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Faith is taking the first step, even when you can't see the stairway. (MLK)

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CALL (610) 323-6253 TO PROMOTE YOUR BUSINESS IN THE ROUTE 422 BUSINESS MARKETPLACE

IS YOUR WEBSITE RESPONSIVE? IT BETTER BE!



By Tiras Buck, Amity Digital

What do we mean by responsive? A responsive website is one that will display appropriately on any device that is used to view it (i.e., desktop, laptop, iPad, smartphone, etc.). Desktop computers are no longer the primary method that most people use to browse the web. More than 50 percent of all website traffic is done on a mobile device. It is extremely important that your website automatically adjusts to the device it's being viewed on so it's just as effective on a phone as it is on a full-size computer. If the experience is

poor, people are not going to have the patience to look at another device; they will simply move on to your competitor.

In addition to the user experience, it has become vital for ranking in Google. A year ago, Google split their index and moved to a "mobile first" methodology. This means when Google looks at your site to determine what it's about and how it should rank, it's going to look at it as if it's on a mobile device. If your website is not mobile friendly, you will have a very tough time getting traffic from Google.

Amity Digital is a full-service web design company. For more information, or to get a free evaluation of your current website, contact Tiras Buck at 215.801.0290 or tiras@amitydigital.com.

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BUSINESS PROFILE

Kerry Lee Rogers, Raymour & Flanigan

Kerry Lee Rogers is a fun loving, enthusiastic person dedicated to enriching people's lives by helping them to pick out the perfect furniture that is comfortable and matches their lifestyle and meets their needs.

By listening to what her customers want, she helps by providing ideas and encourage them to try new things to create a warm, inviting home, whatever room project they are working on.

Persistence in all her efforts drives Kerry Lee to accomplish her goals in both her personal and professional life. Her commitment to self and others is to live and work with integrity and honesty, always seeking to raise the bar and hold herself to the highest standards.



For additional information, please call Kerry Lee Rogers, your design expert at 484.794.9651.