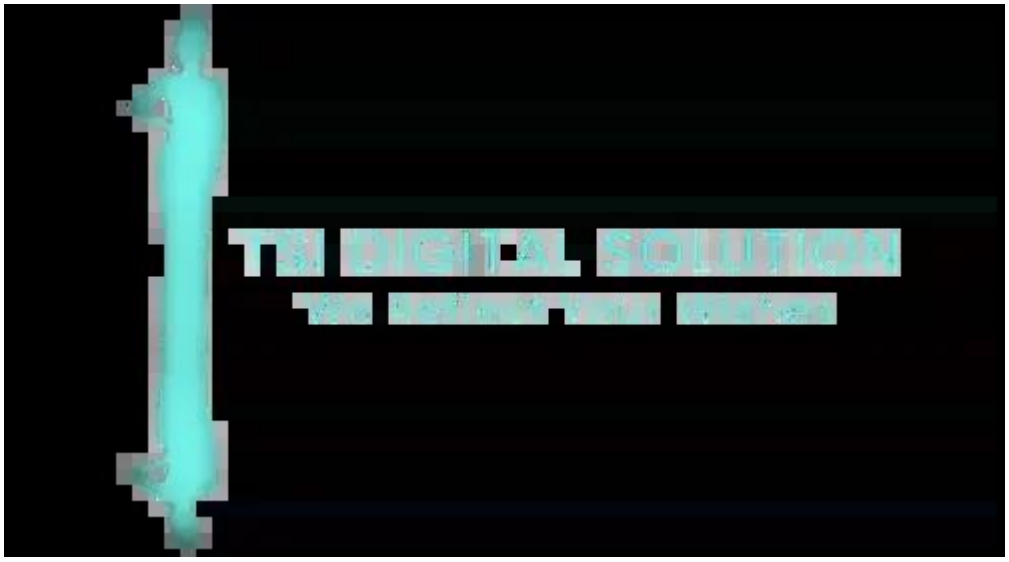
Responsiveness

Category: Websites Blog
December 10, 2024





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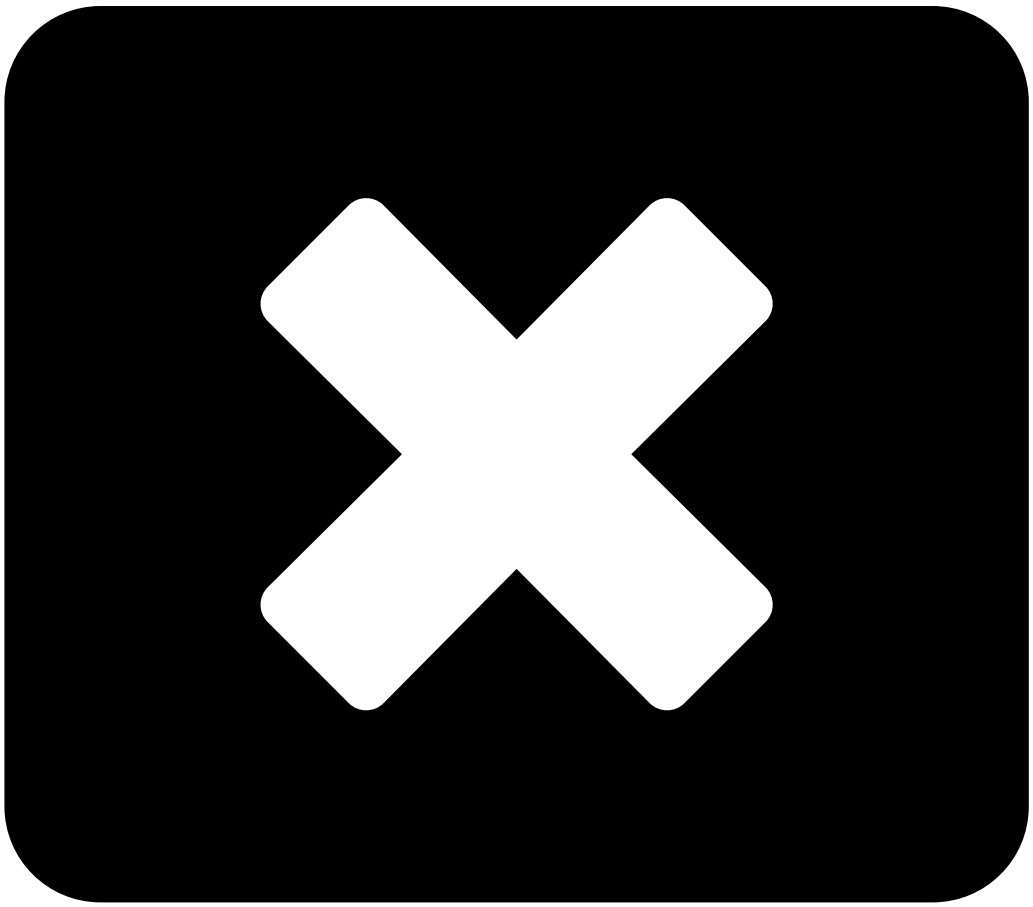

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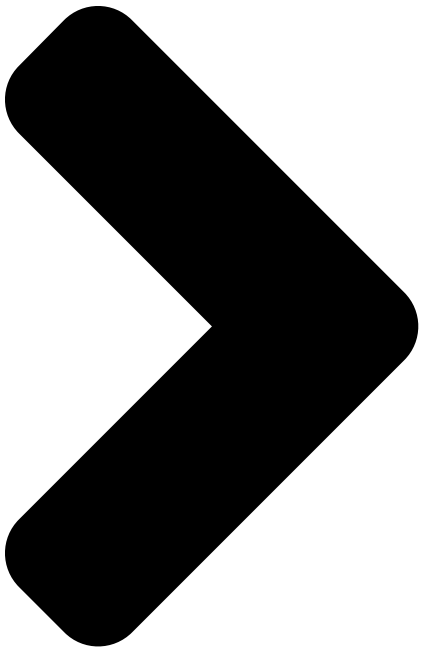

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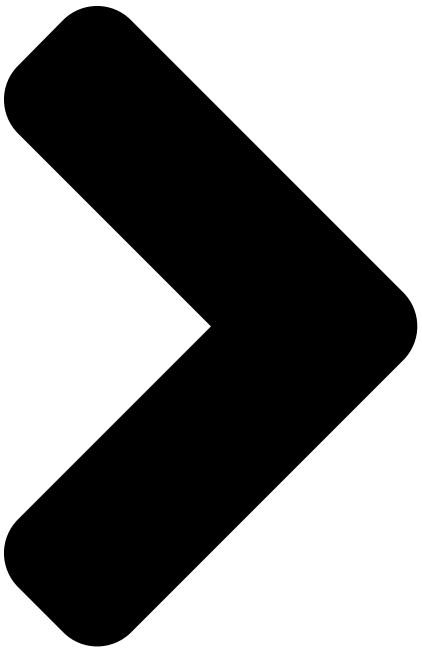

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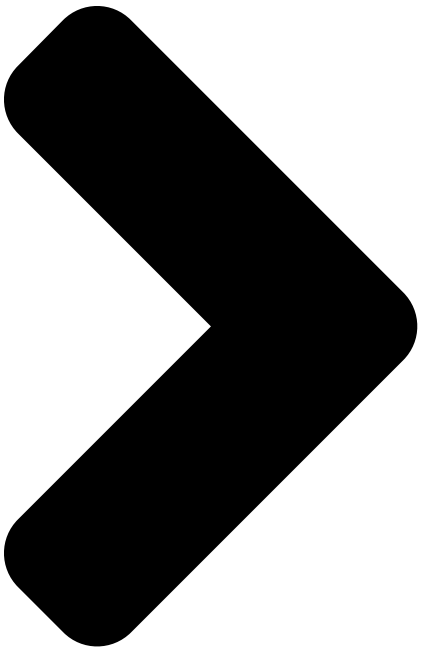

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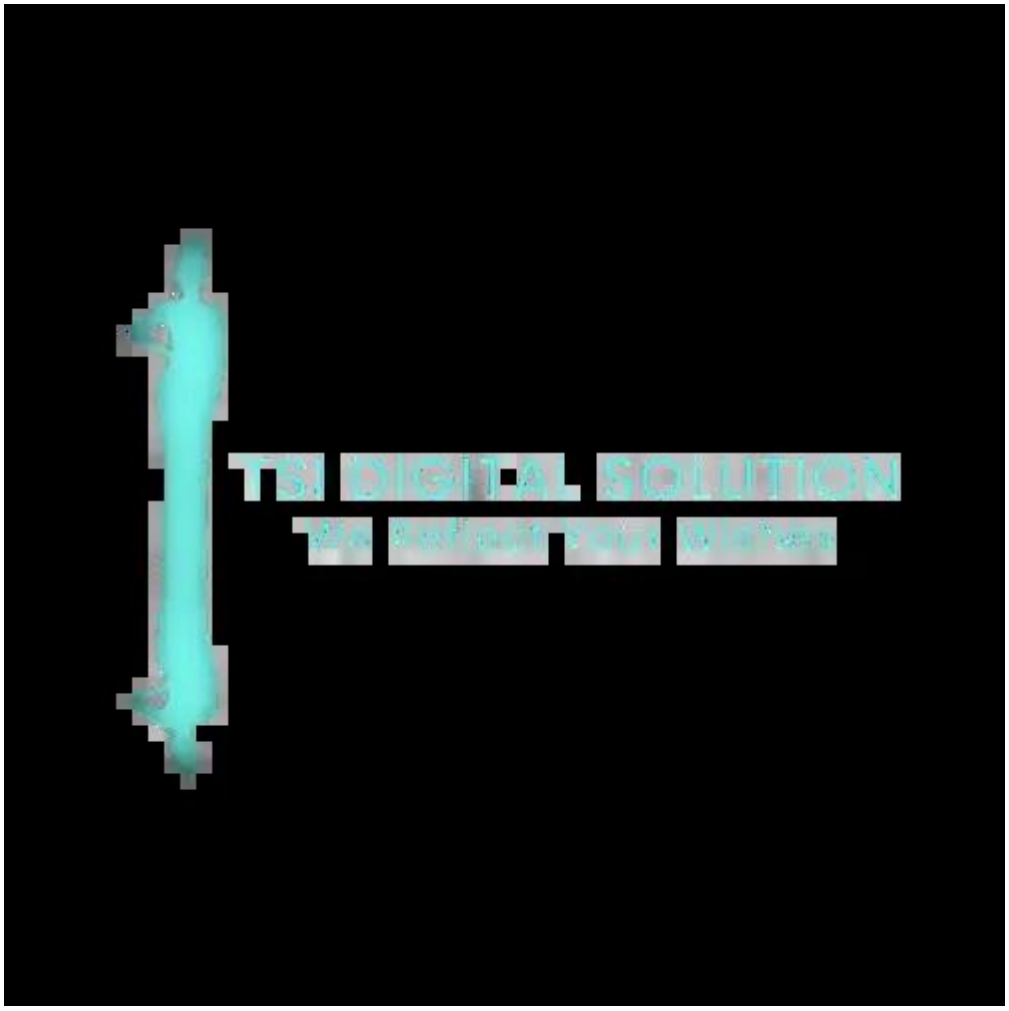
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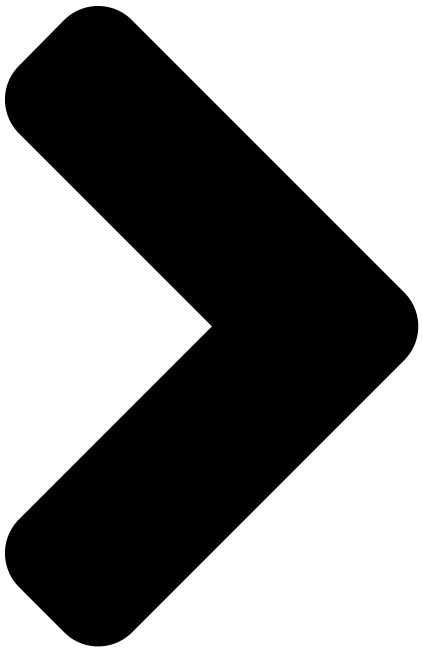

