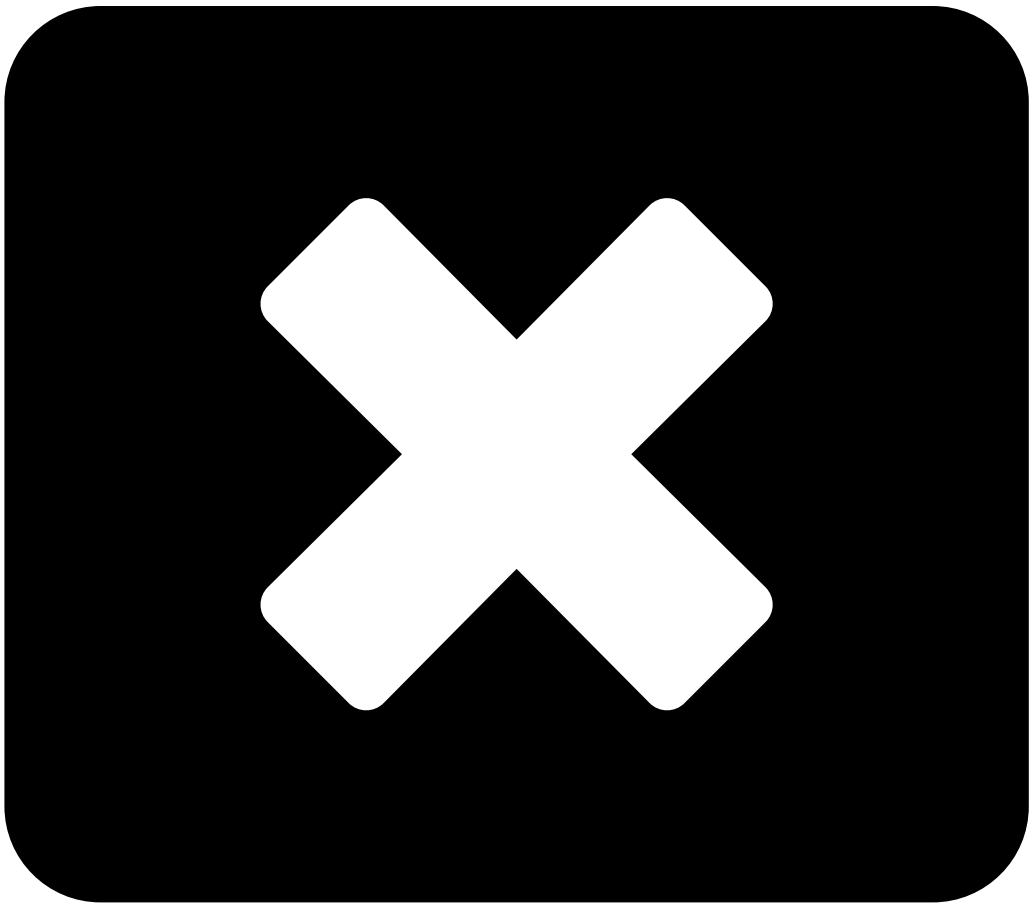

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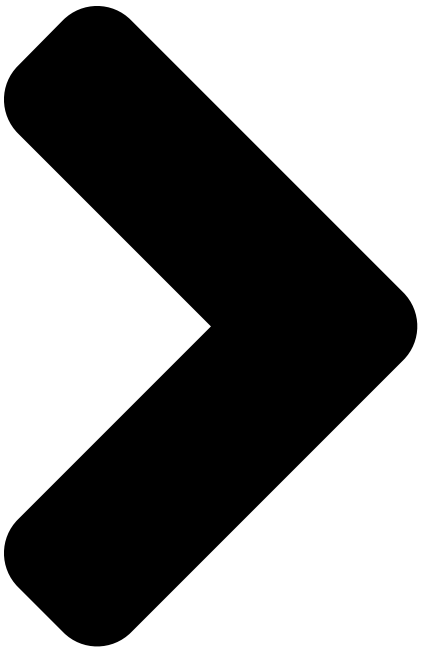

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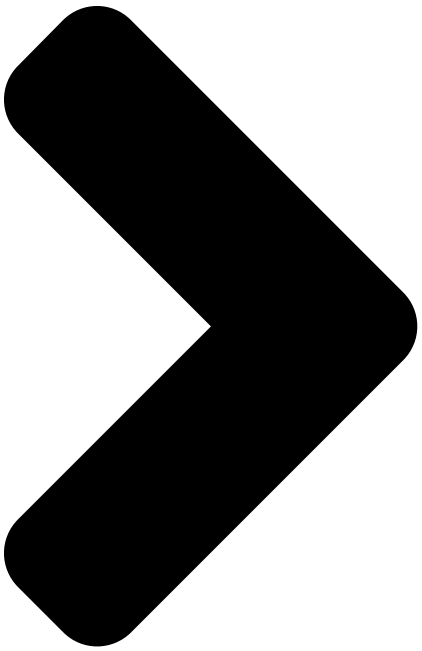

