

What is Responsive Design?

Responsive design makes pages look great and **functional** at any size.

From a designers perspective this means

- **Less clutter** on page - see it'seeze National site as example
- Responsive design will use the space available - **no longer tied to 960px wide**
- Site visitors are generally **not afraid to scroll**
- No longer limited to keep everything **'above the fold'**
- Larger well designed content encourages people to read and discover more
- More thought and testing will go into population for structure and usability
- Testing on all popular devices is now essential

Responsive vs Non-responsive

Example of a new it'seeze responsive site in comparison to non-responsive

- <http://s1.itseeze.co.uk/sites/mamaeti3/> vs [Non-Responsive](#)

Responsive vs Mobile Specific

Example of a new it'seeze responsive site in comparison to mobile specific

- <http://s1.itseeze.co.uk/sites/mamaeti3/> vs [The Vapeorium](#)



Your Regional Website

All content copied across and made responsive

Pricing now simplified and responsive

National and local portfolios

- New national portfolio in all regional sites
- New responsive local portfolios

Consider including case studies within local portfolio in future:

- Maximise SEO chances on site
- Makes it more engaging for the visitor
- Link from a Latest News page or Emailer
- Email regional@ in future of you would like help with this

Please Note

Links being sent on Tuesday

Check through sites thoroughly for content and SEO



Demonstrating Responsive

Newly designed demo site available

Will be updated with new features when they become available

New Key features to demonstrate

- Columns - changing and adding columns
- Copy and paste function - from any page to any column size
- Social features - works on all sizes
- Shop - now responsive
- Breakpoints - allows you to add content that only appear in certain sizes
Useful for sites with very large amount of page content
- Ability to check screen sizes when editing - S M L XL

Briefing

Navigation

Horizontal or vertical? We would advise to generally go for a horizontal navigation on responsive sites as there is less change to the structure when going from desktop to tablet or mobile.

Supplying Images

- Images need to be as large as possible
- Our system optimizes all images for the screen size they are being viewed on
- Higher resolution screens means poor quality images will be bad. Very bad!

Checking image sizes

- PC - hover over image icon and the tool-tip will tell you
- Mac - 'Apple i' will tell you

Supplying Logos

- Vector (Illustrator AI or EPS files are favourable)
- Good quality JPEG or PNG's are also good

Note

Designers may adapt logos to maximise their appearance in mobile viewing mode. Long strap-lines may be excluded depending on the design. See Demo as site example.

Extras

- Check with development if there is a requirement to add IFrames etc
- Examples Trip Advisor or Open Table widgets may not offer responsive functions.
- This relates to new clients and clients wishing to upgrade to responsive in the future

Supplying text content

Give us text with headings and well structured paragraphs

Important for:

- SEO
- Makes sites more engaging for visitors especially on smaller devices
- Gives designers more opportunity to be creative with content
- Good example of well thought through content:
[House Martin Responsive Site](#)

SEO on clients sites

Upgrades

All SEO will be copied from existing site to newly designed responsive sites

Re-designs

If new content is supplied new SEO content will need to be provided

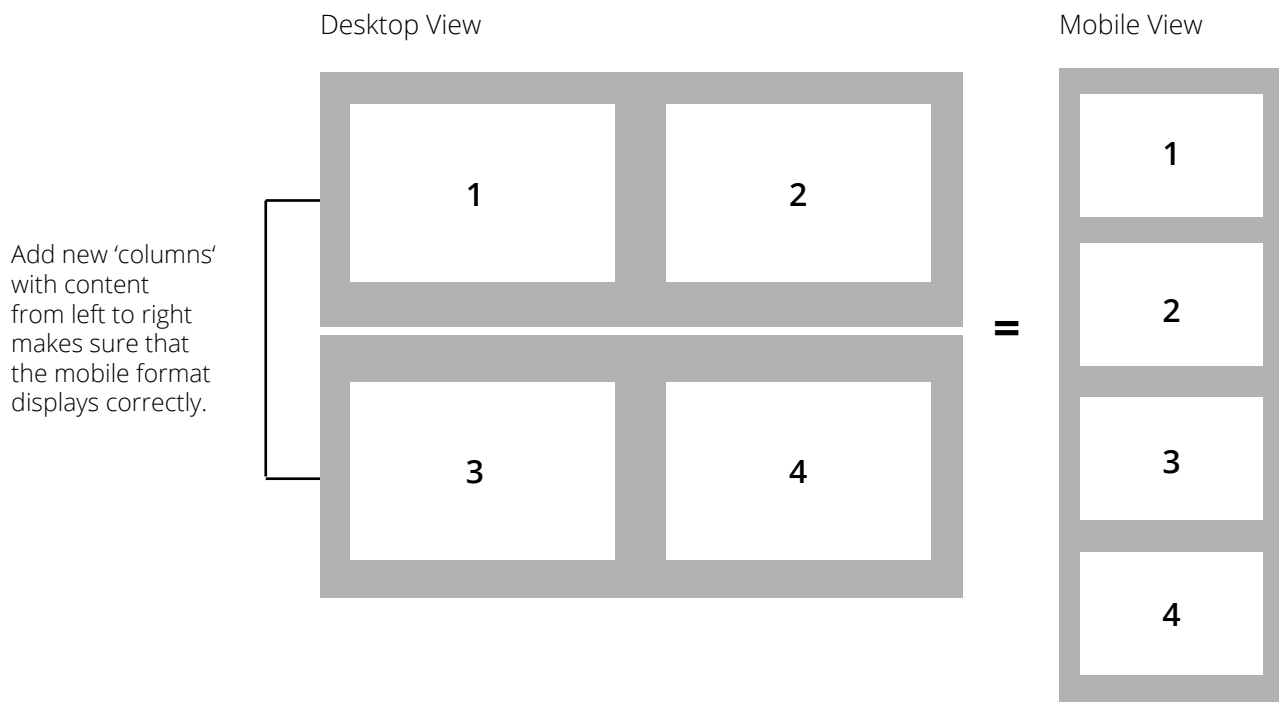


Editing

Prioritising content

What's important? Important messages to be placed near the top of the page and thought should go into how the content is displayed for mobile viewing. A good hierarchy of content is needed.

Controlling the content to display correctly on mobiles



Changes to the toolbars

- Top Toolbar - Text based tools
- Bottom Toolbar - General tools

Adding Content

Use the '+' tool for content 'right click'

Please Note: Get used to using the 'right click' option as this gives you access to more options and is quicker.

Glossary

Responsive Website Design

Responsive web design (RWD) is an approach to web design aimed at crafting sites to provide an optimal viewing and interaction experience — easy reading and navigation with a minimum of resizing, panning, and scrolling

Burger Nav

Using the triple bar menu icon as displayed on National and Regional websites.

Break Points

The size at which content re-flows.

Device Descriptions

Mobile - Mobile Phone

Tablet - A touch screen device

PC - A desktop or laptop controlled by mouse & keyboard