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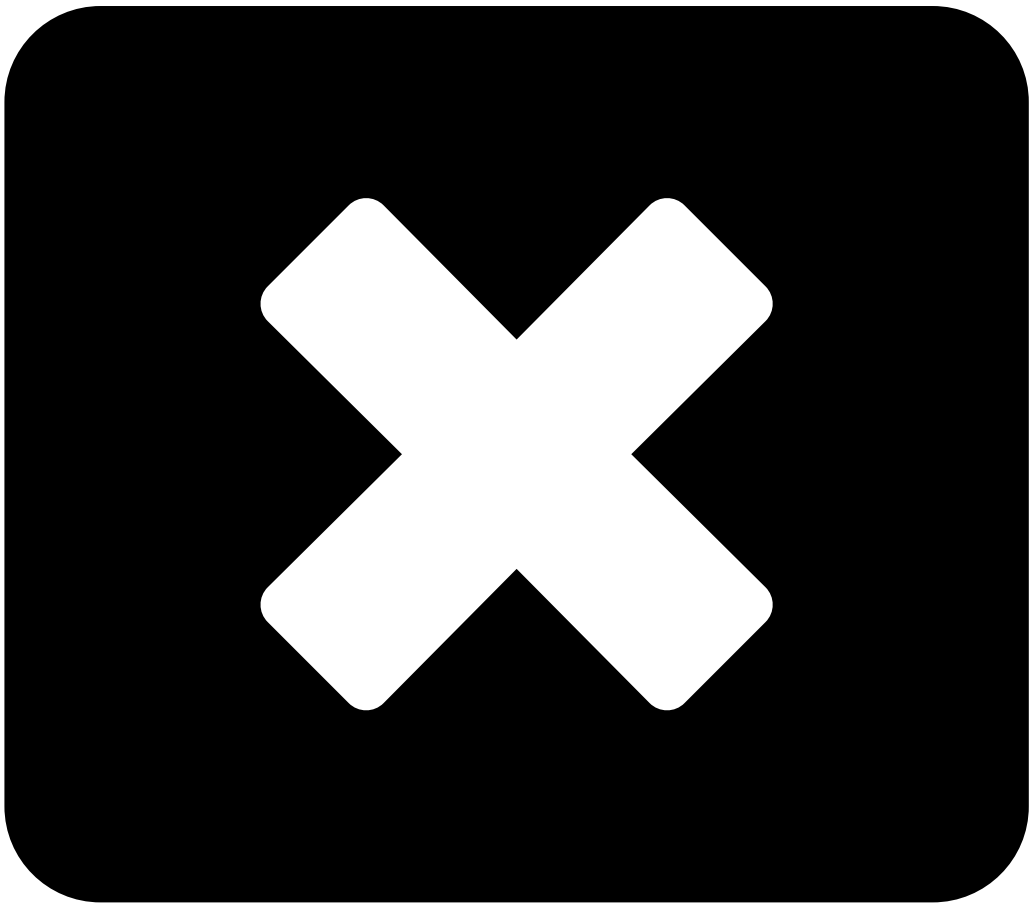

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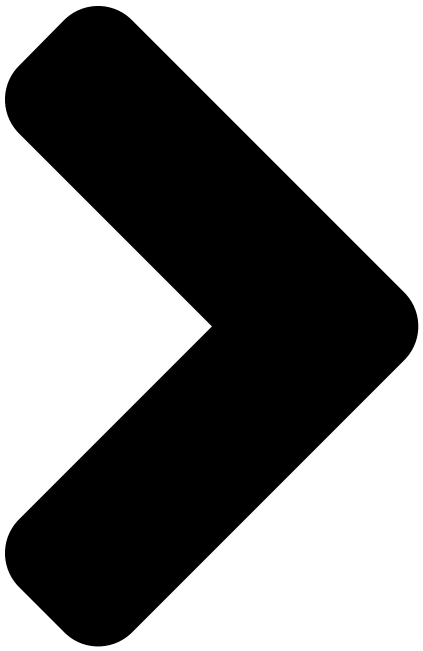

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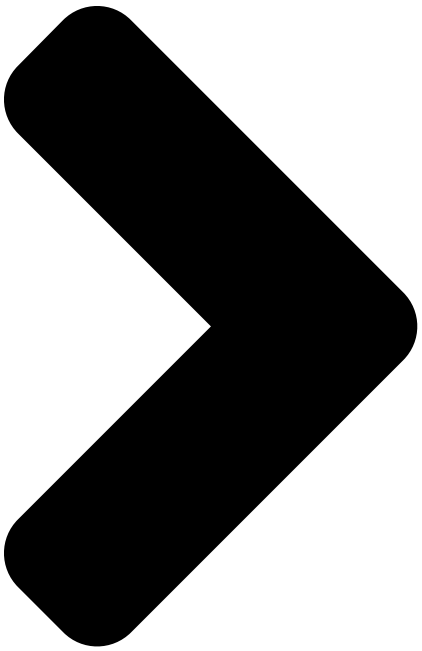

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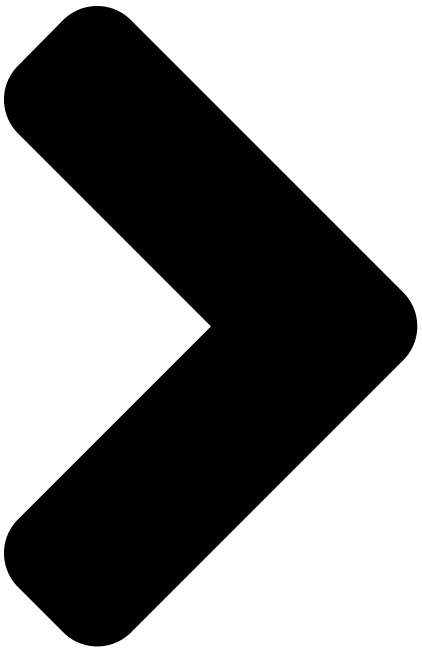

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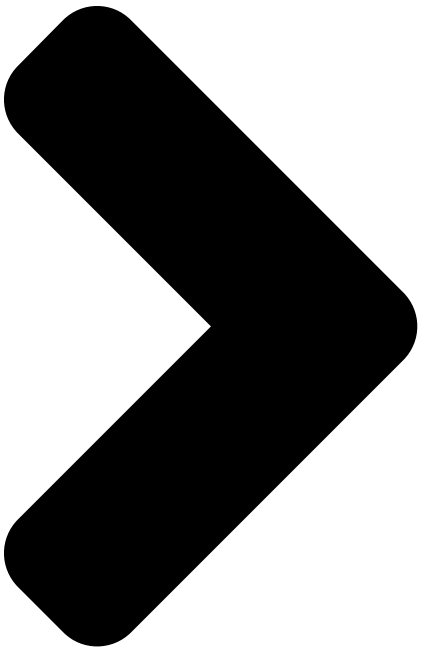

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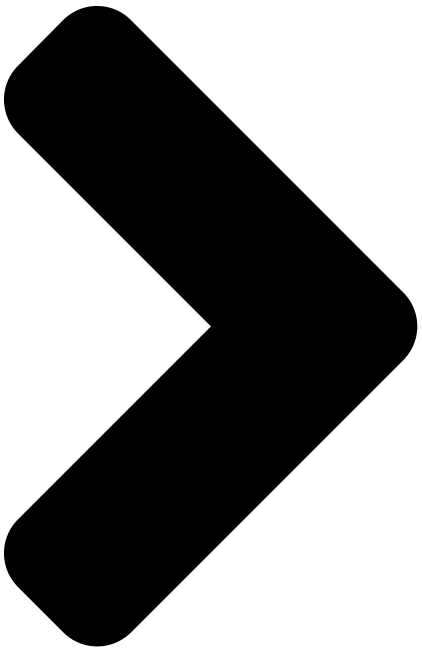
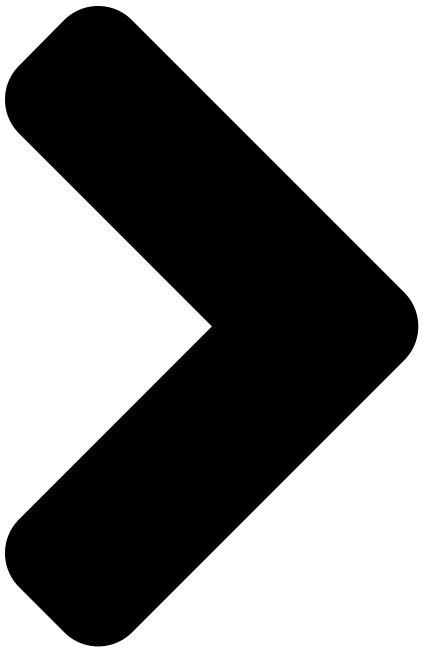


App Design & Development



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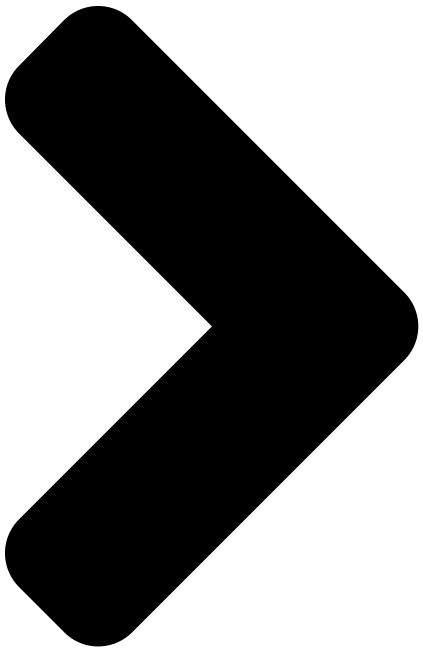

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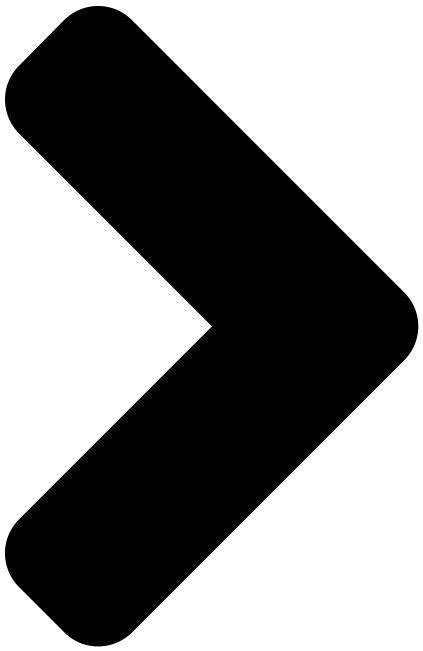
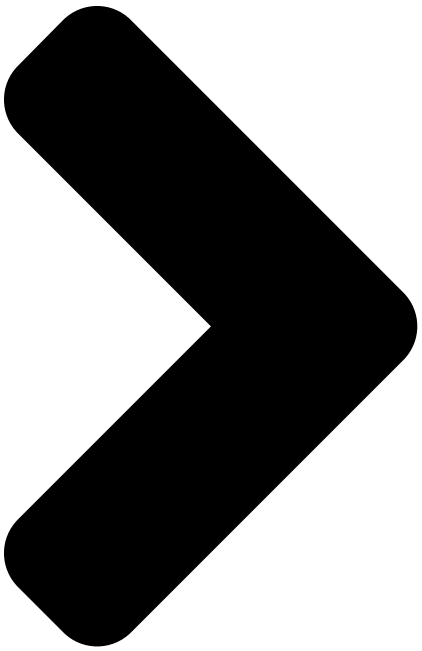
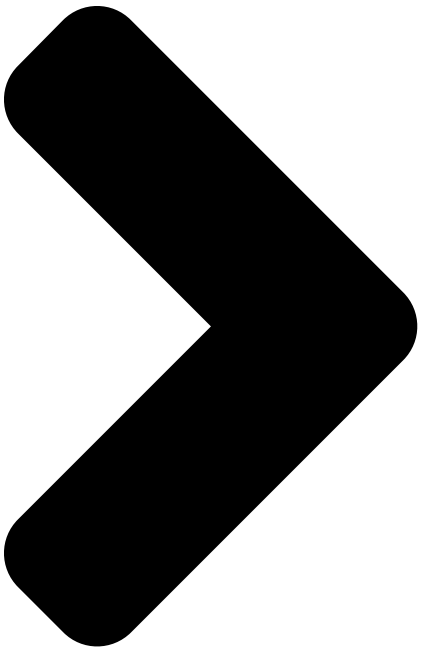


