



Are you still running your business with a website that was designed in 2009? If so, it's time to get with the program—the mobile-friendly program, that is.

Whether your company sells B2B or B2C, your business website needs to be mobile-friendly to compete effectively. It's not news that consumers have been

using mobile devices—especially tablets—to browse and buy online for a couple of years now. More than 87 percent of consumers in a recent [Nielsen](#) poll say they use smartphones or tablets to research potential purchases, find local businesses and buy products online. What's new is that more and more B2B buyers are joining the crowd and researching products and services for their companies on mobile devices.

There are a couple of reasons behind the trend. First, everyone's busier than ever these days, so it only makes sense that B2B buyers, too, would go online on their smartphones or tablets while commuting, at home or whenever they have a spare minute to get information about upcoming purchase decisions. Second, B2B buyers are getting younger as Millennials move into these roles. Since they came of age using their phones to go online, it's only natural for Millennials to use mobile devices for work research, too.

More than half of B2B buyers in a recent study from [DemandGen](#) frequently use mobile phones and 42 percent frequently use tablets to either get information about possible business purchases or to make purchases. Nearly all buyers (85 percent) say a mobile-optimized website is essential to their choice of vendor.

If that isn't enough to convince you, maybe this will: [Google](#) is now including mobile-friendliness as a factor in mobile search result rankings. That means if your site's not mobile-friendly, its rank could go way down.

If you're building a new business website or redesigning an existing one, the best option today is to use *responsive design*. Responsive design sites “respond” to whatever device the user is on, whether that's a desktop computer, a tablet or a smartphone, as well as to the specific platform being used, to serve up content optimized for that device. Using a website design company or designer that is experienced in responsive design will help you compete more effectively and capture customers wherever they are.



The future is here!
...where do you want to go?