



Internet Marketing Agency Straight North Ready For Surge In Mobile-Friendly Website Design

Anticipating Google's recent "mobile-friendly" algorithm update, Straight North has expanded its responsive website design capabilities over the last 18 months.

DOWNERS GROVE, IL, USA, April 23, 2015 /EINPresswire.com/ -- When Google released its "mobile-friendly" algorithm update on April 21, 2015, Internet marketing/Web design agency Straight North was hardly taken by surprise.

"We had been expecting this move for quite some time," says Joe Cahill, Straight North's chief strategy officer. "In 2014, we began a complete overhaul of our website design processes and creative approach, in order to offer clients highly effective responsive websites before Google forced everyone's hand. We didn't want to be scrambling to catch up."

Responsive websites automatically adjust to display optimally on desktop monitors, tablets and smartphones. With smartphones and tablets now accounting for 60 percent of total digital media time (comScore), mobile Internet users are coming to expect the same great experience of a website they are accustomed to on a desktop.

Because best practices for responsive design fundamentally differ from those of traditional website design, website design agencies cannot simply "flip a switch" and start producing high-performance, SEO-friendly responsive websites.

Cahill observes, "It took months for us to develop a set of procedures that made sense for responsive design, content and technical development. We had to establish a whole new set of creative standards, and identify new points along the way to get client input and feedback. It's been a great, although surprisingly difficult, learning experience for everyone."

Initially, Google's "mobile-friendly" update — referred to as "Mobilegeddon" by many SEO specialists — will affect the ranking of Web pages on mobile browsers only. It is widely expected, however, that Google will continue to expand the importance of mobile friendliness in the months ahead. As a result, demand for responsive websites figures to grow dramatically, lest companies lose significant ground in SEO and disappoint the growing ranks of mobile customers and prospects.

Thanks to its foresight and a great deal of hard work, Straight North is ready to help these companies hit the mobile ground running.

About Straight North

Straight North is an Internet marketing agency specializing in SEO, PPC and responsive lead-generation websites. We help small- and middle-market firms generate high-volume, high-quality sales leads. Our campaigns feature creative, long-term strategic thinking and energetic execution incorporating our exclusive system of real-time lead validation and reporting.

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