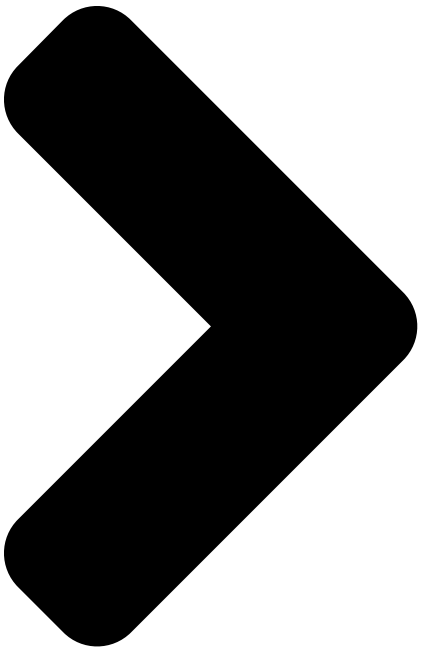
- Branding



Social Media & Content Creation



- Graphic Design



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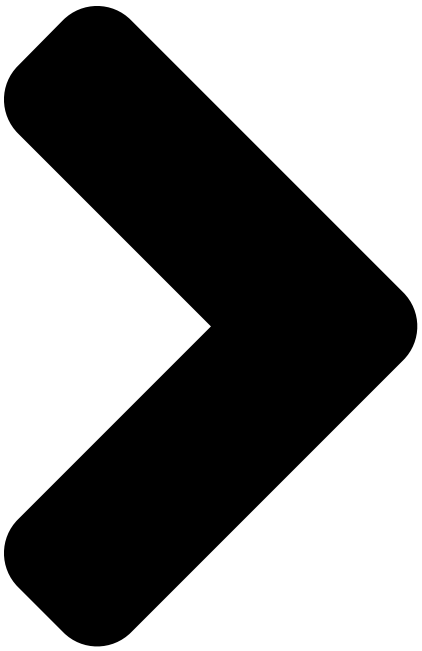

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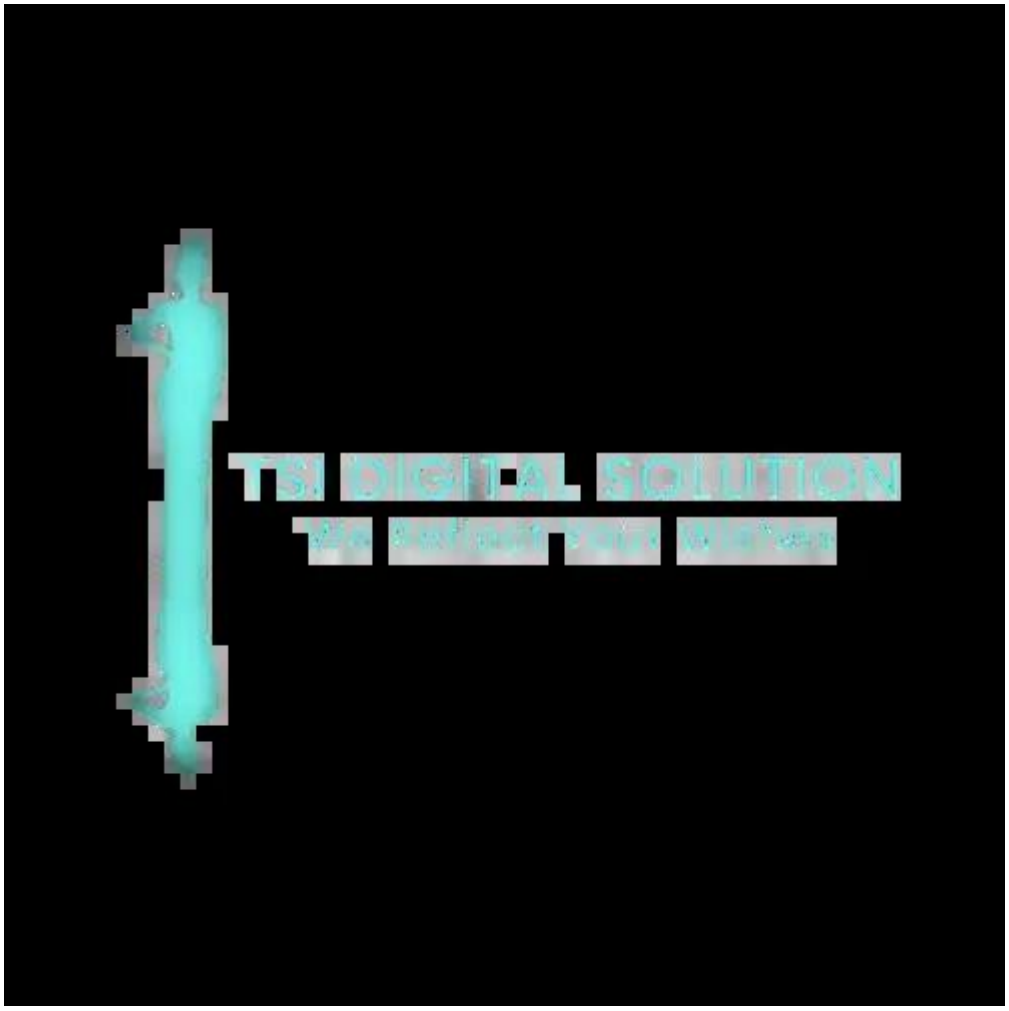
The way we work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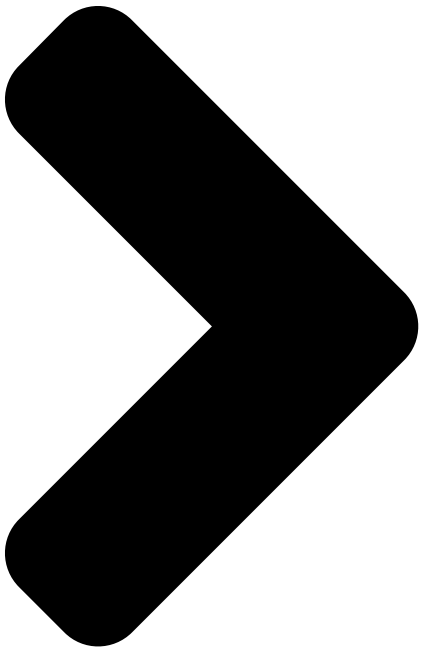

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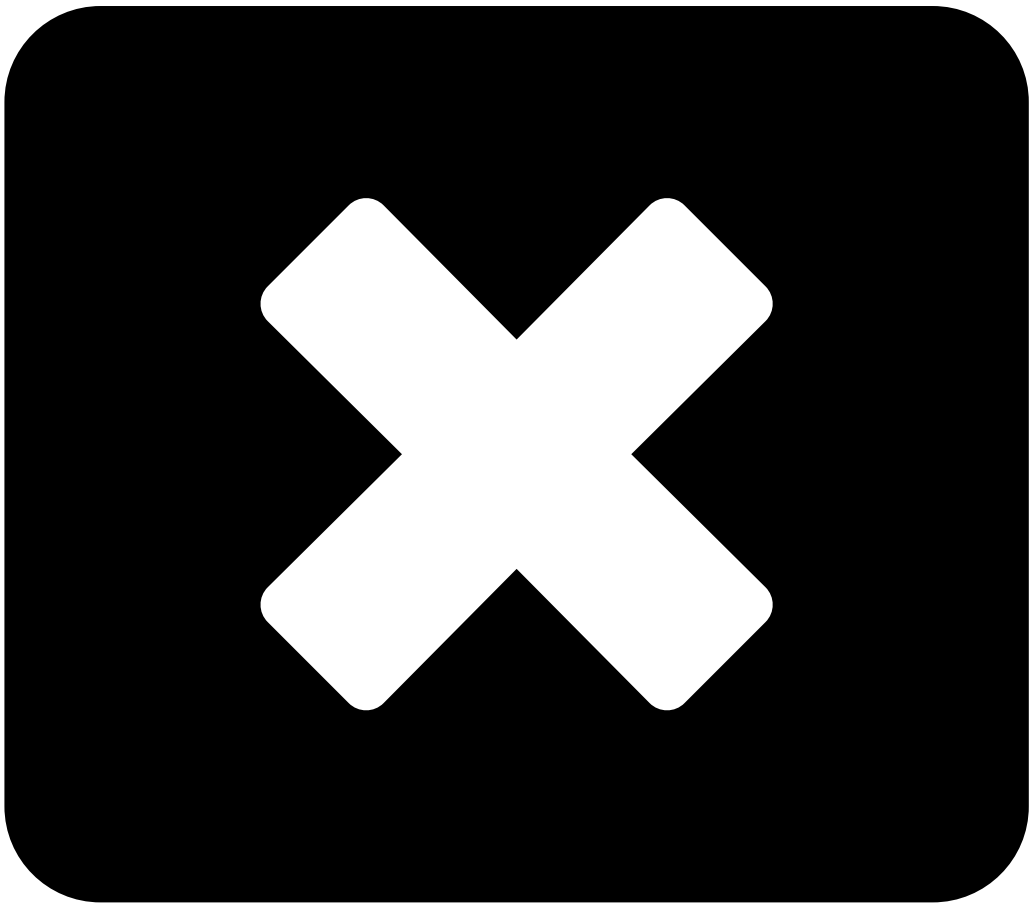

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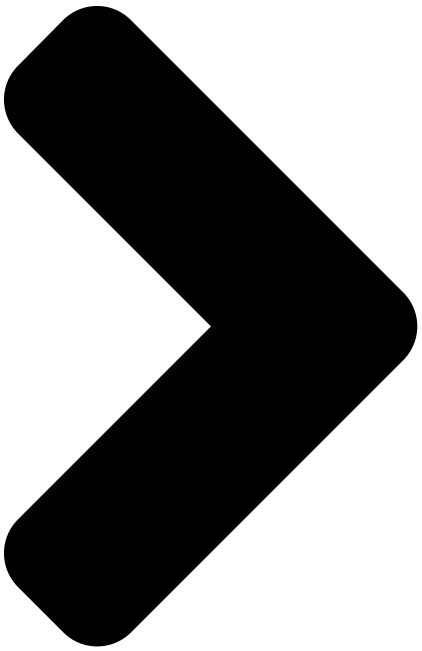

