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Smartphones have compelled businesses to create mobile friendly website. And why not, after all, more and more people are accessing mobile from web. And that is why â€œmobile firstâ€• design model is into existence. The 2012 is a year, when Smart phones have crossed 50% subscribing rate in several countries.

This change from the Feature phones to the Smart phones has resulted into torrent of alteration in user's behavior, using websites and content engaged. In last decade, that is enormous movement of the mobile web designing as well as mobile app development however, the important parameter is mobile devices in number having browsers really surpassed the other internet gadgets in the year 2010 and in 2012, browsing is done more on mobile phones than all other devices. The figures show that although, the Facebook usage on the mobile phones is 50% of desktop, the users go through the Facebook content over 2x on the mobile phones then on desktop therefore making Mobile bigger usage base for the device access.

There is overflow of the mobile website design companies as well as mobile website platforms, however with the Responsive Web Design, less requirement is there of using isolated platform or technology, however rather concentrating on key designing elements about what is essential for the users, is the mobile usage case and the content itself. Many of these problems have been solved over the last few years for the mobile applications, however with HTML5 methods; there are fewer requirements for the fragmented and spread every time when a new OS or device is released. However, the 1x procedure of developing the mobile view of your website through Responsive Web Design Methods continues.

Any sound â€œMobile Firstâ€• design model can observe these steps:

Step 1

Initially, the site owners extend mobile views through extra style-sheets as well as Responsive Web Design methods for their active site. It is comparatively an inexpensive and prompt direction versus usage of owned mobile website platforms.

Step 2

Then, the site owners may re-release the totally developed website with keeping Tablet, Mobile, Desktop, or Laptop in mind, entertaining Responsive Web Design as well as Responsive Web Publishing methods. It is bigger investment as well as great to have insight what the audience best powers from the mobile experience initially.

â€œMobile Firstâ€• design model offers huge advantage in terms of visitations and increase in conversions Statistics reveal how mobile websites and mobile applications have helped many businesses. Mobile is a new platform where businesses can showcase their potential and approach their clients using new methods.

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