

The Mobile Web

Kevin Sprague, Creative Director, Studio Two
studiotwo.com

Who?

- Studio Two is a design and branding agency
- We manage over 200 client websites
- We manage their overall web presence

What is mobile?

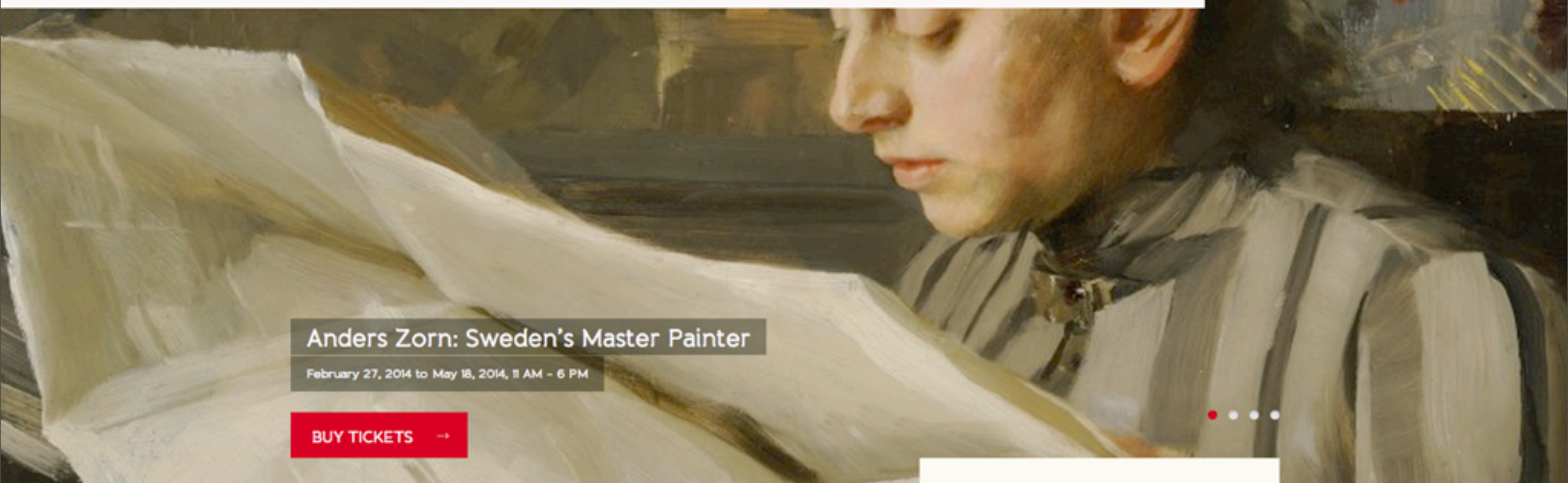
- Variable screen sizes
- Disconnected (wireless) devices
- Continuously evolving

Query

- What is your state of mobile?

5 states of mobile

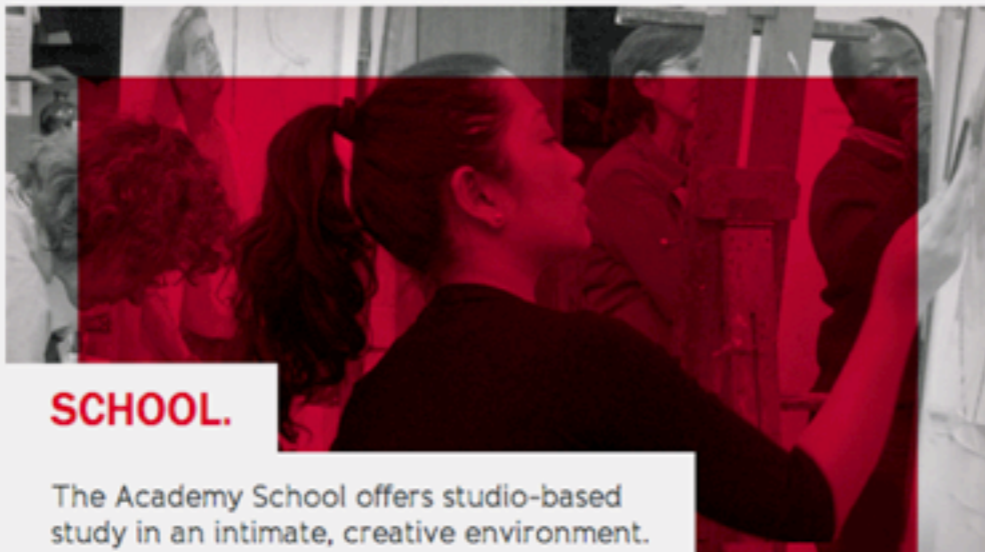
- Non-optimized
- Plugin/Extension optimization
- Stand-alone mobile site
- Responsive site
- Custom Application