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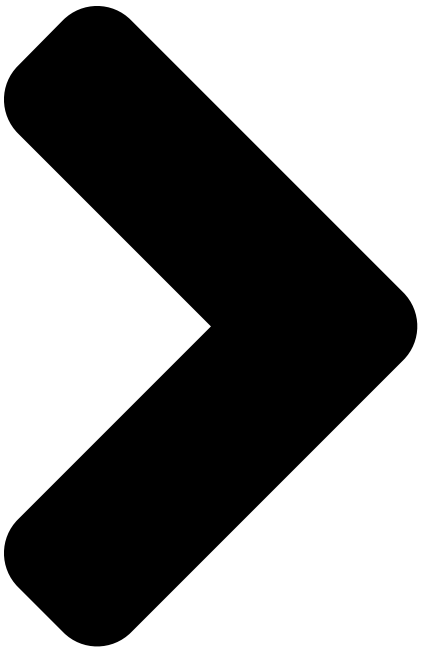
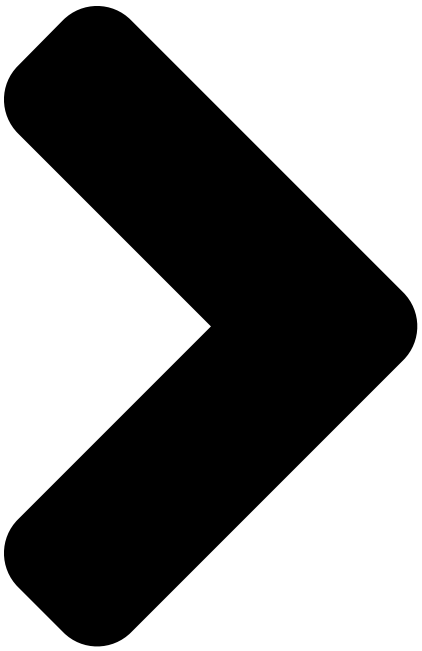
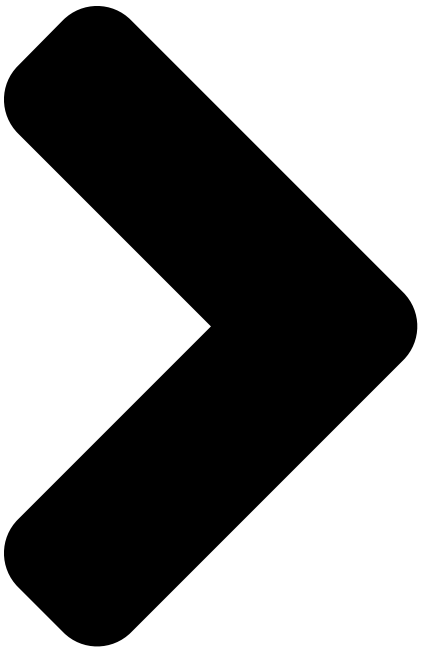


- Cost calculation for my website



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



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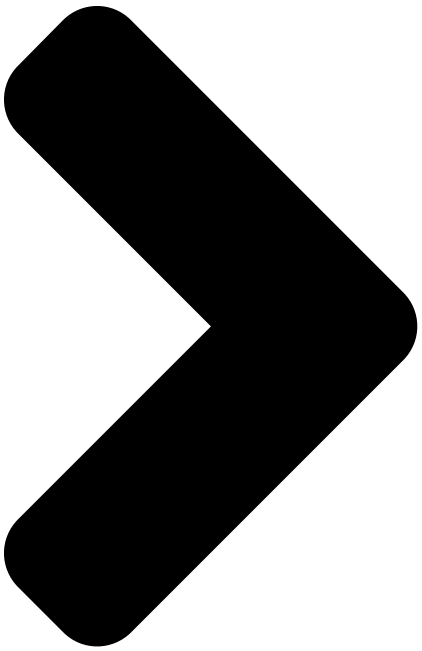

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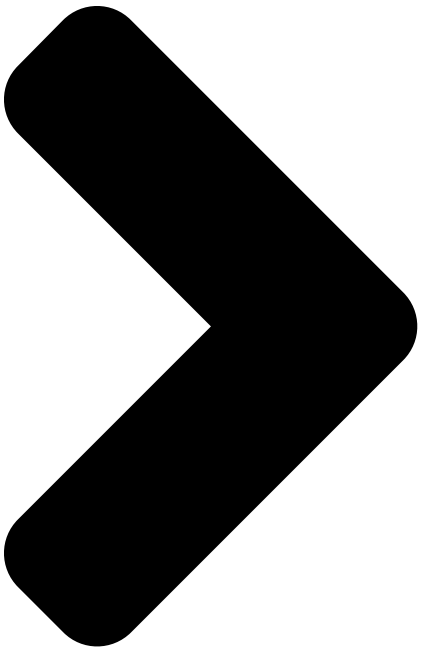
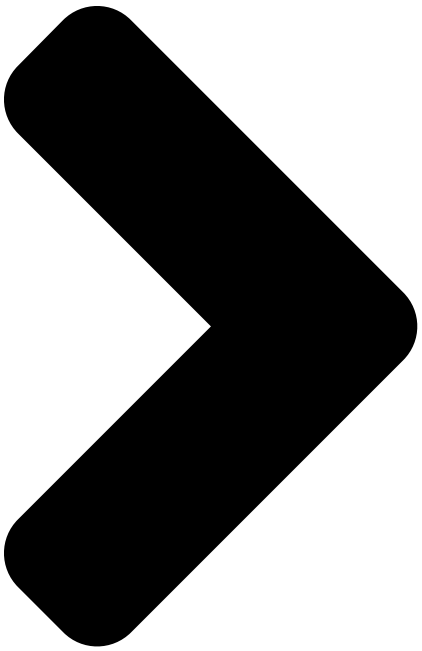
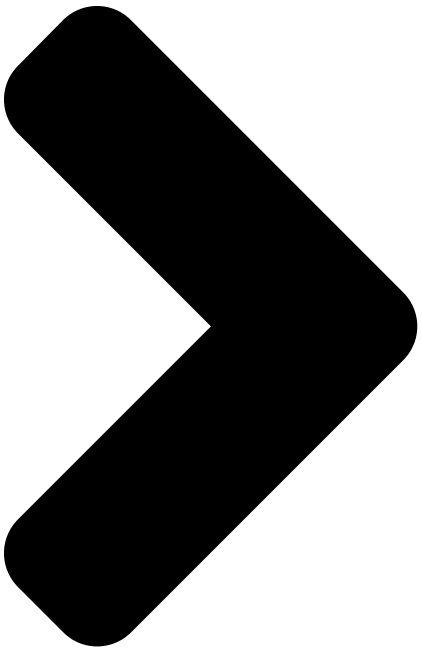


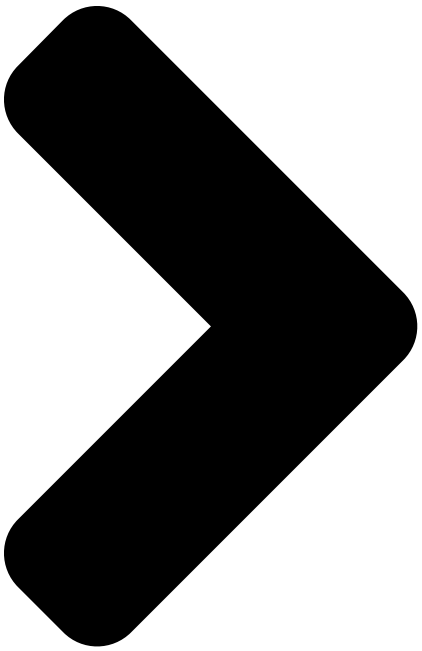
Cost calculation for an e-commerce shop



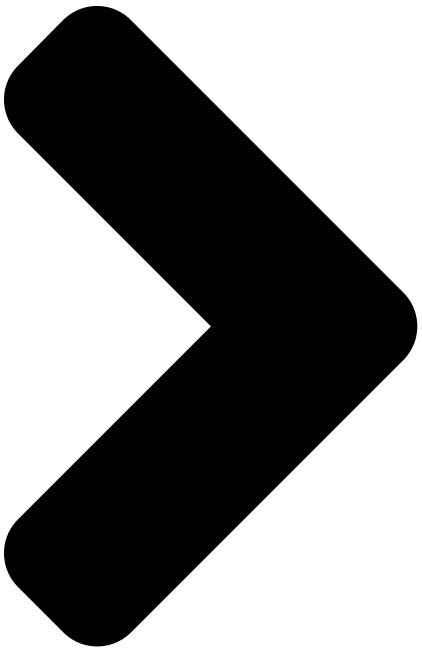
- Contact us for branding



Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



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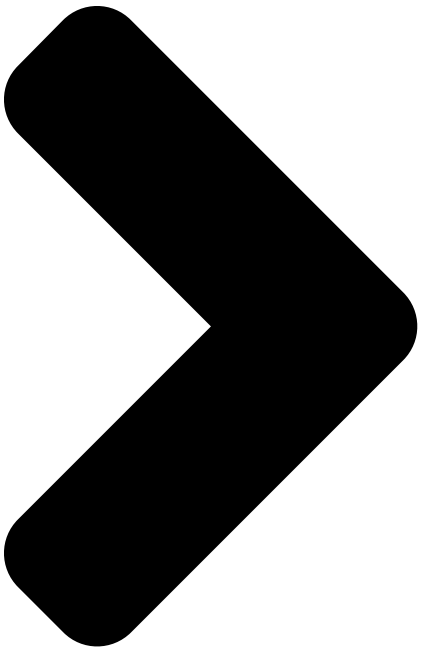

Cost calculation for Photo- & Videography

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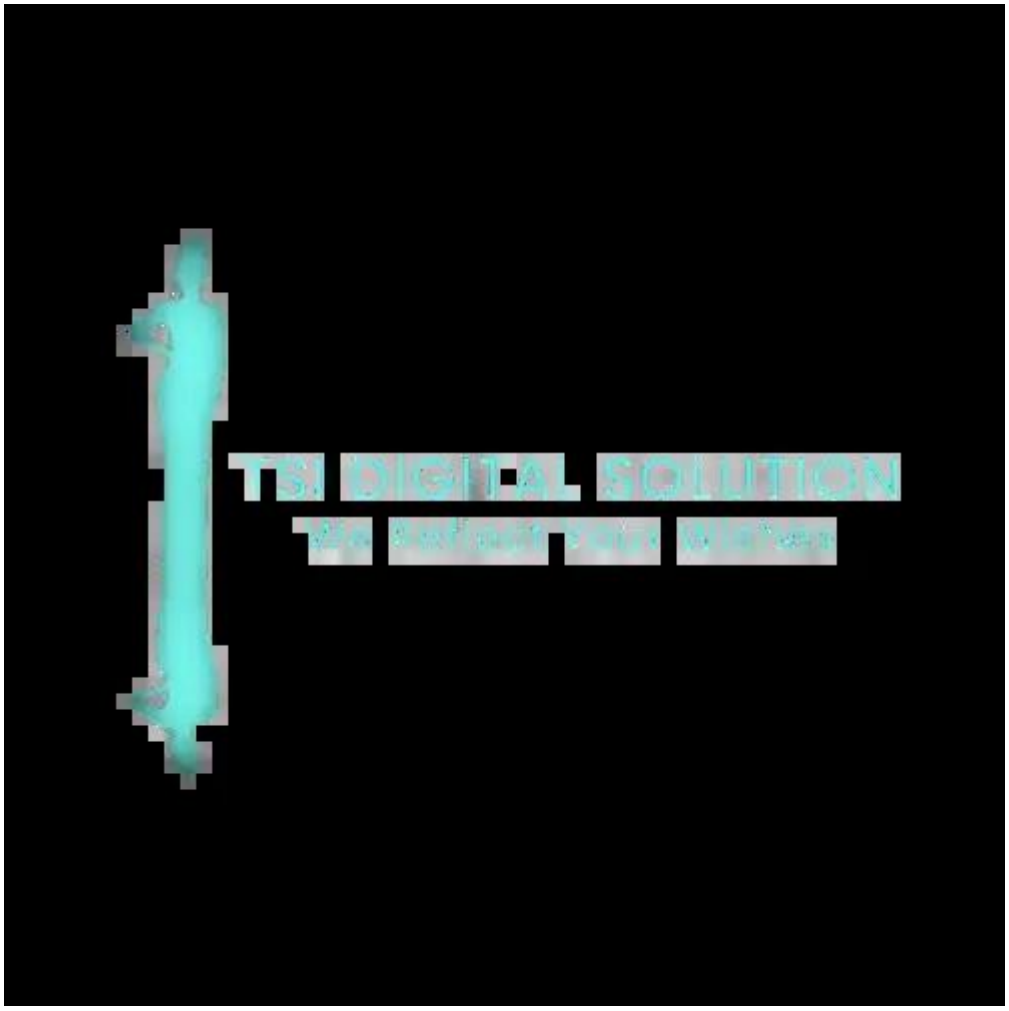
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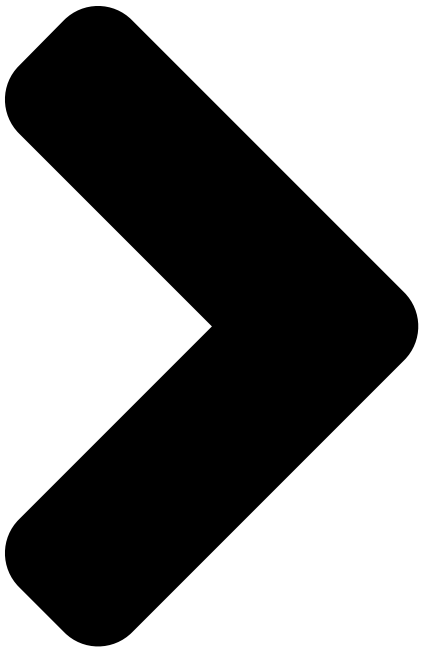

