



# Building Mobile Friendly Websites

By Erich - 8:26 AM 4/9/2015

Updating your site, or creating a new website opens up a lot of options. An important consideration is to be mobile compliant. This leaves you with the choice: to use a responsive web design or should you include a separate website for mobile visitors.

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## Responsive vs Mobile Version

An unbiased look at choosing to use either a mobile version sub-site or a responsive design.

Consideration	Responsive	Mobile Version Sub-Site
<b>What is it?</b>	Design that responds to all devices. <a href="#">Details</a>	Full website with a mobile version inside a folder. <a href="#">Details</a>
<b>Mobile compliance</b>	Mobile compliant.	Mobile version is mobile compliant.
<b>Responsiveness</b>	Fully responsive.	Mobile version is fully responsive.
<b>SEO</b>	Good for mobile ranking.	Extra pages may be beneficial for SEO.
<b>Ease of use</b>	Restricting and difficult to work with. Includes double the code.	Two websites must be maintained.
<b>Design</b>	You will have to compromise the design to accommodate all devices.	Allows for more creative freedom.
<b>User experience</b>	Site will load slower and/or have more limited interaction.	The mobile version is tailored more for smartphone users.
<b>Mobile and desktop</b>	All webpages must always work on all devices. More testing.	Includes a site for desktop and a site for smartphones.
<b>Speed</b>	Slower due to extra code.	Mobile site is specifically designed for speed.
<b>Updating an older site</b>	Media Queries css code can be added for responsiveness.	The mobile version is "plugged into" an older site as a separate website.
<b>Building a new site</b>	Best if you plan no layout changes.	Allows a better mobile & desktop experience.
<b>Domain</b>	Uses the top level domain.	Uses the top level domain but inside a "mobile" folder.
<b>Our clever analogy</b>	It's like having a kitchen device that works both as a toaster and a blender.	It's like having two cars and two custom fit garages.
<b>Future considerations</b>	Should be compliant for many years.	Mobile version is also responsive and compliant.
<b>Our findings</b>	We were able to make an older website pass the Google mobile friendly test by adding some Media Queries.	Pagespeed Insights may rate low if the webpage has many images.
<b>Conclusion</b>	Best choice for smaller sites and if you stay with the default webpage layout.	Best choice for larger sites and to target desktop and mobile separately.