Anders Zorn: Sweden's Master Painter

February 27, 2014 to May 18, 2014, 11 AM - 6 PM

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SCHOOL.

The Academy School offers studio-based study in an intimate, creative environment.

MUSEUM.

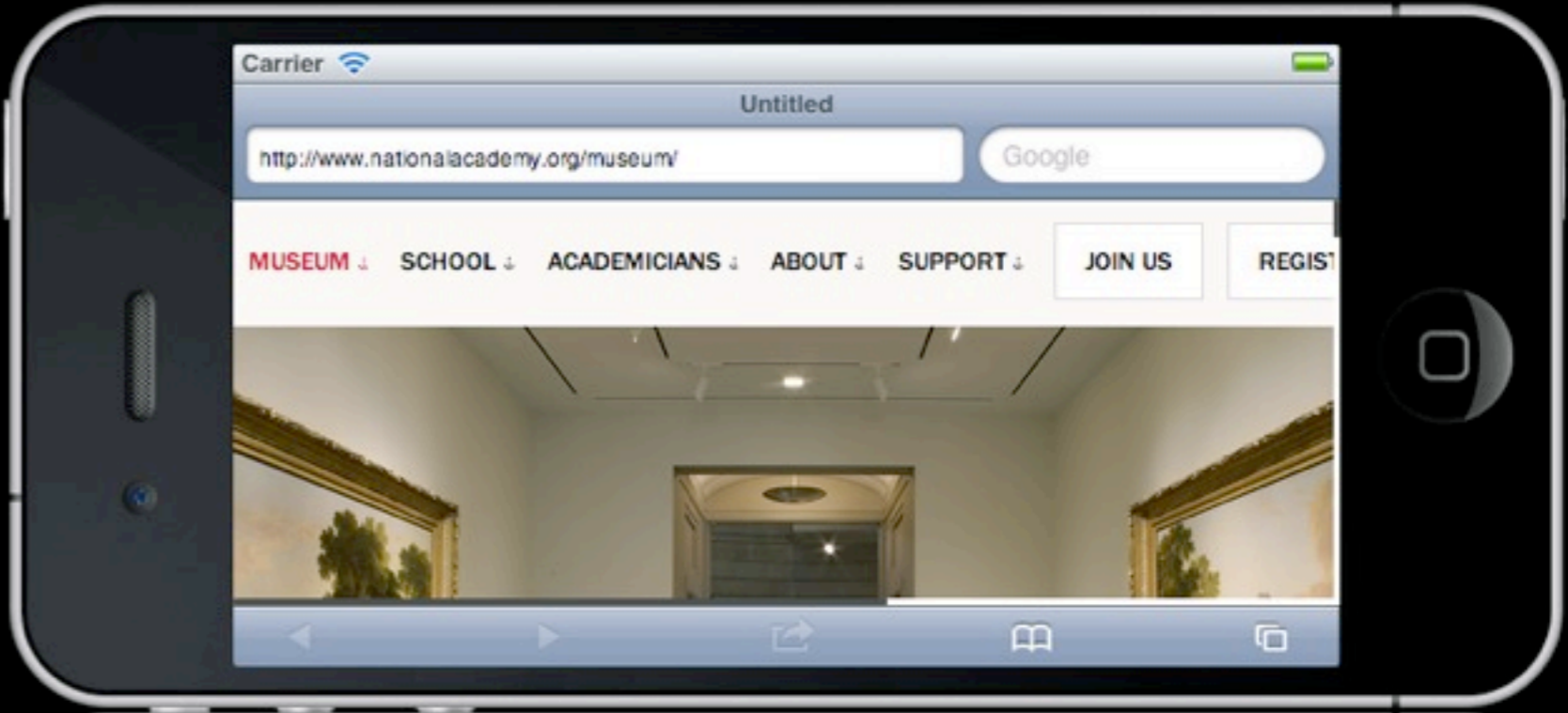
