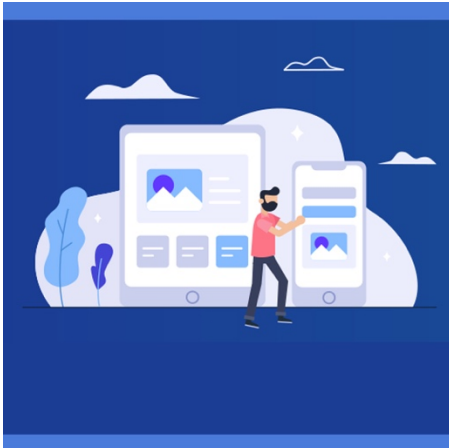


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Melea Outsourcing Services Pvt Ltd

Suite No.226, DLF Galleria
District Centre, Mayur Place, Mayur Vihar
New Delhi 110 091 India

tel: +91 11 4506 0183
fax: +91 11 4506 0197
email: info@meleaprivate.com



“To improve is to change, to be perfect is to change often,” said Winston Churchill, stressing on the importance of evolving one’s nature and approach towards things in life. If we incorporate the same ideology in digital marketing, then the message is clear: in the ever growing and tightening market competition scenario, a marketer must keep changing its approach to digital marketing or else he will be left behind.

One such significant change is transforming your website to be responsive. Your website is you’re the face of your business to market your products or services in a cost-effective manner. It is therefore, essential for your business that your website provides user-friendly experience to your customers, if your website is not responsive that may not be the case. But what does this all mean? Basically, to have a responsive website refers to owning a web page that responds or resizes itself depending on the type of device used by the user. The devices could be a desktop computer, a laptop or devices with small screens such as smartphones or tablets. In essence, your website should be able to provide information to the viewer in the most streamlined way possible.

According to an article published in Business Insider, “two-thirds of the world’s population were connected by mobile devices . . . according to data from GSMA, this milestone of 5 billion unique mobile subscribers globally was achieved in Q2, 2017.” As more and more people are getting connected via social media, and almost all of them access their social platforms via mobile devices, it has become a necessity for the marketer to provide a better responsive website. If the customers’ viewing

experience and interaction with your website is below standard you don’t just lose your potential customers but it’s also a bad promotion as they might choose to visit your competitor’s website.

This year, Facebook conducted a research which revealed that “more than **3 billion** people around the world now use social media each month, with 9 out of 10 of those users accessing their preferred platforms such as mobile devices. So, here are the essential numbers:

- The number of internet users in 2018 so far is **4.021 billion**, up 7 percent year-on-year
- The number of social media users in 2018 so far is **3.196 billion**, up 13 percent year-on-year
- The number of mobile phone users in 2018 so far is **5.135 billion**, up 4 percent year-on-year” Therefore, it reinforces our emphasis on why Web Responsiveness has become a necessity at a time when more and more people are getting connected through social media on internet. As with the growth of smartphones, tablets and other mobile computing devices, more and more people are using hand-held mobile devices to view web pages, therefore, Responsive Web design has become an essential tool for every business if they want a noticeable digital presence or to increase their business exponentially.