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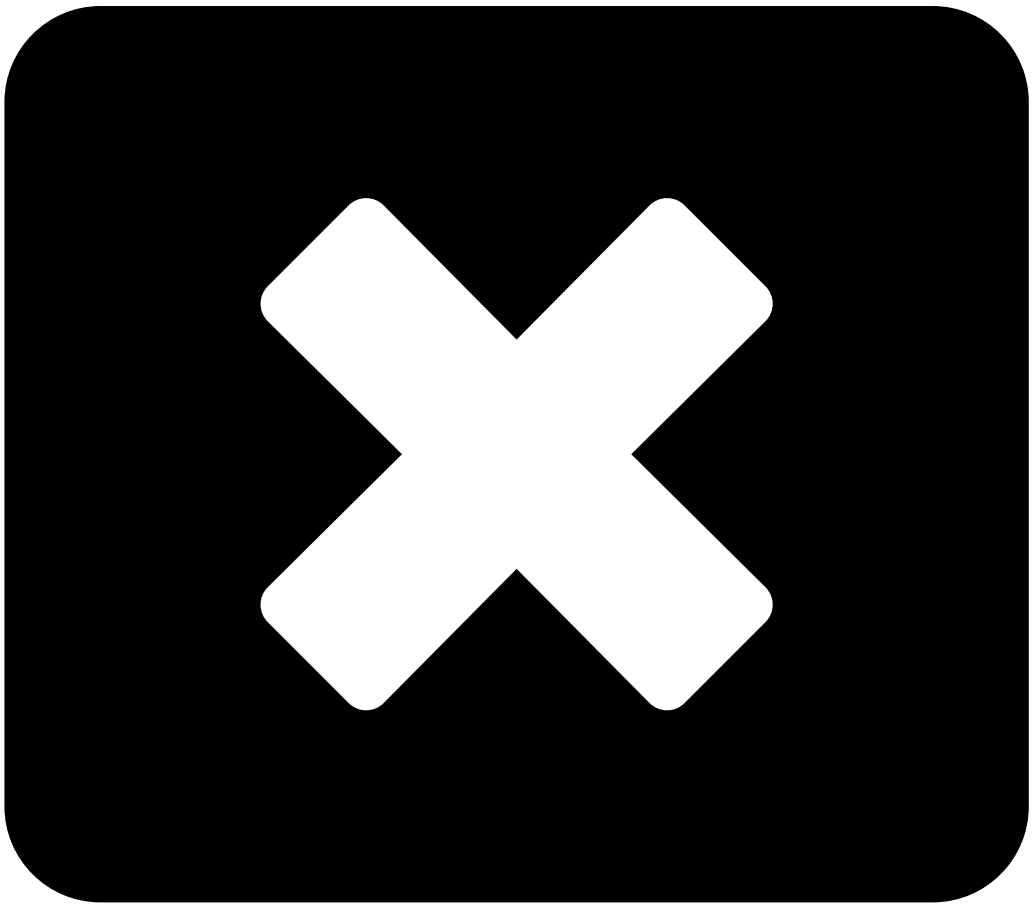

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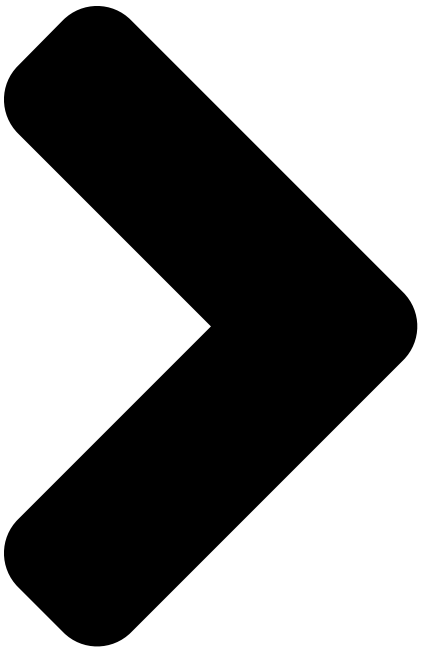

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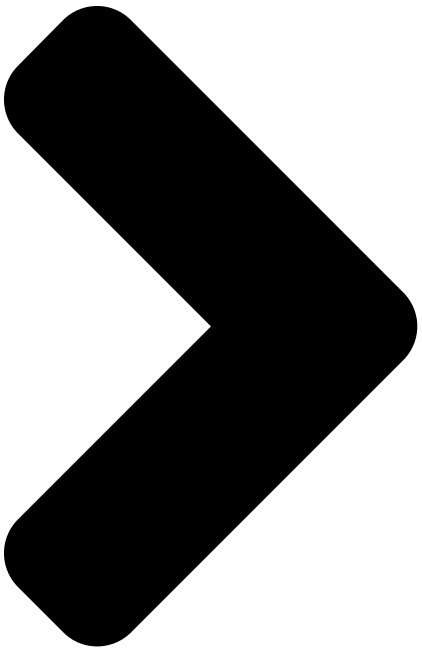

Demo

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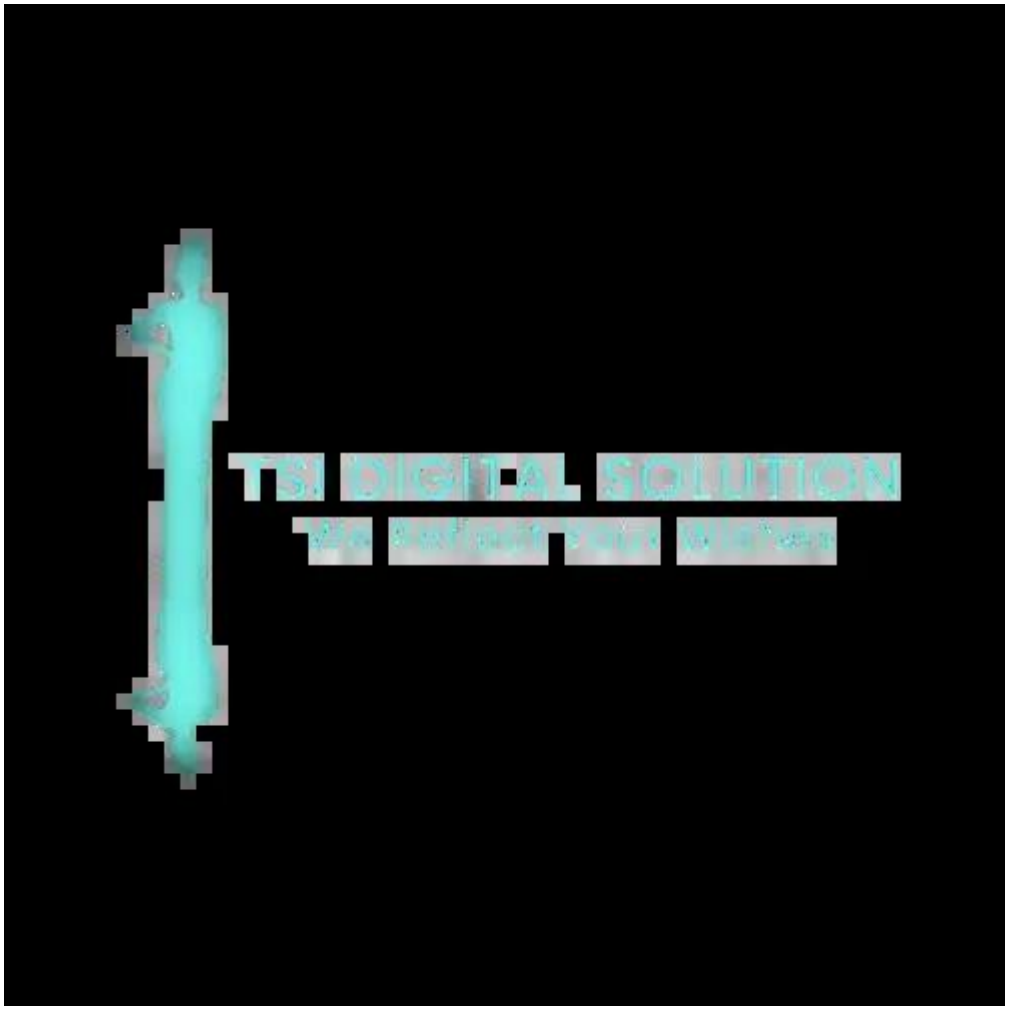
Who we are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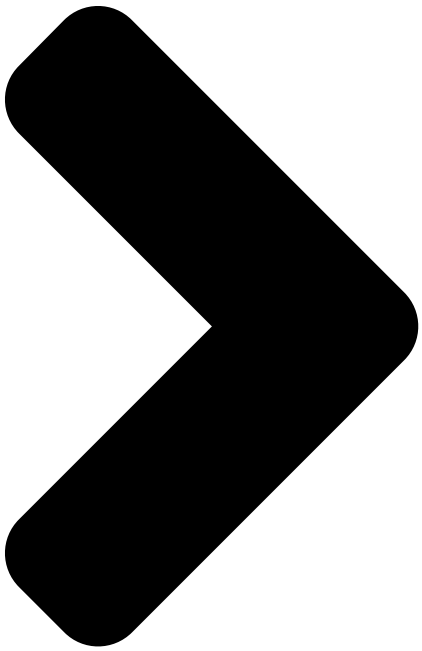

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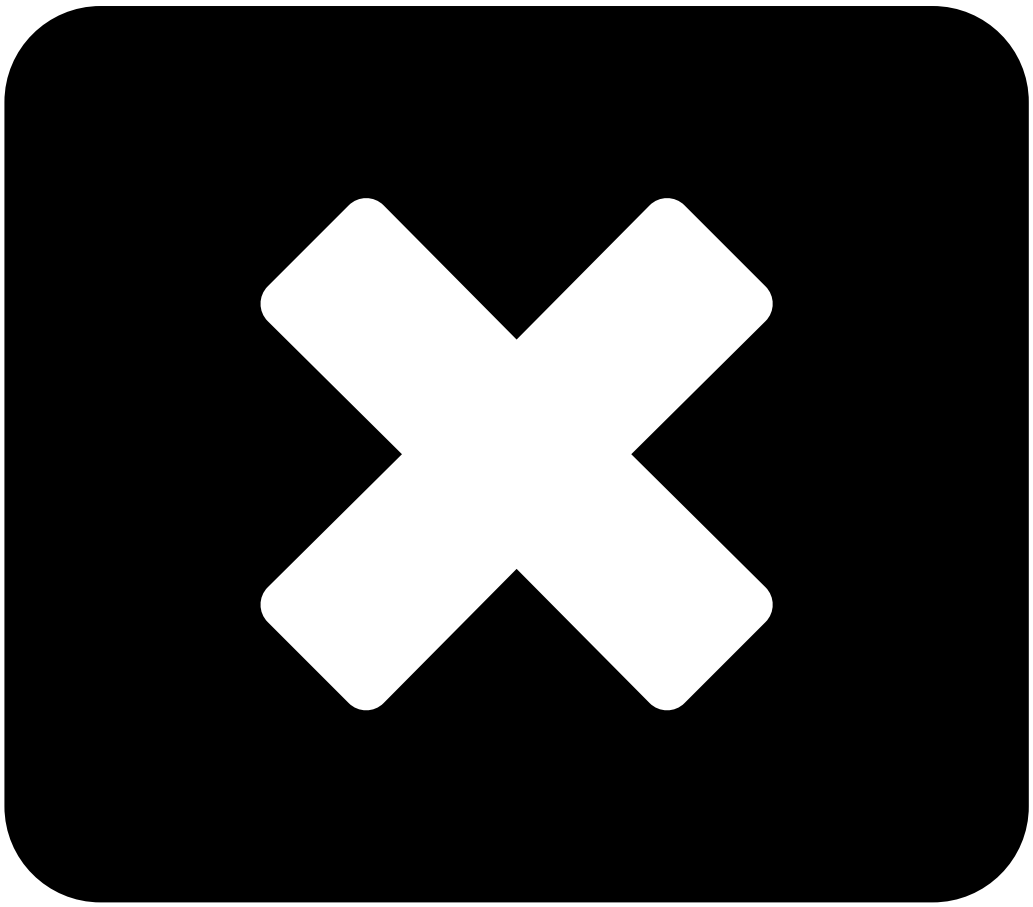