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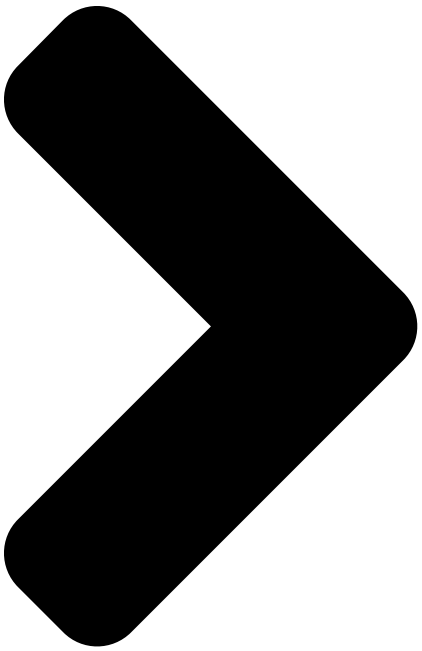

TSI Spam Blocker

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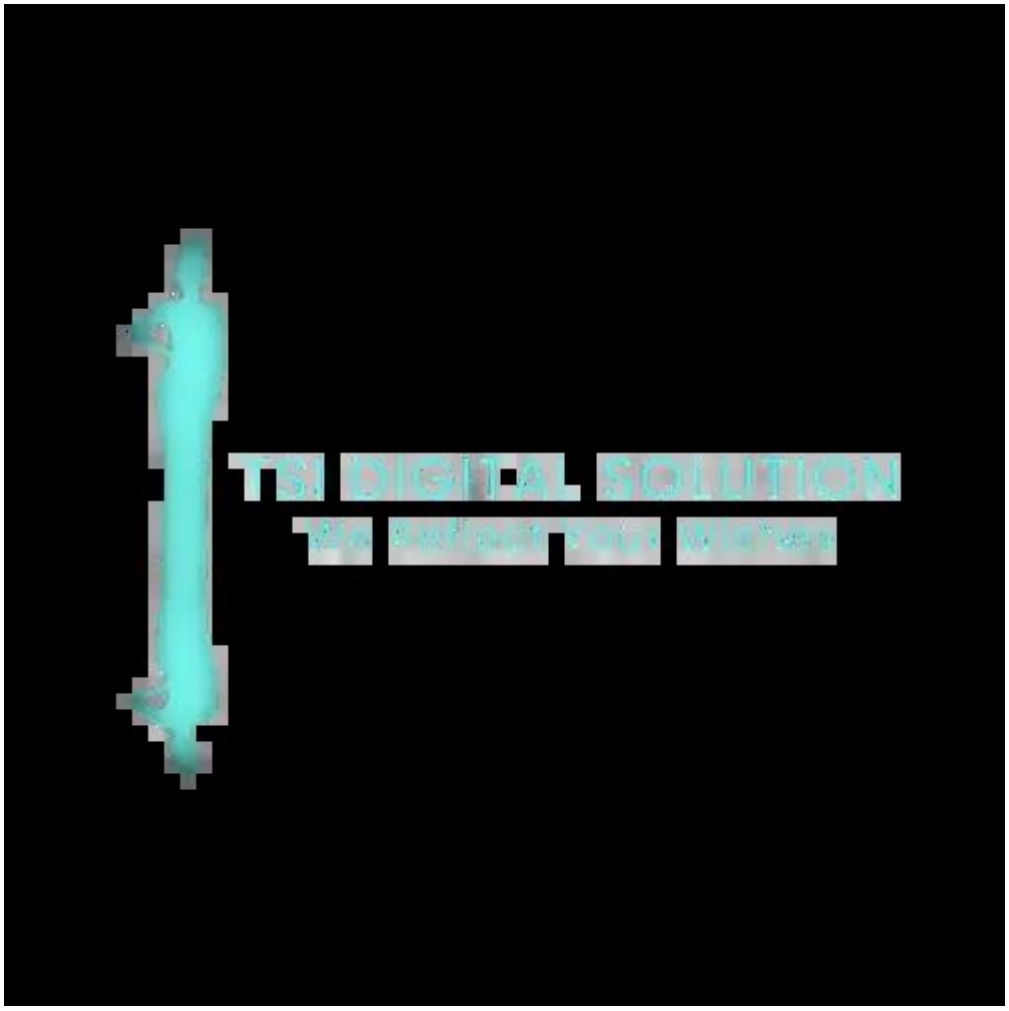
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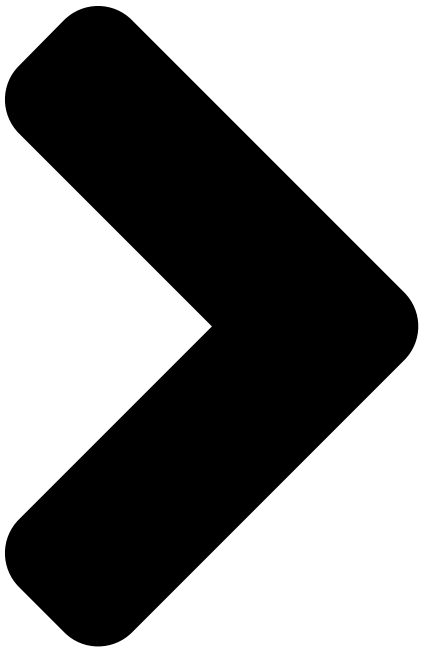

