
3 Maximizing your Experience

What can I do to maximize the Responsive Web Design experience?

Your site is already responsive! But, there are a few things you can do to help your site accommodate mobile users:

- Think about **dividing your content** up into "chunks," using subheads, bullet lists and images to break up long amounts of text.
- Try to adopt a "**mobile first**" mindset around your content - write for the mobile user first, keeping the content brief and clear. This style can also be adapted for the desktop experience, making your content even cleaner and simpler.
- **Focus on speed.** The faster your site loads, the better you will hold visitors' attention. This is especially important for mobile access.
 - Content first: Make every word count. Get rid of clutter and unnecessary content, especially on the homepage.
 - Write your content in inverted pyramid style, with the most important information at the beginning and trickling down to the least important information.
 - Don't bury content deep within your navigation. Get users to your content within the fewest number of clicks as possible.
 - Get rid of large images and compress them whenever you can. Doing this will reduce the size of the entire page and reduce the amount of time it takes for a phone to download a page over a data connection. Try [Image Optimizer](#) ^[1], a free online tool that optimizes and reduces your image sizes.
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Only use tables for tabular data (numbers and charts), not layout.

- Limit your use of PDFs, labeling those that you need and eliminating long lists of documents. If it's less than two pages, consider using a Site Page instead.

Last thing, keep your content clean and concise. Do not muck it up with unnecessary content. Think responsively!

Sources:

[The World Fact Book, CIA](#) [2]

[Number of Mobile-Only Internet Users Now Exceeds Desktop-Only in the U.S.](#) [3]

[Mobile apps overtake PC Internet usage in U.S.](#) [4]

[U.S. Smartphone Use in 2015](#) [5]

[Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2015?2020 White Paper](#) [6]

[Mobile Internet Usage Skyrockets in Past 4 Years to Overtake Desktop as Most Used Digital Platform](#) [7]

[Number of Mobile-Only Internet Users Now Exceeds Desktop-Only in the U.S.](#) [3]

[Digital in 2016](#) [8]

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