

5 Best Practices for Responsive Web Design

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By Vipin PG | Published February 18, 2023 | Updated October 25, 2023 | Format: Article | 4 min read

In brief

Responsive web design ensures your site looks and functions well across all devices, from smartphones to desktops.

Great web design does wonders for businesses these days. In this day and age, businesses must improve their websites and ensure that they are equipped with a responsive web design format. This means that it should fit and be viewable on various screens: mobile/smartphone, tablet, laptop, and desktop. Considering the importance of mobile-friendly usage and cross-device adaptability, it is indeed important for companies to prioritize responsive web design. Web development companies can achieve it if they hire a web designer for their site unless they already have an in-house specialist who has the capacity to get the job done. For those on the lookout for making their webpage optimized and responsive, here are the five best practices for responsive web design to consider.

Develop Device Adaptability

Web developers tend to start the design process with desktops in mind. However, it may be wiser to start with the mobile user in mind. At present, there is a clamor for mobile-friendly websites. Moreover, the phone has become a primary source of internet for many. Such a scenario may become even more prominent in the coming years. Hence, it is important to ensure the mobile-friendliness of the business website by optimizing it for mobile devices. For this to happen, responsive breakpoints should be incorporated into the small business website to enable the website to adapt to various devices and layouts. This breakpoint is the specific point of adaptability toward differing display sizes. This, thus, enables the webpage to provide the best user experience possible. It is necessary to consider what devices are used to view the website and how the users will view it. Many ways to view a website include checking out in mobile field mode, using a downsized desktop browser, etc. Project managers, developers, and designers must always consider that even if the website template framework has breakpoints already included, these should still be verified to see if they are logical for the content and design.

Design Simpler, Scalable Navigation

Forbes notes that one of the most significant advantages of having a responsive site is that audience of the website is granted a smooth user experience. As mentioned earlier, the site should be able to adjust to multiple device layouts for a better user experience. This should be true for navigation as well. When website users or visitors switch between versions of the website, the navigation features must remain easy to use. In addition, the sizes and locations of the navigation features and menus should be scalable. This is necessary so that changes in the display size do not make these buttons covered by other elements or difficult to click. There are instances where navigation operates excellently on desktops but complexly on mobile devices. Complicated navigation can instantly turn away website visitors. To ensure a pleasant user experience, it is important to keep the links clear and the navigation menu simple for all devices.

Create Neat and Rightly Sized Typography

When developing a responsive website, website visitors must easily access and read the site content across all devices. If mobile users need to squint or zoom in to read through the website, chances are that they will not likely stick around to avoid inconvenience. On the contrary, large headlines may look good on desktops but appear far too large for a mobile screen. In such cases, odd line breaks may appear, and excessive scrolling could be necessary. This can create frustration for website visitors. Balancing headings and font sizes across multiple devices will help provide an optimal reading experience for the audience.

Design for Thumbs

While user experience continues to get the attention of mobile developers, each element concerning ease of use has become a focal point. In addition, a significant focus has been set on how the hands adjust to using various mobile devices and the experience they give. This is especially the case for the thumbs. Device interaction is another necessary factor to consider regarding responsive web design. Users of mobile devices can reach the center of the device more conveniently than its top or edges. Hence, the interactive features of the device should be at the screen's center. Moreover, the navigation functions should be wholly noticeable and easily accessible to mobile users.

Add Easy-to-Find CTAs

According to Indeed, a call-to-action (CTA) marketing strategy encourages customers to take specific actions. They can be found across websites as well. Most websites aim to direct visitors to accomplish a particular goal or a CTA. This can be a simple instructional text like "subscribe to our newsletter" or "call us now." Such CTAs encourage visitors to take action beyond simply checking out and leaving the site. The CTA is an effective and straightforward way to generate conversions and deeper engagements that ultimately boost business patronage. Hence, the CTA should be clear and easy to locate on all devices. In addition, CTA buttons or forms should also be made easily accessible. The CTA buttons on desktops may be clickable, but fingers do not have the sharp precision that the mouse has. Furthermore, mobile users most likely simply skim through the content and quickly scroll to find the needed action. Therefore, mobile users should make the CTA button or text large and difficult to miss.

Bottom Line

In this digital age, responsive web design is necessary to make a business competitive and stand out. With growing competition, companies are forced to squeeze out their creative juices to make a mark and leave a strong impression. Hence, businesses should not take this aspect of web design for granted.

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