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Responsive Web Design: A Must for Modern Websites

Get An Online Quote

Understanding Responsive Web Design.

Discover the benefits of a responsive site from TSI Digital Solution

People access websites on a multitude of devices, from smartphones and

tablets to laptops and desktops, responsiveness is no longer a luxury. It’s a necessity. But what does “responsive” really mean in the context of websites, and why is it so crucial for your business? In this blog, we’ll break down the concept of responsive web design, explain how it works, and outline the numerous advantages it offers, particularly from the perspective of TSI Digital Solution.

What Does “Responsive” Mean in the Context of Websites?

At its core, responsive web design refers to the approach where a website is crafted to provide an optimal viewing experience across a wide range of devices. This means easy reading, smooth navigation, and minimal resizing, panning, and scrolling, regardless of whether the user is on a smartphone, a tablet, or a desktop computer.

A responsive website automatically adjusts its layout and content according to the screen size and orientation of the device being used. This is achieved through a combination of flexible grids, layouts, images, and an intelligent use of CSS media queries.

How Does Responsive Design Work?

Responsive web design is achieved through a mix of flexible grids, layouts, images, and CSS (Cascading Style Sheets) media queries. But let’s not get too technical here… What’s important is understanding how these elements come together to create a user-friendly experience.

1. **Fluid Grids**
   Instead of defining elements on a page in pixels, which can be rigid, fluid grids use relative units like percentages. This flexibility allows the website to resize proportionately based on the device’s screen size.

2. **Flexible Images**
   Images in a responsive design are also sized in relative units. This ensures that they shrink or expand to fit within their containing elements, preventing images from breaking the layout on smaller screens.

3. **CSS Media Queries**
   Media queries allow the web page to use different CSS rules based on the characteristics of the device, such as screen width, resolution, or orientation. This is how a website can present a different layout on a smartphone compared to a desktop without needing multiple versions of the same website.

The Advantages of Responsive Web Design

- **Improved User Experience**

  The most significant advantage of responsive design is that it creates a seamless user experience across all devices. Visitors won't need to zoom in to read text or struggle with navigation buttons that are too small to tap.

- **Cost-Effective**

  A responsive website means you don't need to create and maintain multiple versions of your site (e.g., a desktop version and a mobile version). It's one site that fits all, which reduces development and maintenance costs.

- **SEO Benefits**

  Google and other search engines prefer responsive websites. A single, dynamic version of your website with consistent content is easier to manage and is more likely to rank higher in search engine results. Google has even stated that responsive design is its recommended mobile configuration.

- **Faster Page Loading**

  Since the content adjusts automatically, responsive websites can be optimized for faster loading times, particularly on mobile devices. This is crucial because users are likely to abandon a site if it takes too long to load, and page speed is a ranking factor for search engines.

- **Adaptability**

  With the rapid evolution of devices and screen sizes, a responsive design ensures your website is future-proof. As new devices are released, your site will still be able to provide an optimal experience.

- **Enhanced Analytics and Reporting**

  With a single responsive site, you can focus all your analytics, tracking, and reporting in one place. This consolidation simplifies the monitoring of user behavior and conversion paths, making it easier to fine-tune your marketing strategies.

- **Better Conversion Rates**

  A consistent user experience, regardless of device, means that users are

more likely to stay on your site and convert, whether that means making a purchase, signing up for a newsletter, or contacting you for more information.

A New Perspective: Responsiveness as a Business Strategy

While it’s clear that responsive web design is technically sound, it’s also important to view it as a strategic business move. In an era where customer touchpoints are diversified across devices, having a responsive website is like having a versatile salesperson who can pitch your services effectively, no matter where the meeting happens.

By investing in responsive design, you’re not just building a website; you’re constructing a scalable, adaptable platform that will grow with your business and meet your audience wherever they are.

At TSI Digital Solution, we view responsive design not just as a feature, but as a fundamental principle of modern web development. It’s about meeting the customer’s needs, enhancing their experience, and driving your business forward in a competitive, multi-device world.

If you’re ready to make your website truly responsive and harness the benefits discussed above, we’re here to help. Let’s make your website not just look good, but work effectively on any screen.

