



Why Responsive Design is Important and Google Approved



01

Why responsive design

Makes it easier for users to share and link to your content with a single URL.



Why responsive design

Helps Google's algorithms accurately assign indexing properties to the page rather than needing to signal the existence of corresponding desktop/mobile pages.



Why responsive design

**Requires less
engineering time to
maintain multiple
pages for the same
content.**



Why responsive design

**Reduces the possibility
of the common
mistakes that affect
mobile sites.**



Why responsive design

Requires no redirection for users to have a device-optimized view, which reduces load time. Also, user agent-based redirection is error-prone and can degrade your site's user experience.



Why responsive design

Saves resources when Googlebot crawls your site. For responsive web design pages, a single Googlebot user agent only needs to crawl your page once, rather than crawling multiple times with different Googlebot user agents to retrieve all versions of the content.





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