

STATUSMARK

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StatusMark is dedicated to simplified, consistent design that communicates and entertains. Producing elements that span multiple media is at the core of successful integration. Websites, graphic illustration and artwork are created using industry standard tools and available across all of your multimedia platforms.

We believe design and management of your media and content needs to be hassle free. It also needs to be simple, organized and uncluttered.



NEED MOBILE?

Traditional website development had only to consider one basic display size and format; the desktop and the corresponding

laptop. Today, more and more web content is being viewed through mobile portals like the tablet and smartphone. These displays are smaller and offer alternate

aspect ratios and orientation modes. That's not to say this is a

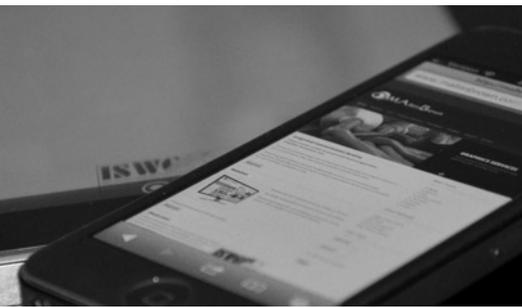
bad thing; just the opposite, this means content is likely to be viewed more often and at all times of day.

But the question for website owners to consider is "do I need to make my website mobile?"

Making your website mobile can mean creating an alternate version designed for the mobile display. This can be called adaptive design, which means when someone visits your site URL, they will be directed to either the desktop or mobile

version depending on the device they are using. Some mobile designs utilize a separate URL, such as a subdomain of your site (like m.mysite.com for example) hosting the separate mobile website.

The newest alternative for making your site mobile is to rebuild your desktop website into a 'responsive' layout design which requires only one website version that can automatically scale and re-arrange its layout according to the viewing device's display. (con't)



Need Mobile? (Con't)

Currently there are limitations to responsive layout technology that may not give a website owner the same functionality. For example, some Responsive layout requires that all content be downloaded on any device, whether it can be used or not. If you have large slide shows, then all the full size slides will need to be downloaded and then resized. This makes pages load slower. And slower is not good for smartphones on a spotty cell network. There are recent Responsive upgrades to make page loads faster, but this technology may still not meet all client needs.

In April, 2015, Google made an announcement that they will demote websites in their rankings that are not mobile friendly. But don't fret just yet - the rankings apply to the device being used. For example, if your site visitor is using a desktop, then your rankings won't be affected from their view. But if your visitor is using a mobile device to search for your products or services, then your rankings could suffer (on the mobile screen) if your site isn't mobile friendly.

Right now, whether you should make your site mobile friendly depends on your audience. If your audience mainly consists of desktop or laptop users, then your standard site will do just fine. If you see your audience consistently moving to mobile platforms to access your site, then going mobile will be to your benefit. Web analytics can help track what devices are used to visit your web pages on a regular basis. StatusMark can provide analytics to determine if you would benefit from a mobile version of your website.



Will your website benefit from having a blog? Many sites do and having the ability to keep your audience up-to-date on many of the social aspects of your business or interest will keep them checking back.

First, what is a blog used for? Blogs (short for web log) are basically journals that tend to be written in a more informal and social style on topics centered on a theme. They have regular

entries or 'posts' but are primarily more in-depth accounts than say, Facebook, Twitter, or Forums. But blogs can also be very informative on topics of interest to your readers and customers. For business owners, blogs can be a supplemental sales tool or just a refreshing reprieve for your audience.

Browsing Your Website

When web designers create new websites and web pages they typically have to consider how their content will be displayed on a potentially large number of computers. As you know, the web browser is the portal to the graphical Internet and there are a number of Internet browsers in use today. The most popular browsers, Internet Explorer, Chrome, Firefox, and Safari, all have their subtle nuances when displaying web page content. Not to mention mobile web browsers, which can squeeze content into an alternate layout that differs from the one on your desktop (see "Need Mobile?").

Content creators for the web are accustomed to testing their pages on each of the popular browsers in order to detect display differences and then making any necessary tweaks to the code and layout.

With the upcoming release of Microsoft's Windows 10 (they decided to skip 9), a new browser called Microsoft Edge will be included alongside Internet Explorer 11. Edge will feature a new step in lightweight browser technology and promises to have more interoperability with modern web standards. But it also adds a new check for website content display and could require new tweaks to existing content to get the maximum performance out of a website.

Take a look at your website in multiple browsers and make note of any differences you may see. There may be subtle nuances, but functionality should always be consistent.

There are a number of ways a Blog can be integrated into your existing website without requiring any major re-design. They are set-up so you and any of your contributors can log into the blog directly from a login page on your site.

For more information on any of the topics in this newsletter or any of the services provided by StatusMark, please contact us.

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BLOG IT