Final Thoughts

Responsive web design isn’t just a trend, it’s a best practice that’s here to stay. For businesses looking to succeed in the digital age, ensuring that your website is accessible, functional, and attractive on all devices is a must. Responsive design is not merely about adapting to screens, it’s about adapting to users’ needs and expectations. And when you meet those needs effectively, you’re not just keeping up with the times, you’re staying ahead of the curve.

Consider this: over 50% of global web traffic now comes from mobile devices. If your website isn’t responsive, you’re potentially alienating half of your audience right out of the gate. And in today’s competitive digital landscape, that’s a risk no business can afford to take.

Moreover, a responsive design is not just about fitting content on different screens, it’s about anticipating your customers’ needs and delivering a consistently excellent experience, no matter how they choose to engage with your brand.

Why TSI Digital Solution?

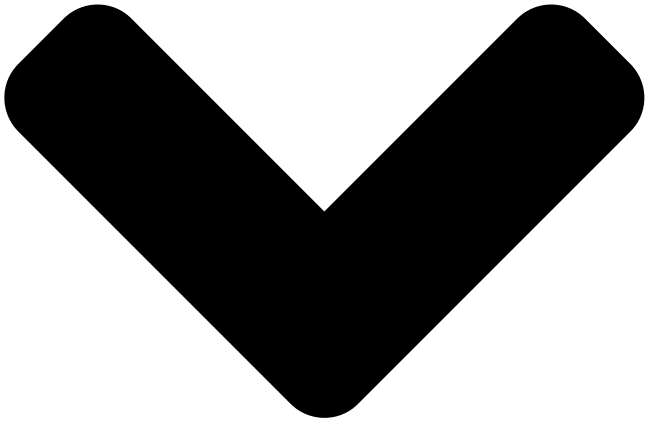
Responsive design is more than just a trend, it’s a necessity. At TSI Digital Solution, we pride ourselves on creating websites that are not only visually stunning but also fully responsive. Our goal is to ensure that your customers enjoy a flawless experience on your site, whether they’re browsing from a

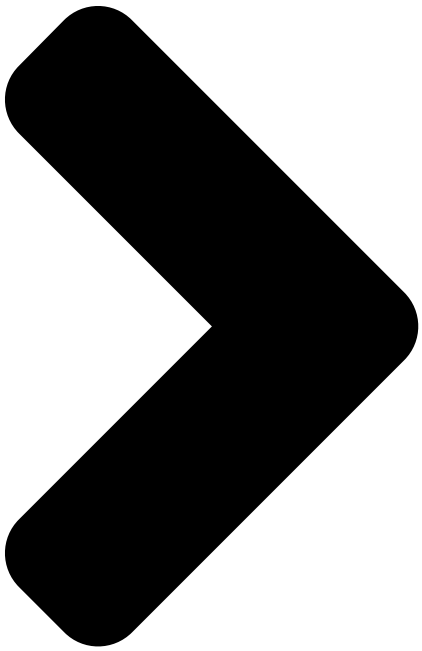
desktop at work, a tablet at home, or a smartphone on the go.

By embracing responsive design, you’re not just improving your website’s functionality; you’re investing in the future of your business. We’re here to help you make that investment count. Let’s work together to build a responsive website that not only meets but exceeds your customers’ expectations.

Frequently Asked Questions (FAQ)

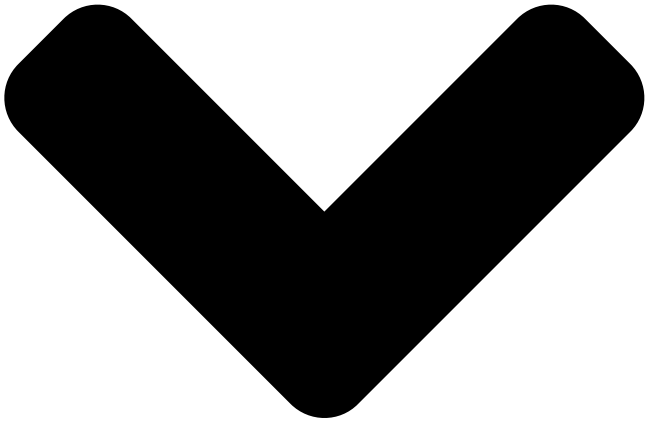
What does “responsive” mean for a website?