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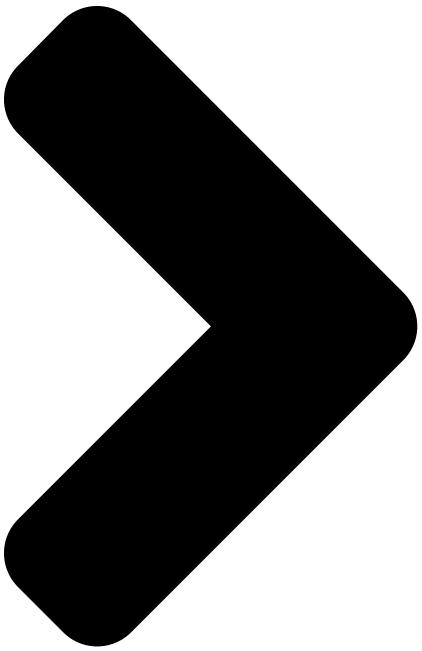

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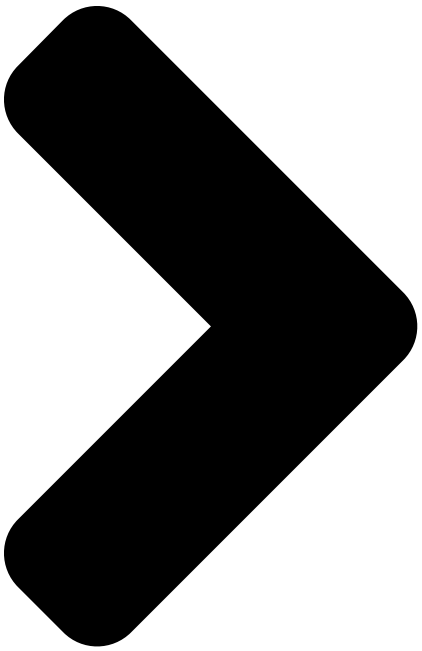

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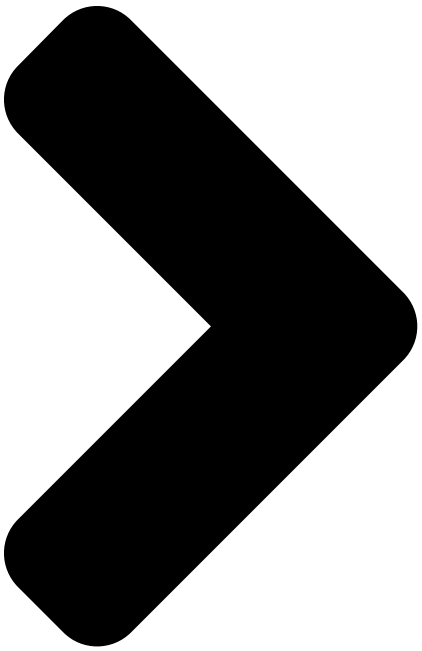

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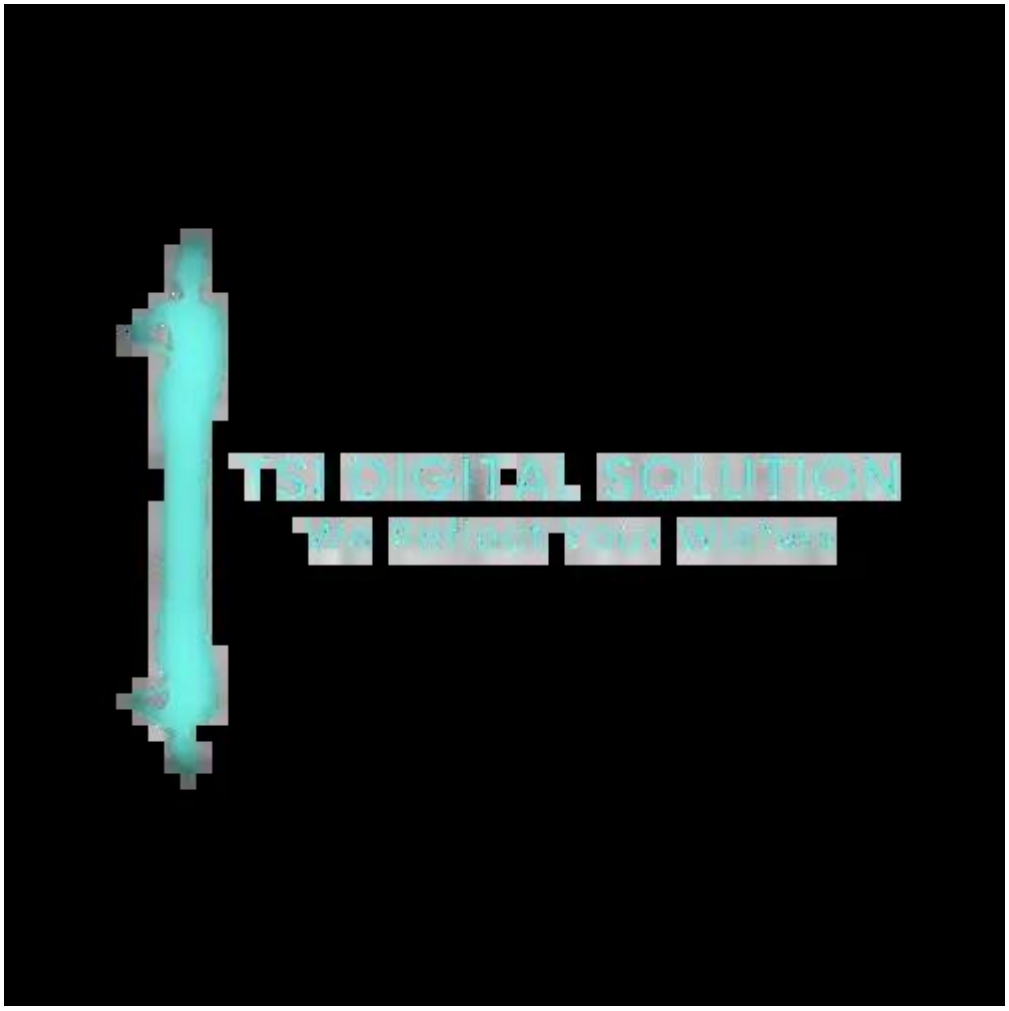
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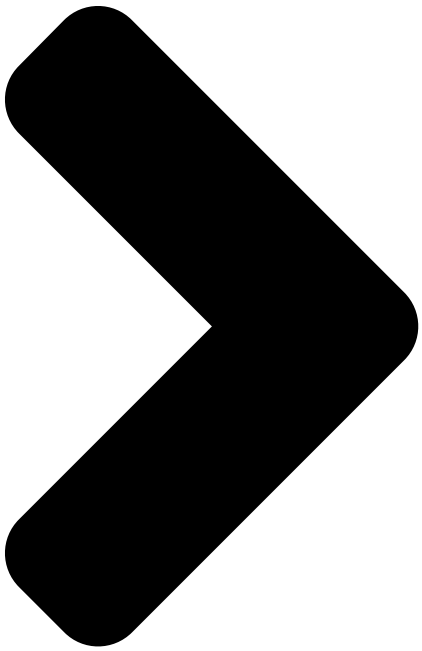

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The Power of Responsiveness

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Responsiveness.

Revolutionizing Digital Experiences

The term “responsiveness” has emerged as a cornerstone for creating seamless user experiences across websites, apps, and social media platforms. Yet, many

business owners and marketers fail to grasp its depth and significance.

This blog unravels the concept of responsiveness, its mechanics, its vital role in digital marketing, and the ripple effects of neglecting it. Get ready for a deep dive into why responsiveness is the golden ticket to success.

What Is Responsiveness?

Responsiveness refers to the ability of a digital interface, be it a website, mobile app, or social media content, to adapt to different devices, screen sizes, and user interactions. It’s about ensuring that your content looks great and functions flawlessly on desktops, laptops, tablets, smartphones, and even wearable tech.

At its core, responsiveness is about inclusivity. It caters to diverse user preferences, whether someone is browsing on a 4K monitor or checking updates on their smartwatch. Modern technologies like HTML5, CSS3, and JavaScript frameworks (like Bootstrap and React) enable designers and developers to create dynamic, responsive interfaces.

How Does Responsiveness Work?

Achieving responsiveness involves a combination of design principles and technical implementation. Here’s how it all comes together:

1. Fluid Grids

Traditional websites rely on fixed layouts, meaning their dimensions are static. Fluid grids, on the other hand, use percentages rather than pixels, allowing elements to resize dynamically based on the device. For instance, a three-column layout on a desktop might condense to a single column on a smartphone without compromising readability.

2. Flexible Images and Media

Large, unoptimized visuals can look awkward or load slowly on smaller screens. Flexible media ensures images scale properly, maintaining clarity and functionality. Techniques like cropping, compression, and serving device-specific image sizes play a critical role.

3. CSS Media Queries

Media queries are the magic behind responsive design. They detect the user’s device properties (like screen width or orientation) and apply specific styles accordingly. This ensures that text, images, and layout elements adjust to offer the best possible experience.

4. Content Prioritization

Responsiveness isn’t just technical, it’s strategic. Designers need to prioritize content that matters most to users on smaller screens. For

example, a mobile user might see a prominent call-to-action first, while less critical elements are tucked into a menu.

Why Is Responsiveness Crucial?

- **Improved User Experience (UX):** Responsiveness ensures visitors can navigate easily, engage with content, and complete desired actions without frustration.
- **SEO Benefits:** Search engines like Google prioritize mobile-friendly websites, directly impacting rankings. Responsiveness is a cornerstone of SEO.
- **Enhanced Engagement and Conversion:** A seamless experience reduces bounce rates and fosters trust, encouraging users to interact and convert.
- **Future-Proofing:** With new devices constantly entering the market, responsive design ensures your platform remains accessible.

The Difficulties of Achieving Responsiveness

Responsiveness isn’t without its challenges. While the results are worth it, businesses should be aware of the potential roadblocks:

Complexity in Design

Unlike static layouts, responsive designs demand a deep understanding of user behavior and technical expertise. Every element, from navigation menus to multimedia content, needs to function flawlessly across devices. This often involves creating multiple design mockups and extensive testing.

Increased Development Time

Crafting a responsive design takes more time and effort than building a standard website. Developers need to account for various screen sizes, orientations, and device capabilities, which can extend project timelines.

Content Management Challenges

On smaller screens, there’s less room to display content. This forces businesses to make tough decisions about what to prioritize. Striking the right balance between functionality and aesthetics is no easy task.