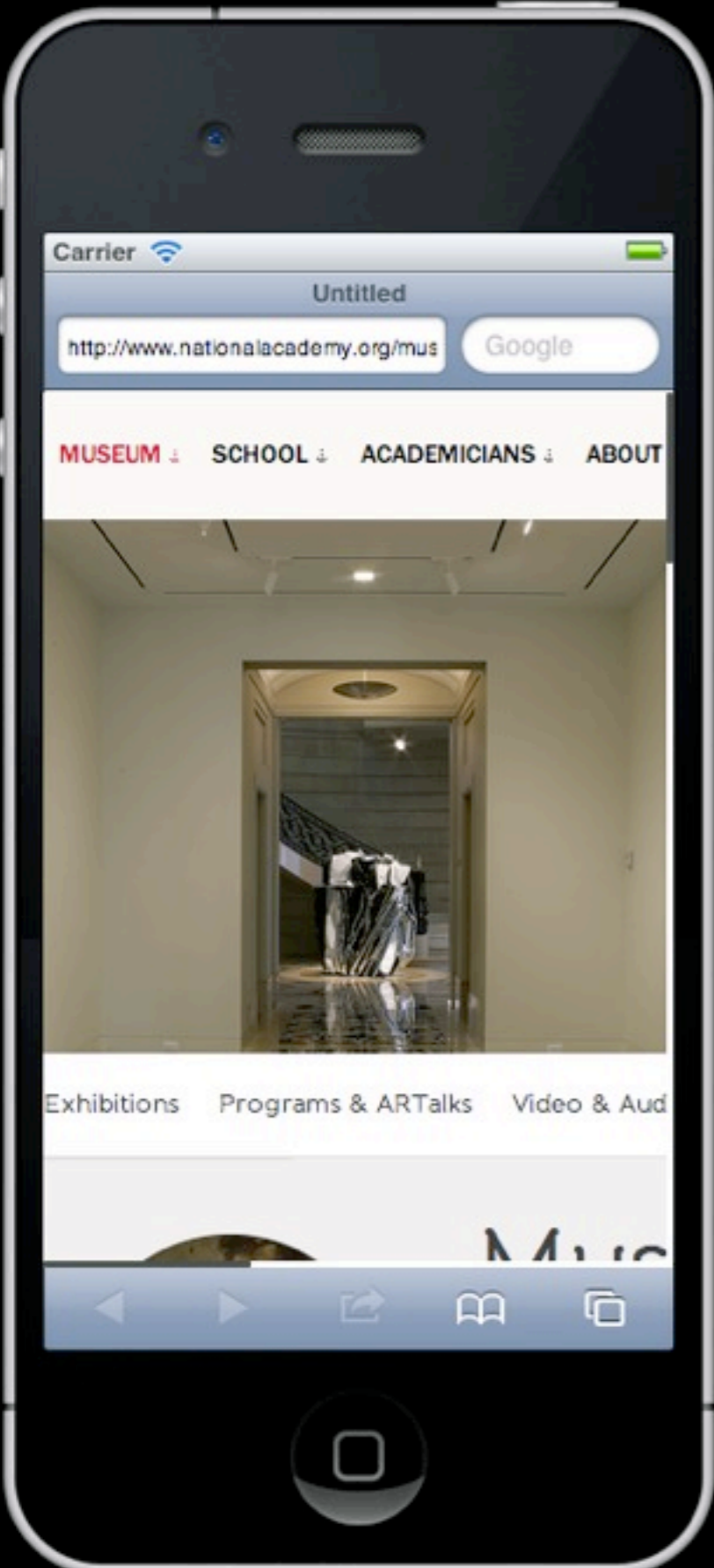
1083 Fifth
Avenue
New York, NY

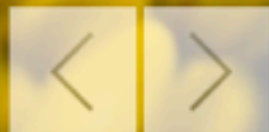
Hours:

Wed - Sun, 11 AM - 6 PM

Mon - Tues, Closed

not optimized





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Welcome to Beautiful Lenox, MA - A Town for All Seasons.

