

## Does your website meet the "Mobile Friendly" test?

How well your organization's website is viewed on various devices will determine how long a visitor stays on your website and learns more about your brand, products and/or services.

### The Facts on Mobile Adoption and Usage

- 60% of Internet Access Is Mostly Mobile
- 90% of adults in the U.S. have a cell phone
- Of that 90% of cell phone owners, 58% have a smartphone (More than half!)
- 32% of adults in the U.S. own an e-reader
- 42% of adults in the U.S. own a tablet computer
- 34% of smartphone users go online mostly using their phones, and not on a desktop, laptop, or other device.
- 46% of people using mobile devices report having problems viewing a static site. A static site is a traditional, non-responsive website.
- 44% of people surveyed claim that navigation was difficult on smaller devices.



### Take the "Mobile Friendly" test on your website

#### What happens when you view your current website on a mobile device?

- Does it just shrink in size or does it respond to the layout change?
- How easy is it to navigate around the site?
- Do images, sliders and video respond to the layout change?

**Contact us today to receive a free evaluation of your current website.**

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