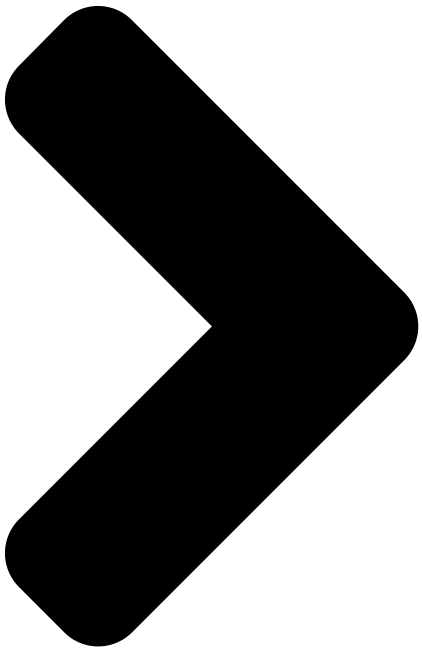




A responsive website automatically adjusts its layout, images, and content to provide an optimal viewing and interaction experience on any device, from smartphones to desktops. This means easy reading and navigation without excessive resizing or scrolling.

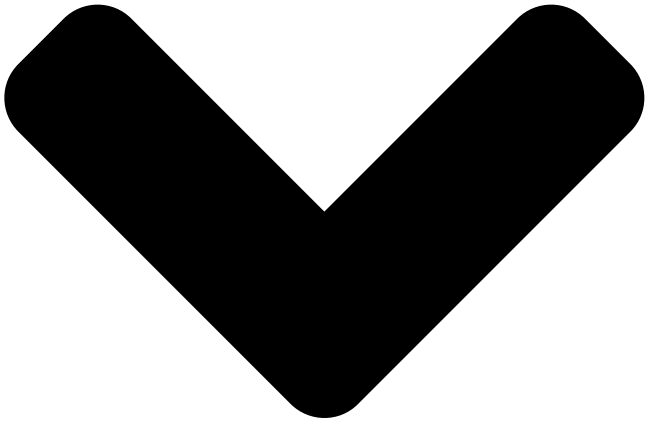
How does responsive web design work?

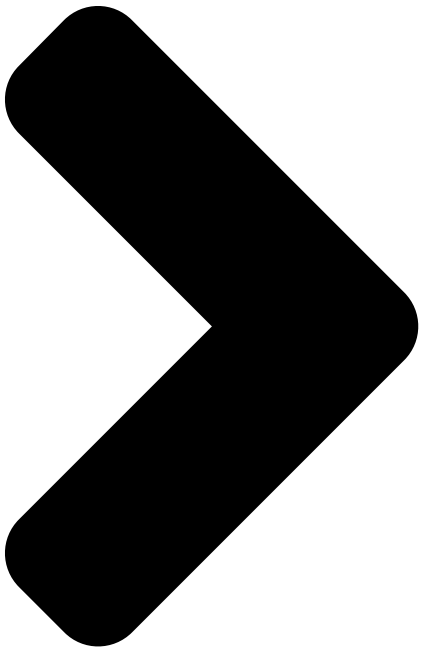




Responsive design works by using three core technical elements: fluid grids (using percentages instead of pixels), flexible images (that scale within their containers), and CSS media queries (which apply different style rules based on the device’s screen size and orientation).

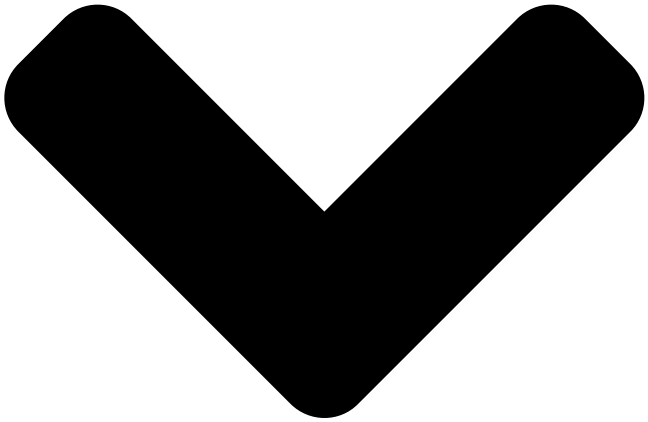
What are the SEO benefits of a responsive website?

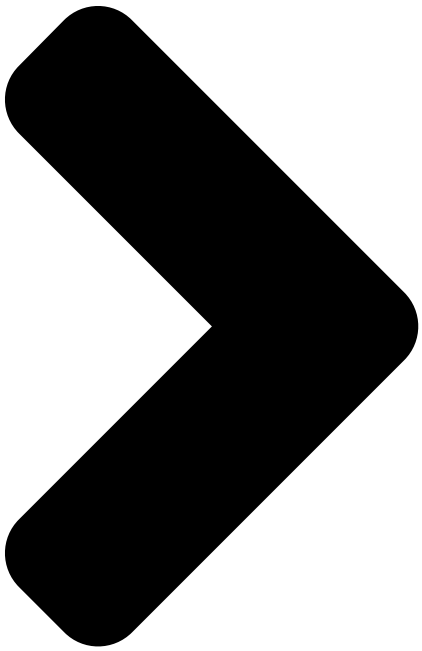




Search engines like Google prefer responsive websites. A single, dynamic site with consistent content is easier for them to crawl and index, making it more likely to rank higher. Google explicitly recommends responsive design as its best practice for mobile sites.