Performance Optimization

Responsiveness isn’t just about resizing elements; it’s about ensuring the platform remains fast and efficient. Large files, unoptimized images, or

poorly written code can slow load times, leading to user frustration.

What Happens If Your Platform Isn’t Responsive?

The consequences of ignoring responsiveness can be severe and far-reaching:

High Bounce Rates

Users abandon non-responsive platforms almost immediately, leading to increased bounce rates. This not only hurts conversions but also signals search engines that your site isn’t user-friendly.

Lower Search Rankings

Google and other search engines actively penalize websites that fail to deliver a good mobile experience. This can push your site to the bottom of search results, drastically reducing visibility.

Brand Reputation Damage

Your online presence is often the first impression customers have of your brand. A non-responsive platform sends the message that your business is outdated or unprofessional.

Missed Opportunities

Imagine a potential customer who tries to browse your site on their phone but can’t navigate properly. That’s a lost sale, and those missed opportunities add up quickly.

Exploring the Possibilities of Responsiveness

The versatility of responsive design unlocks countless possibilities for businesses:

1. **Interactive Social Media Campaigns:** Imagine running a campaign that includes videos, polls, and dynamic ads—all perfectly formatted for any device. Responsiveness ensures your content remains engaging and professional, whether viewed on a desktop, tablet, or mobile.

2. **Omnichannel E-Commerce:** A responsive online store means customers can browse on their laptops, add items to their cart on their phones, and complete their purchase on a tablet without skipping a beat. It’s all about convenience.

3. **Advanced Progressive Web Apps (PWAs):** These cutting-edge platforms blend the functionality of apps with the accessibility of websites. PWAs are inherently responsive, ensuring users enjoy a seamless experience without needing to download anything.

4. **Dynamic Marketing Content:** Responsiveness allows marketers to adapt content on the fly. Highlight different calls-to-action (CTAs) or promotional offers based on the user’s device for a truly personalized experience.

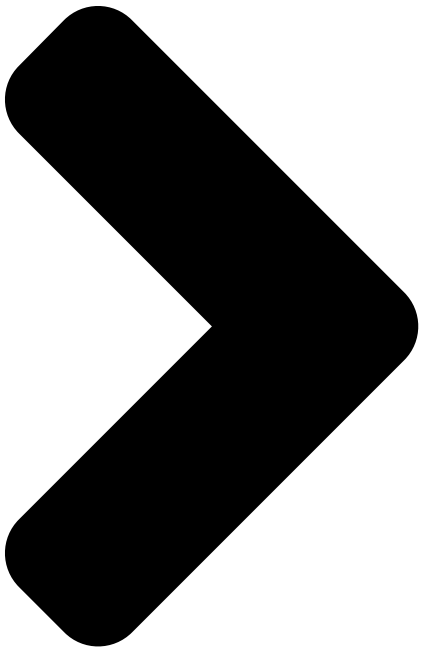
Conclusion: Responsiveness is the Backbone of Digital Marketing

For TSI Digital Solution clients, responsiveness is not just a design philosophy, it’s a competitive edge. It’s the difference between captivating your audience and losing them. By embracing responsive design, you future-proof your digital presence, enhance user satisfaction, and unlock the full potential of your digital marketing strategies.

Frequently Asked Questions (FAQ)

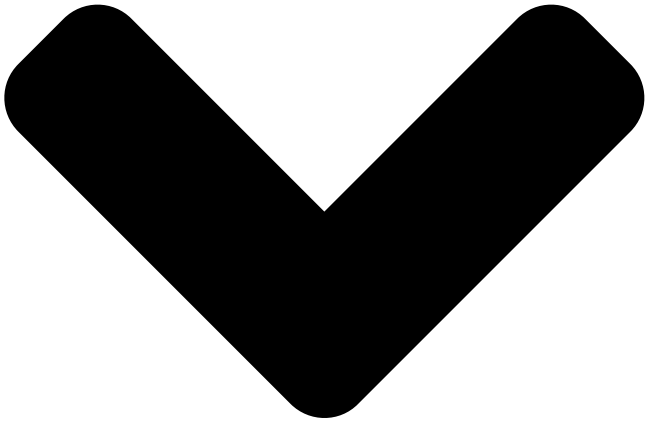
What does “responsiveness” actually mean for my website or app?

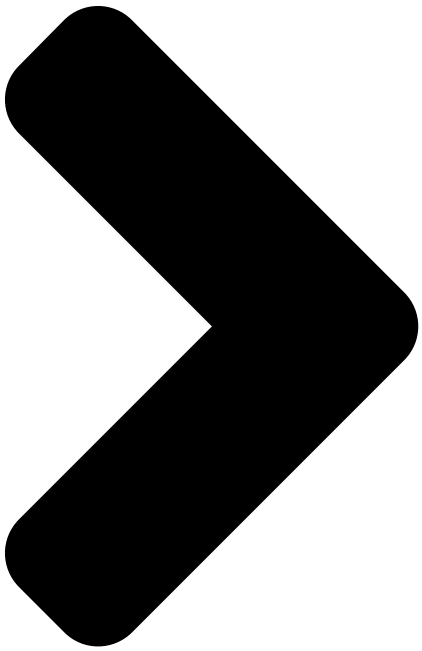




Responsiveness is the ability of your digital interface (website, app, social media content) to automatically adapt to different devices, screen sizes, and user interactions. It ensures your content looks great and works flawlessly whether viewed on a desktop, laptop, tablet, or smartphone.

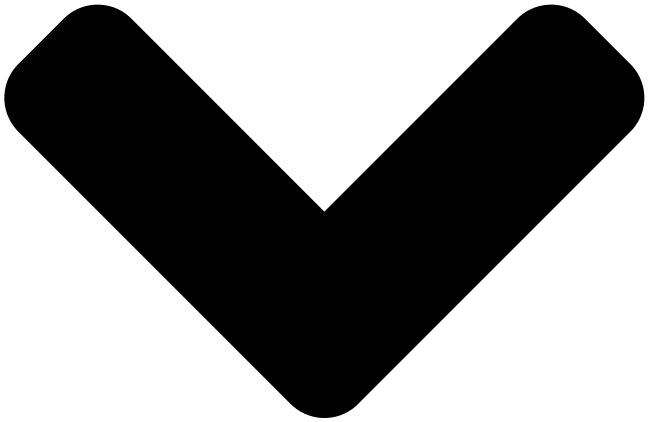
Why is a responsive design so crucial for my business?

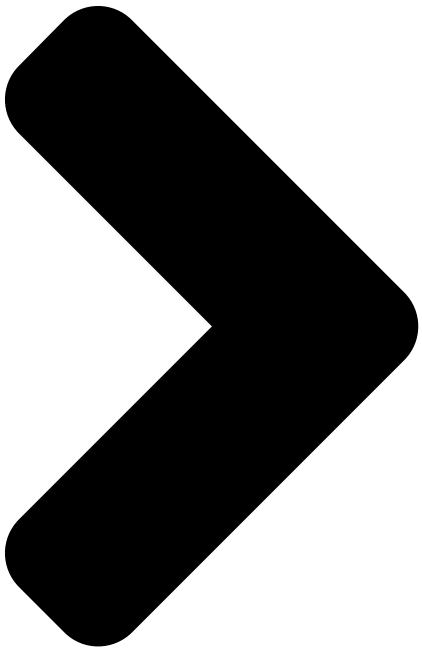




Responsiveness is critical for four main reasons: it provides an improved User Experience (UX), offers SEO benefits as search engines prioritize mobile-friendly sites, enhances engagement and conversion rates by building trust, and future-proofs your platform against new devices entering the market.

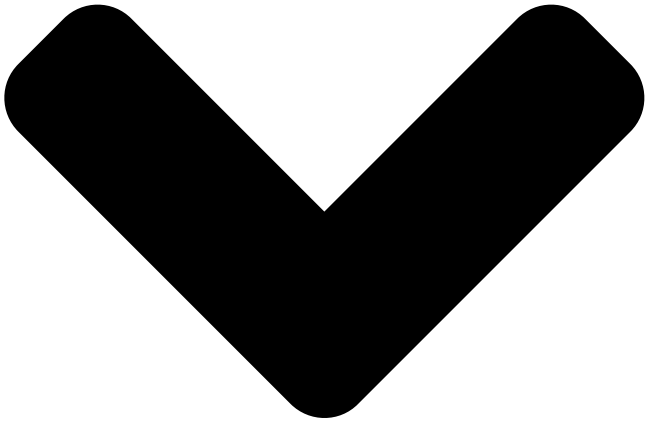
What are the main technical components that make a design responsive?

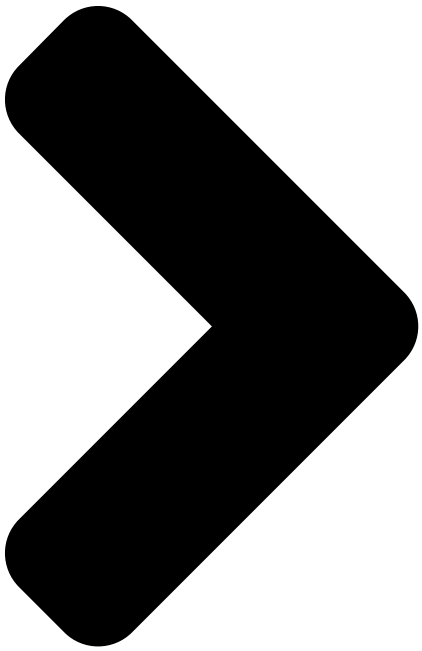




Achieving responsiveness relies on a combination of: **Fluid Grids** (using percentages for dynamic resizing), **Flexible Images and Media** (that scale properly), **CSS Media Queries** (which apply specific styles based on the user’s device), and strategic **Content Prioritization** for different screen sizes.

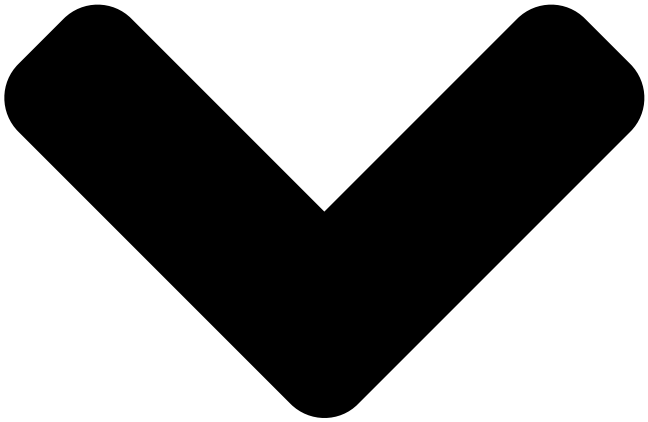
What happens if my platform isn’t responsive?

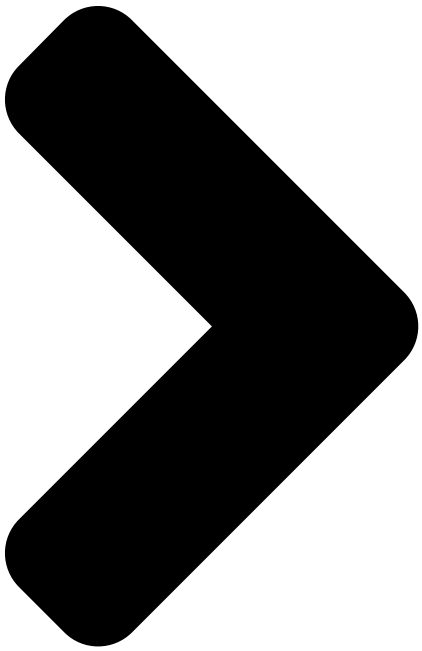




Ignoring responsiveness leads to severe consequences: **High Bounce Rates** as users abandon the site, **Lower Search Rankings** due to search engine penalties, **Brand Reputation Damage** from an outdated/unprofessional impression, and **Missed Opportunities** and lost sales from frustrated users.

Is responsive design difficult and time-consuming to implement?