CRANWELL
RESORT ♦ SPA ♦ GOLF CLUB



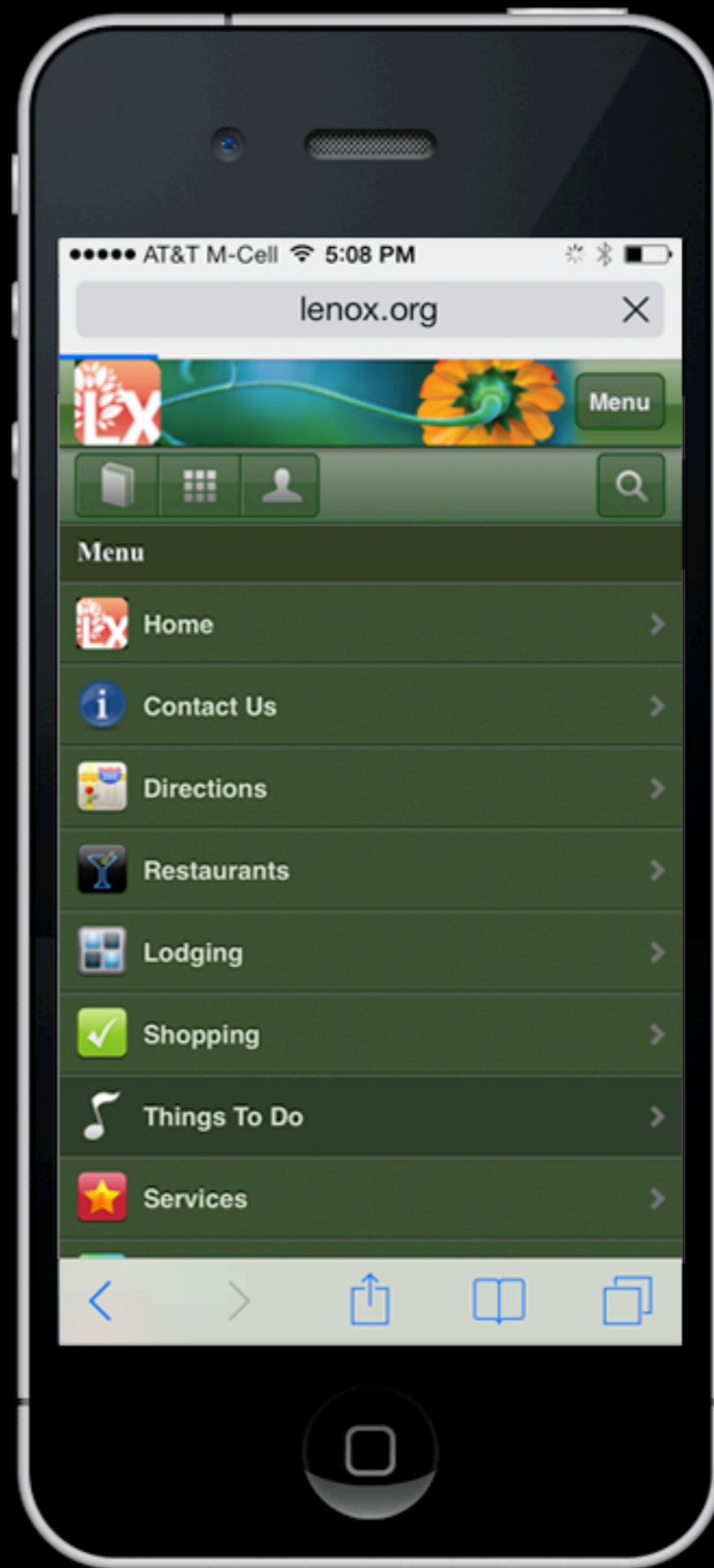
- Internet Specials
- Getaway Packages

Reserve Now ▶

Discover beautiful Lenox, MA in the Berkshire Hills of Western Massachusetts – home to Tanglewood, Shakespeare & Co, Ventfort Hall and Edith Wharton. Hiking, biking, shopping, antiques, Zagat-rated restaurants, unique hotels, inns, bed & breakfasts. Visit today!