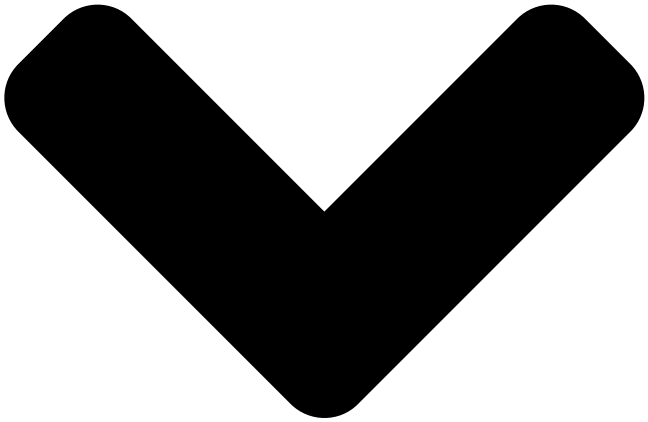
Is responsive design more cost-effective?

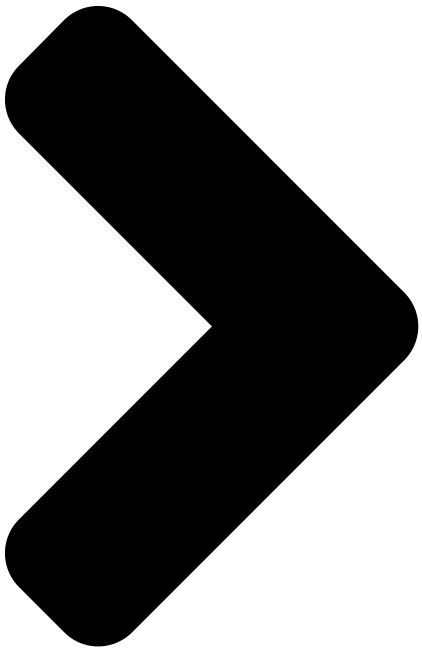




Yes. With a responsive website, you only need to build and maintain one single site that works perfectly on all devices. This is more cost-effective than creating and updating separate desktop and mobile versions.

How does responsive design improve user experience?





It creates a seamless experience by ensuring visitors on any device can read text easily and navigate smoothly without struggling with tiny buttons or constant zooming. This consistency leads to longer visits and lower bounce rates.

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Reach Out to Us

Ready for a website that works flawlessly on every device?

Let TSI Digital Solution help you build a responsive website that enhances user experience, boosts SEO, and drives your business forward.

Contact TSI Digital Solution today to get started!

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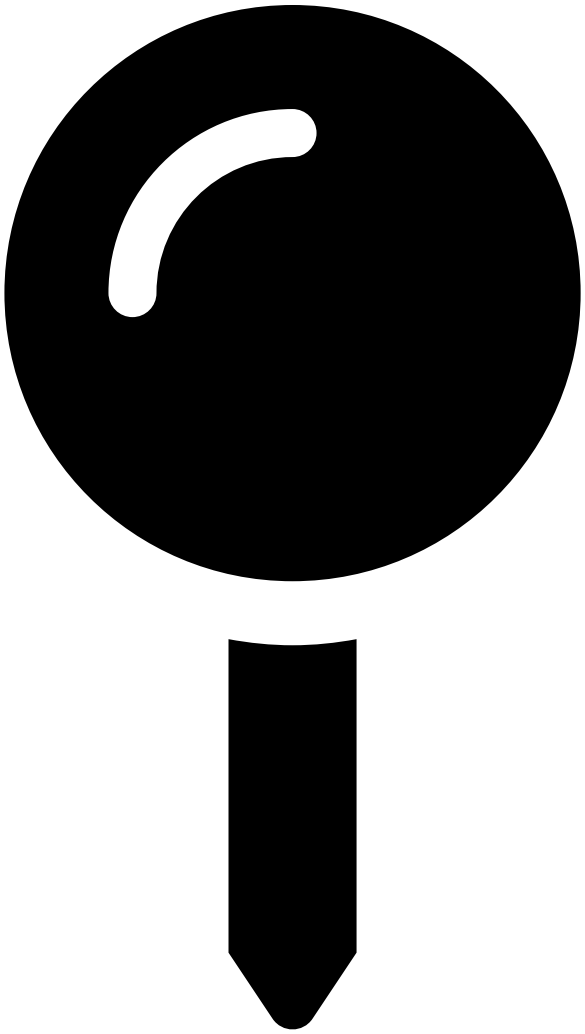

