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WEB DESIGNER OFFERS RESPONSIVE WEB DESIGNS

BATAVIA IL — Friday 11 March 2016 – Local design company Northern Sky Designs, LLC has begun offering websites designed in new **Responsive Website Design** format.

Due to a recent and distinct audience shift towards mobile browsing, sales of mobile devices have already overtaken desktop computer sales. More and more people are using their cell phones and tablets for browsing and buying on the web, resulting in a sudden surge in the new type of website design, also called **RWD**, referring to websites that will adjust to fit the user's device – from cell phone to tablet to desktop and across all screen resolutions and all devices – giving users the highest quality experience of design and content.

The most important reason to use Responsive Web Design just may be Google, the search engine that performs more than 67% of all web searches. Google refers to the design type as “industry best practice”; data now available show mobile, optimized, *responsive sites get higher rankings in Google searches.*

Richard Ross, Director of Marketing for Northern Sky Designs, said: “There are numerous reasons to design an RWD site. In addition to higher site rankings, an RWD site offers an improved site experience for visitors, a more consistent look and feel, enhanced functionality, the ability to remain ahead of the trend and being able to get a leg up on your competition. It’s where web design is going and we want to stay abreast of the changes.”

In addition to Responsive Web Site design, Northern Sky Designs also offers design plans that include creation of social media pages with icons and links on them, as well as plans that include advertising campaigns using Google AdWords.

Northern Sky Designs is a local web design company that has been designing web sites and providing Internet Advertising for clients since 1998. For additional information, please call 630-761-9795 or visit www.NorthernSkyDesigns.com.

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