

## Ask SCORE

# MAKING YOUR SMALL BUSINESS WEBSITE MOBILE FRIENDLY

Today, having a mobile-friendly website for your business is non-negotiable. That's because back in 2015, Google changed the game and started prioritizing mobile-friendly websites in its organic search results page rankings. Since then, the need for a mobile-friendly site has only continued to climb.

### It's Google's world and we have to play in it.

An astounding 87-percent of all web searches take place on Google's platform. With this level of market share, it's no surprise that Google is setting the standards and rules for how the world does business online.

Today, years after Google's shift to prioritize mobile-friendly sites in search results, nearly 60-percent of all web searches take place on a mobile device. So, what does this all mean?

It means that if your business website is not mobile-friendly, then you're losing business.

Making the change to a mobile-friendly website needs to be high up on your priority list, especially if you sell online. If you're building a new site for your small business, you'll want to choose a site built with what's known as 'responsive design.'

### Responsive design creates a website experience that's fluid from mobile to desktop to tablet.

Google's emphasis on mobile design is its way of rewarding businesses that provide users with a high-quality user experience. When someone visits your website, their experience on your site should be the same regardless of whether they're viewing it on their phone or computer.

Responsive design is a design solution that accounts for how the site will respond to your content and graphics at various pixel widths and heights. The width of a mobile device is far less than a desktop, and your website needs to account for both.

A website designer will create a site using responsive design and assess the way the site responds to text and images of different sizes throughout the design process.

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The result is a high-quality website that meets Google's mobile requirements and provides a positive user experience on any device.

### **If your website is not yet mobile-friendly, the best option is to start fresh.**

Years ago, businesses were adding plug-ins to make their websites mobile-friendly. Plug-ins are notorious for creating more challenges than solutions when not used properly. If you've been holding out and are still operating a site that's not mobile-friendly, your best option is to invest in a new, responsive website that will greatly improve the user experience for your customers and prospects.

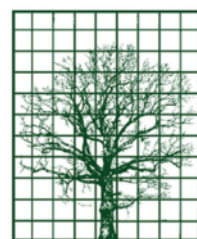
Launching a new mobile-friendly website – regardless of whether it's a brand new site or a website refresh – is a big step for any small business. Having the support of other small business owners and mentors who have gone through a website launch before, like a SCORE mentor, is one of the best ways to make sure you're taking the right steps to launch a website that performs well and creates a positive user experience.

A SCORE mentor can help you connect with a quality website design firm and work with you throughout the entire process from start to finish. Contact a SCORE mentor today.

Since 1964, SCORE "Mentors to America's Small Business" has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty, <https://tricity.score.org/content/find-mentor-183>.

Today at SCORE, we are on the frontline fighting to keep Main Street America in business. If you believe that you can help a small business with your experience, advice and mentoring please think about joining us. Email us at [tricity@scorevolunteer.org](mailto:tricity@scorevolunteer.org), call us at 610.327.2673, or to learn more. To submit an application to be a SCORE TriCounty volunteer, visit our website at <https://tricity.score.org/become-volunteer-2>.

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