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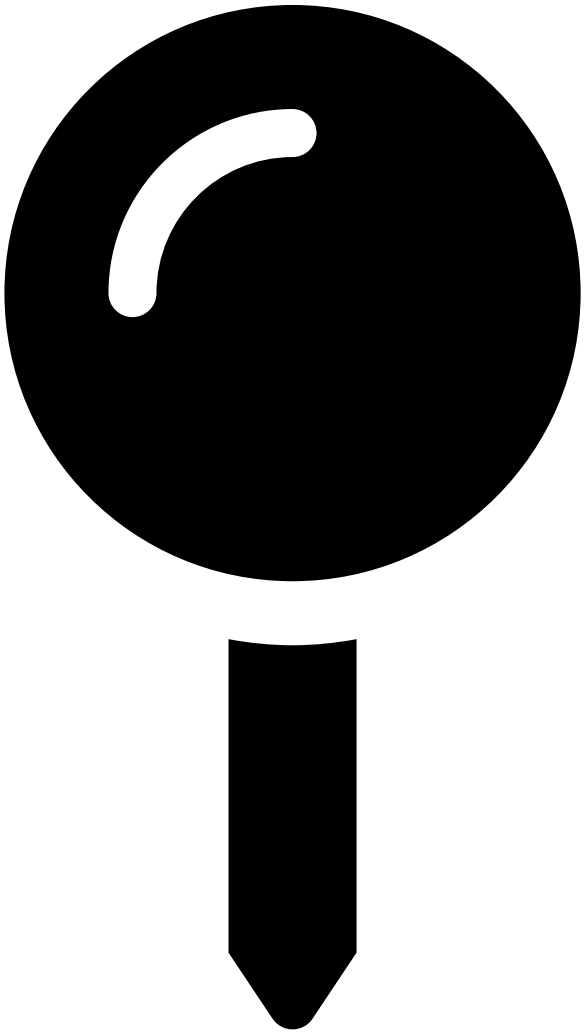

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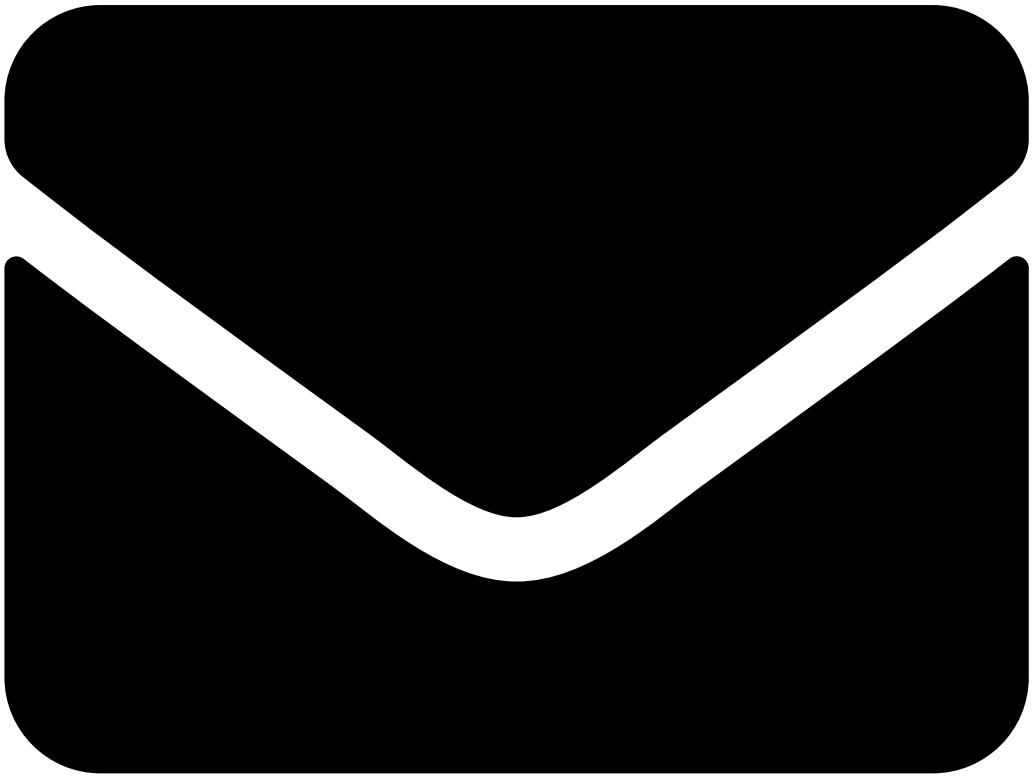

