



**53%**

of mobile searches result in a purchase.

**46%**

of people think a website's design is the #1 criteria for determining brand credibility.

**42%**

of Americans own tablets.

**55%**

of Americans own smartphones.

**70%**

of consumers say they prefer researching products online vs other advertisements.

## *Make a Good First Impression*

Mobile Internet browsing has taken over as the number one way of surfing the Internet. This means that you need a web design that is perfectly suited to be viewed on desktops, as well as a web design that is mobile-friendly. In order for this to happen, a web design needs to be responsive and automatically fit any of the unique screen sizes that potential clients could be using to view your website. Ensure your website is making a good first impression for visitors, regardless of what device they use to find you.