

Responsive Web Design and FirstSpirit™

Companies that want to make their websites and online stores ready for the rapid rise in Internet use on mobile devices need a well-thought-out web design, a smart content marketing strategy, and a flexible content management system like FirstSpirit.



Successful campaigns by perfectly presenting all content

In view of the confusing array of display sizes and resolutions in netbooks, tablets, and Smart phones, it is becoming increasingly more difficult for marketing and content managers to reliably control the presentation and display of websites, e-mail marketing and cross-channel campaigns. Viable website concepts for the future, such as “responsive design” and a uniform “mobile first” approach are necessary to achieve consistent website content quality over the long term – from newsletters to e-mail links to Internet sites and online stores with info and special offers.



Getting in shape for the mobile Internet with “responsive web design”

Responsive web design is a design and technical approach to creating editable websites. The graphic structure of a responsive website is highly flexible, meeting the requirements of the respective mobile device that the page will be accessed from. The website queries the device used (media query) and automatically loads the appropriate layout (fluid grid) for the respective display size and resolution. The result: A website that perfectly and automatically adapts to all mobile devices.



Concentrating on the essential with “mobile first”

For a modern interpretation of the mobile first approach, a webpage that is geared to the demands of a mobile device is now not only a welcome byproduct, but rather the lead format when designing a new website: A website is first crafted for mobile output devices whose small screen size offers little space for text and navigation elements. Only after this first step are additional layouts and content added for larger display screens. Mobile first is therefore not only a sensible design concept, rather a strategic approach that makes companies focus on their essential information and content.



FirstSpirit for viable websites in the future

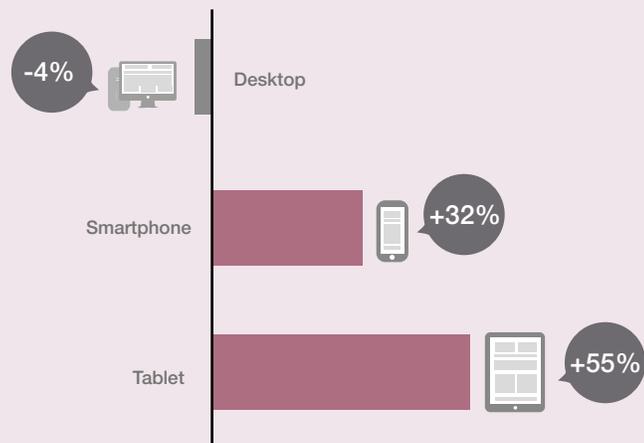
The content management system (CMS) FirstSpirit meets the highest demands for a content-focused and responsive web design. It ensures outstanding performance and usability through its flexible architecture and scalability. In the integrated preview, for example, editors are able to comfortably control the display and presentation of text on different display screen sizes. FirstSpirit enables navigation elements, layouts, and images (retina-ready) adapted to the respective output medium to be implemented just as simply and easily as content marketing strategies, thus ensuring successful websites on any device on the market today or those launched in the future.

Responsive web design for successful e-mail campaigns

Already half of all Internet users read e-mails on their mobile devices and from there access linked websites. For higher conversion rates and a more successful online campaign, not to mention an outstanding customer experience, a website created in responsive design ensures the best possible usability and a flexible display that adapts to the individual mobile device.

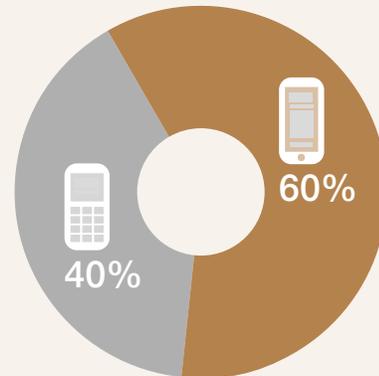
Progress of mobile web usage

from July 2011-Jan 2012

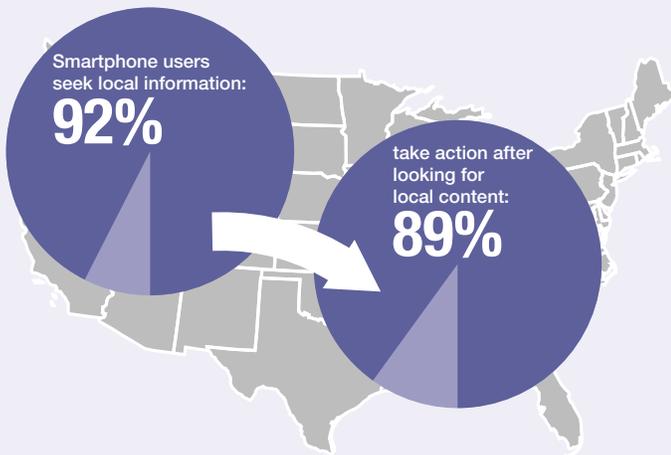


Clear shift from feature phones to smartphones

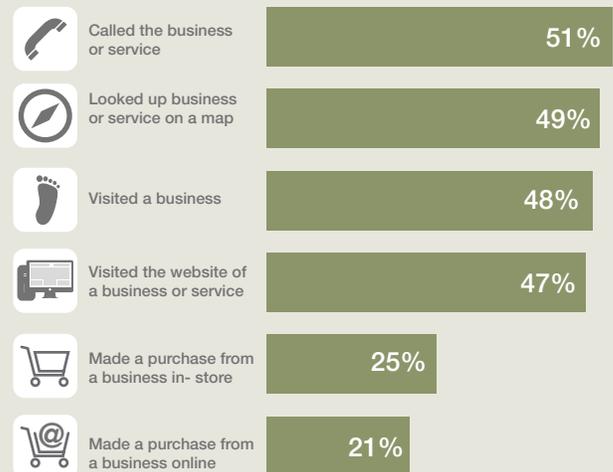
60% of mobile users use smartphones in 2012



Smartphone users take action



Actions taken after looking for local info



FirstSpirit Customers



Sources: "Google Our Mobile Planet: Global Smartphone Users February 2012"; "Key Market Report: Trends in digital device & internet usage 2012" www.emarketer.com/Article/Mobile-Stakes-Its-Claim-on-Local-Search/1009801

If you're interested in finding out more about getting your content into the best shape using FirstSpirit, then please contact us.