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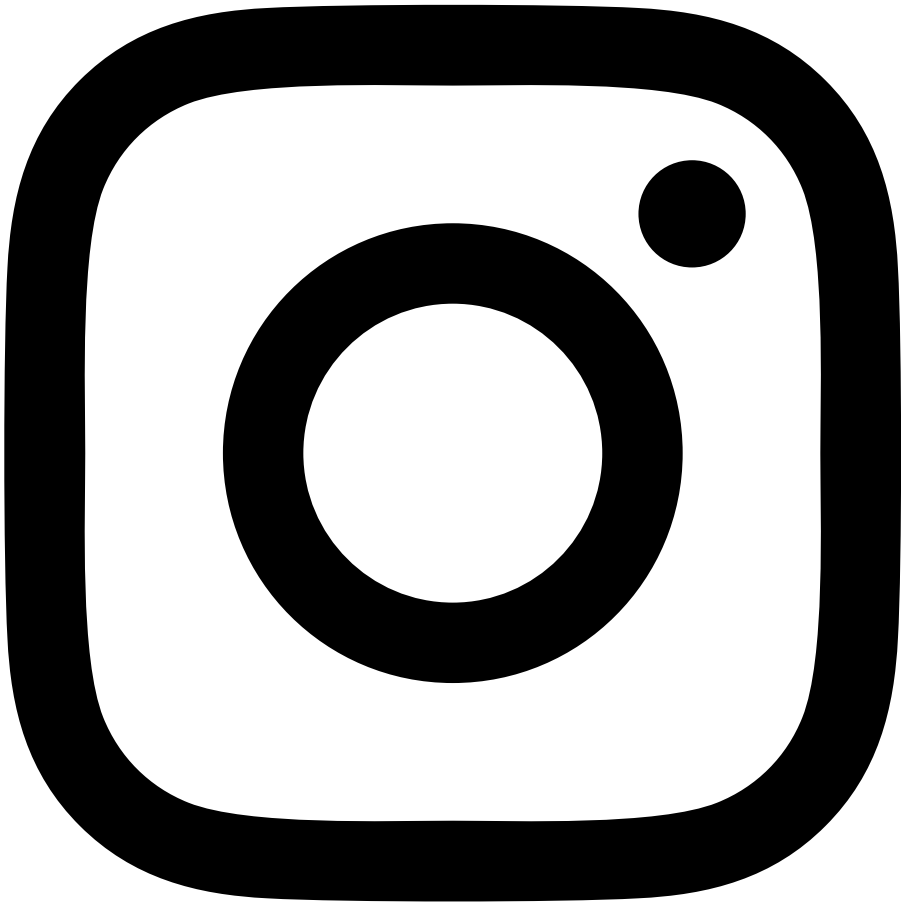

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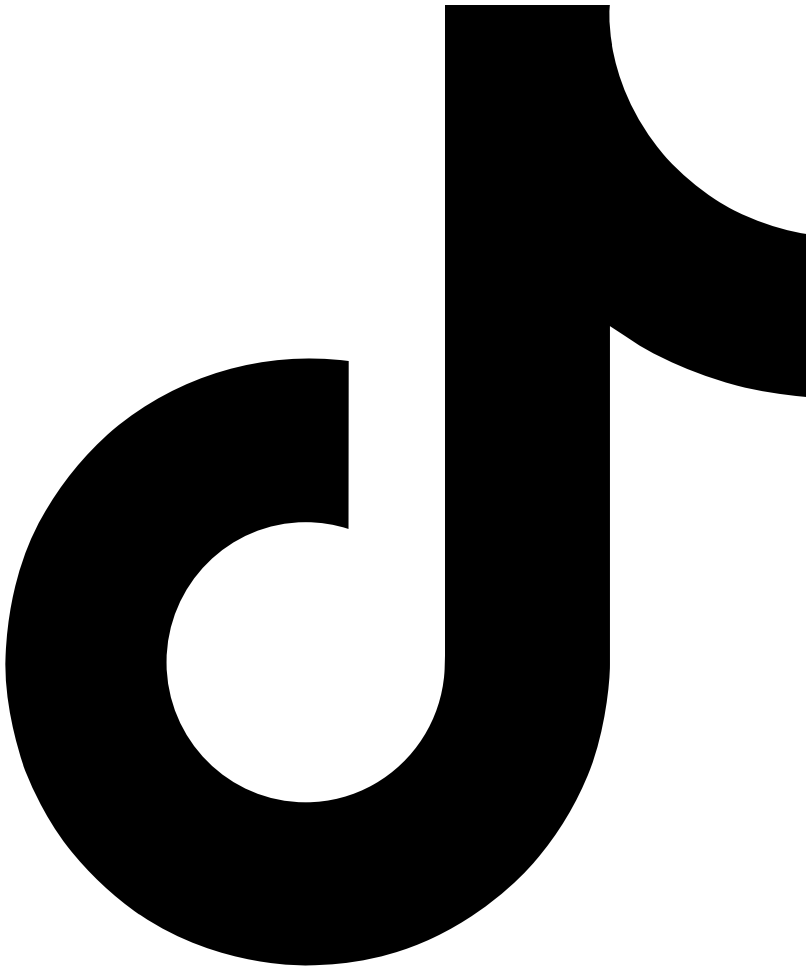

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