Yes, it can present challenges. It increases complexity in design and development time, as it requires accounting for many screen sizes and behaviors. It also creates content management challenges for smaller screens and demands careful performance optimization to avoid slow load times.

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Reach Out to Us

Ready to transform your digital platforms?

Unlock your competitive edge and captivate your audience on every device. Let’s discuss building a seamless, future-proof experience for your customers.

Contact TSI Digital Solution today and *lead the way in the responsive revolution!*

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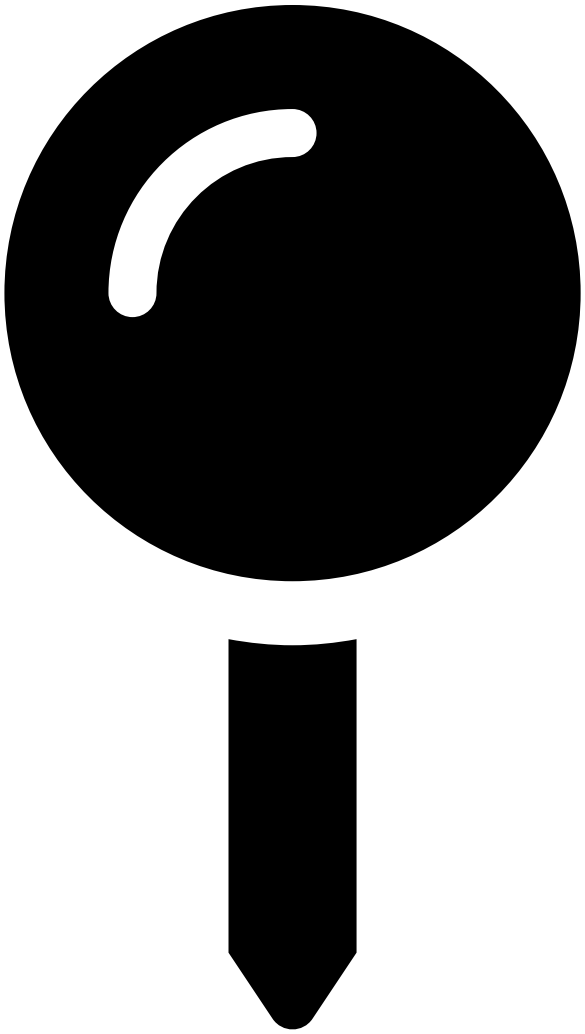

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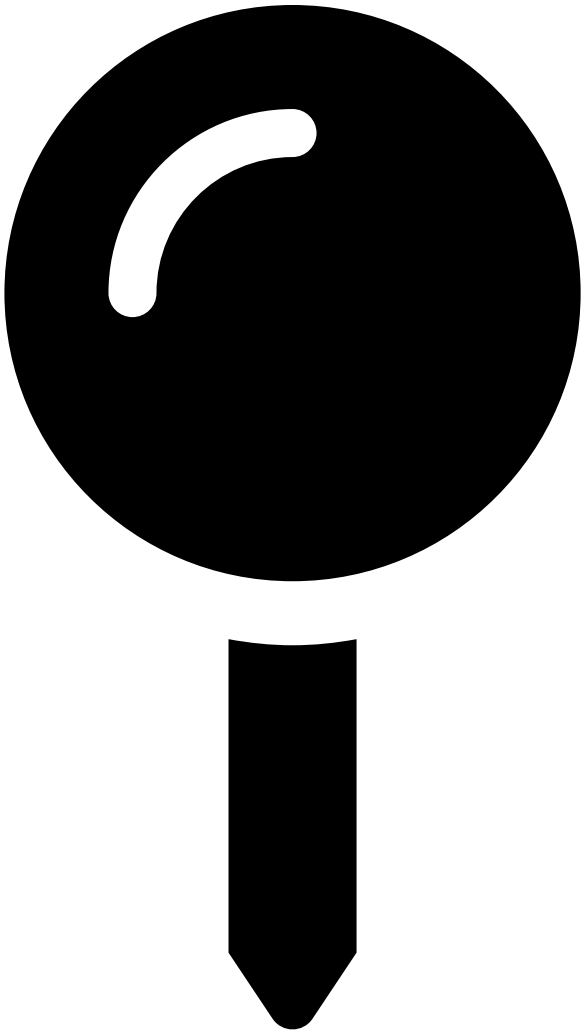

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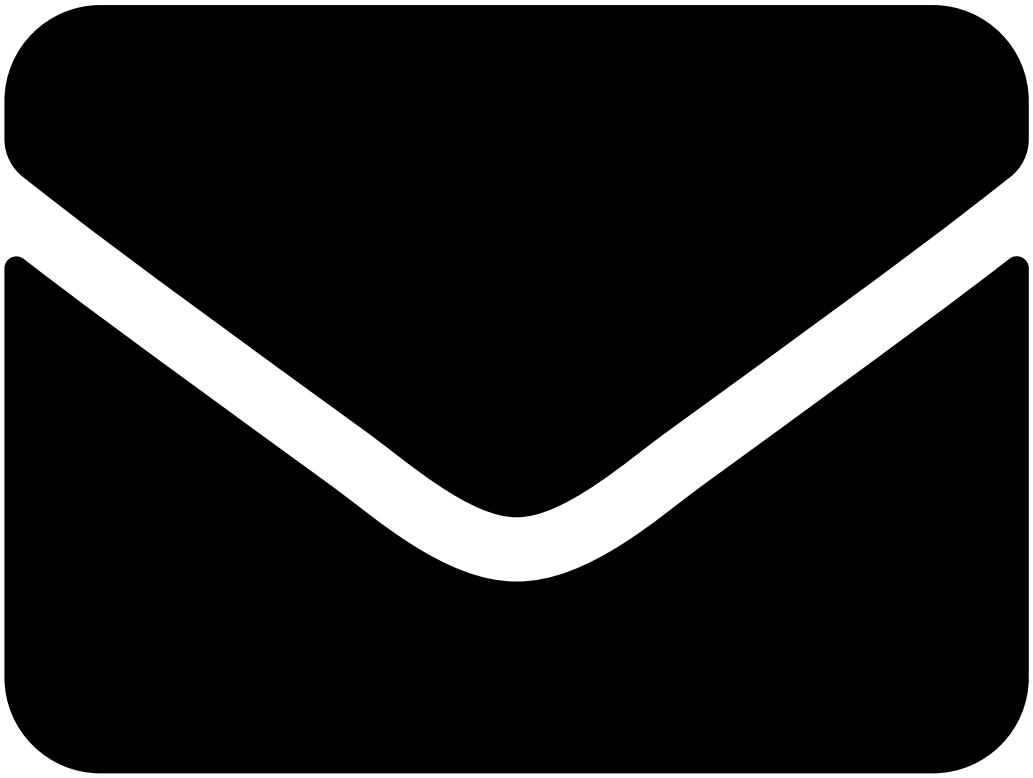

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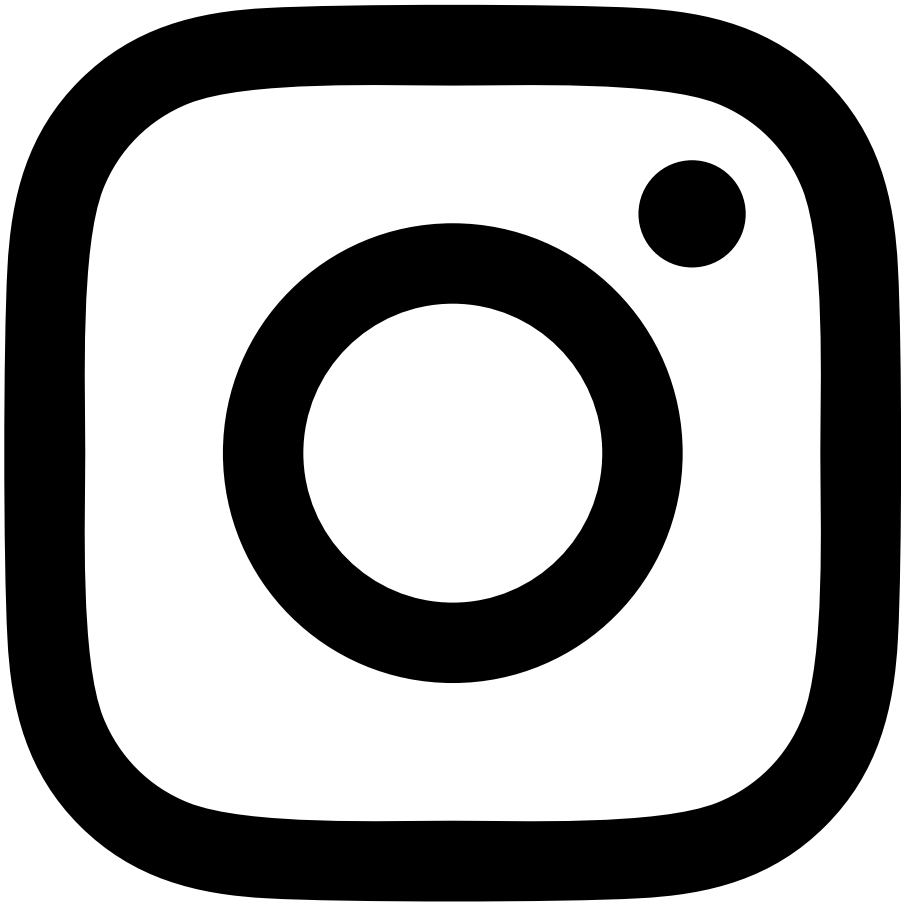

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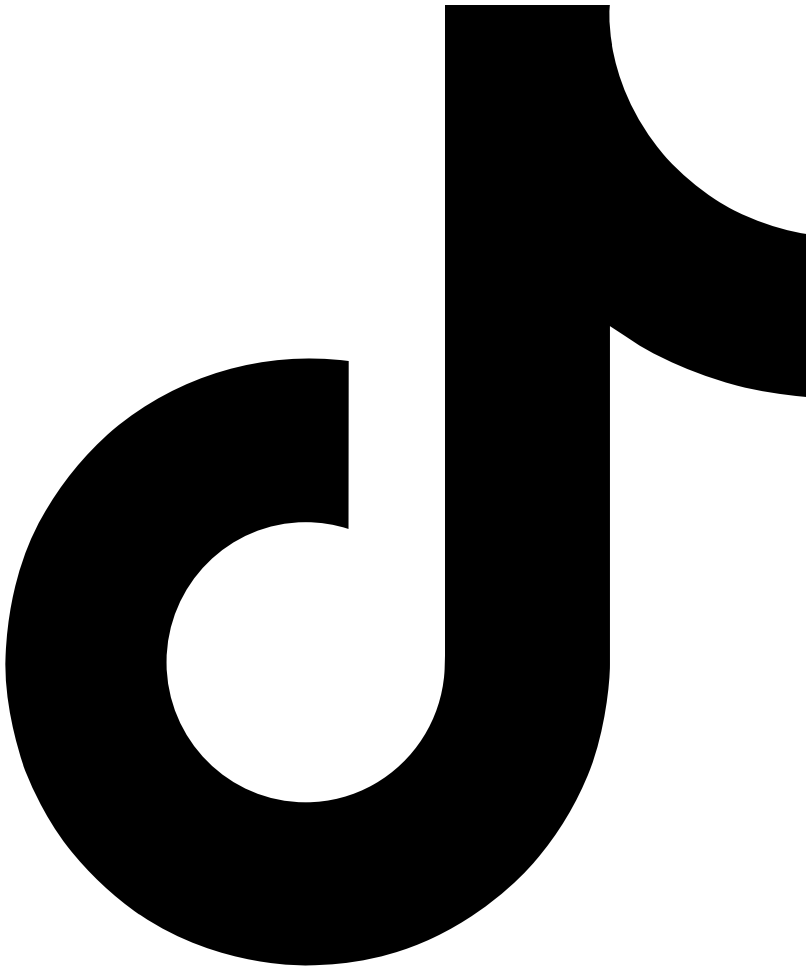

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