

Need for understanding the suitability of responsive web design

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By Vipin PG | Published February 2, 2019 | Updated March 7, 2026 | Format: Article | 5 min read

In brief

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There are websites which are built by individuals for different purposes. The reason behind the creation of a website can differ but all website developers need to ensure that visitors visit their website and the organic traffic grows with the passage of time. In order to build this organic traffic, the website has to be designed in such a way so that the user has a good experience while navigating within the website.

Designing of a website based on user experience

It is already well-known that user experience is the most important factor and if the website which is built does not provide a good user experience, then that is a huge issue. However, in today's world user experience is not limited to viewing the websites only through a desktop. A variety of other gadgets are being used for accessing the website, so the experience of internet users who are using multiple devices for accessing a particular site needs to be equally good. Thus the development of a website cannot be simply focused on desktop site creation but needs to include the consideration of other mobile devices which are used by people for internet browsing.

Understanding the requirement of responsive design with regard to websites

When a person has a well built then implementing responsive web designing becomes a concern. Analyzing a few factors with regard to website performance can help a website holder to determine if there is a need to rethink the architecture of website designing. These analytical factors are discussed below:

Read: [How to Bypass Geo-Blocking When Traveling for Business](#)

The bounce rate:

This simply refers to the bouncing of visitors after visiting a particular site. It can be described as the almost instantaneous exiting of a website after clicking on it. Search engines provide website owners with analytical tools for knowing this bounce rate. The website owner should specifically look for the overview report with regard to mobile devices. In a general trend, it has been observed that the bounce rate for both mobile users and desktop users do not vary a lot.

But if the analysis that is featured on the search engine site says otherwise and shows a higher bounce rate with regard to mobile users, then this implies that internet users are not getting relevant information when they are accessing the site through their mobile devices. Audit on mobile optimization of sites can also be done for further analysis of the behavior of users while dealing with the mobile version of the website. If mobile users are bouncing back at a higher rate, it is clearly indicative of the fact that the mobile version has some problems and need to be designed in a better manner.

Screen resolution of the website:

The screen size of different devices differs, and so the orientation and presentation of the website on each screen should be known to the website holder. Search engines have tools that will help website holders to view a copy of their website as viewed through a variety of other devices. The screen resolution is the main factor, and if the site becomes too complicated or simplified when viewed through multiple devices, then it is a problem.

Read: [10 Ranking Signals you need to Optimize Your Website for in 2019](#)

There are also applications available online that help in checking website page compatibility on various screen sizes and these applications can also be used for checking the website presentation. It is important to note that the website should appear convincing on all screen sizes and if that is not happening then taking the help of a UI design company for making a responsive website that will provide a persuasive view for all screen sizes is a great idea.

The traffic from mobile visits:

Visits from mobile devices to websites are increasing but checking the traffic for mobile devices will give the website holder a fair idea about the position and percentage of mobile traffic which the website has. The search engine metrics present for e-commerce sites should be analyzed for evaluating the conversion rate that is gained by the website. In this regard, the mobile version conversion rate should be compared with the desktop versions, and if poor performance is observed with regard to the mobile version of the site, then a responsive website might offer the website owner with a suitable solution for increasing this conversion rate.

Hence several parameters should be evaluated for understanding the performance of the website and then the move towards making a responsive website can be initiated.

The process of making a website responsive

The idea behind a responsive site is quite simple but building a responsive website is not that simple. A few important steps which form a part of responsive website building are discussed below:

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Compressing pictures adequately:

In order to add visual vibrancy beautiful images are being used for making the site look appealing but those images work fine when desktop users access that site, but in case of mobile users the presence of large images can lengthen the loading time considerably. Therefore it is sensible to compress pictures as much as possible. Tools present for professional compression of images should be used for making the pictures suitable for mobile viewing. It is also advisable to use fewer images when it comes to the mobile site so that the screen doesn't look cluttered with miniature pictures.

Keeping multiple screen sizes in mind:

It might seem daunting to design website according to so many available screen sizes but undertaking this task will help in making the website fully responsive and adequately built for providing the seamless user experience. For the sake of convenience, a web designer can start with the smallest known screen size and then work towards the largest available screen size.

Touch navigation facility:

As devices are becoming portable, so touch function is often used for navigational purposes. Therefore while building a website, it is important to ensure that touch function is enabled for all screen sizes and no icon is optimized for mouse navigation only.

Hence the need for responsive designing cannot be neglected, and website developers should consider responsive website building strategies for making and upgrading websites.

References

1. bigdropinc.com - ux-ui-design - <https://www.bigdropinc.com/ux-ui-design/>