✓ Like You, Richard W. Wise and 119 others like this.

wp-touch plugin for wordpress





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Featured in Berkshire
Collects**

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Press Room

Find press releases, Berkshire Museum in the news, and information about our work. ...

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Reserve Your Place at the Reception

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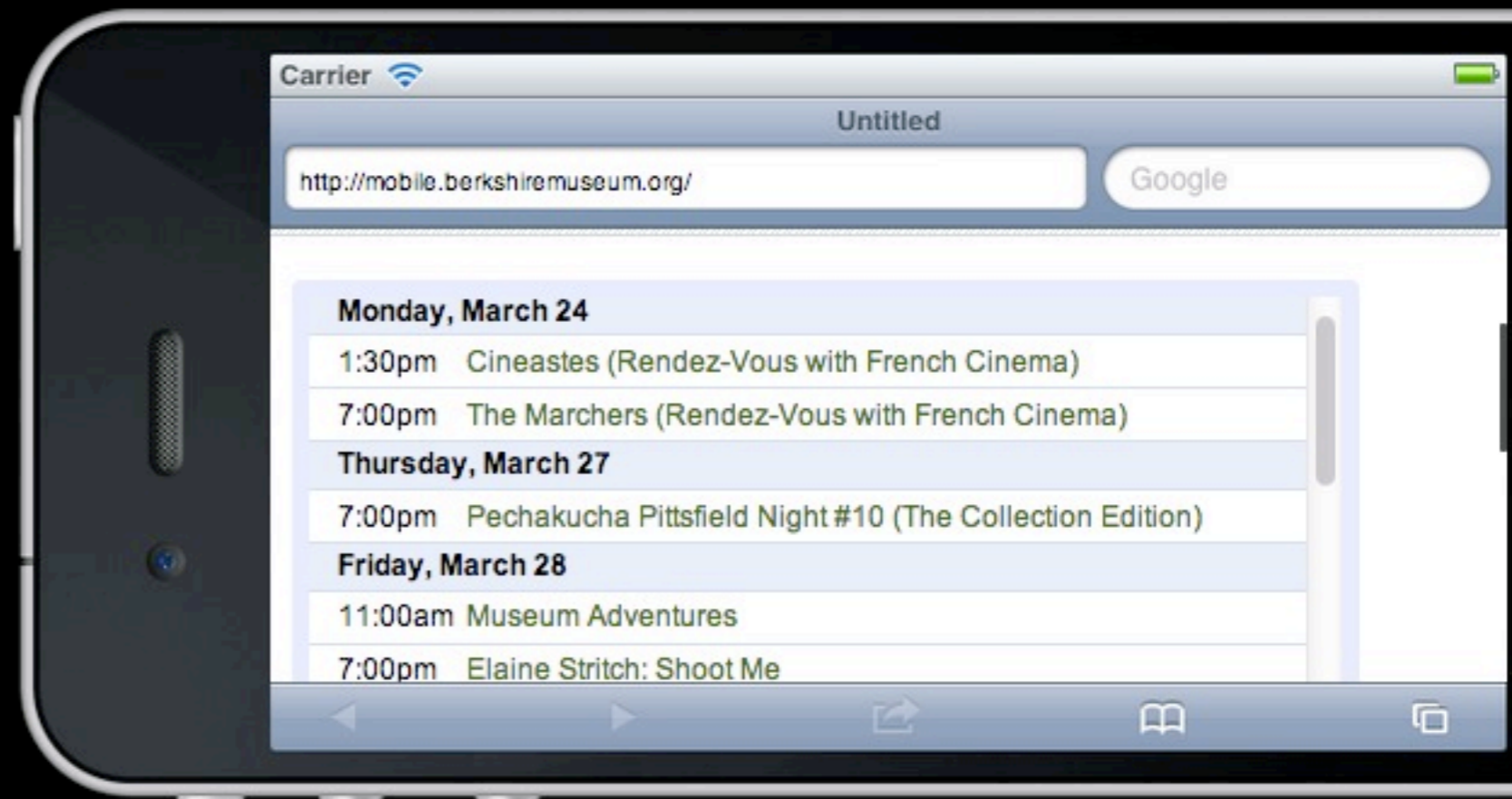
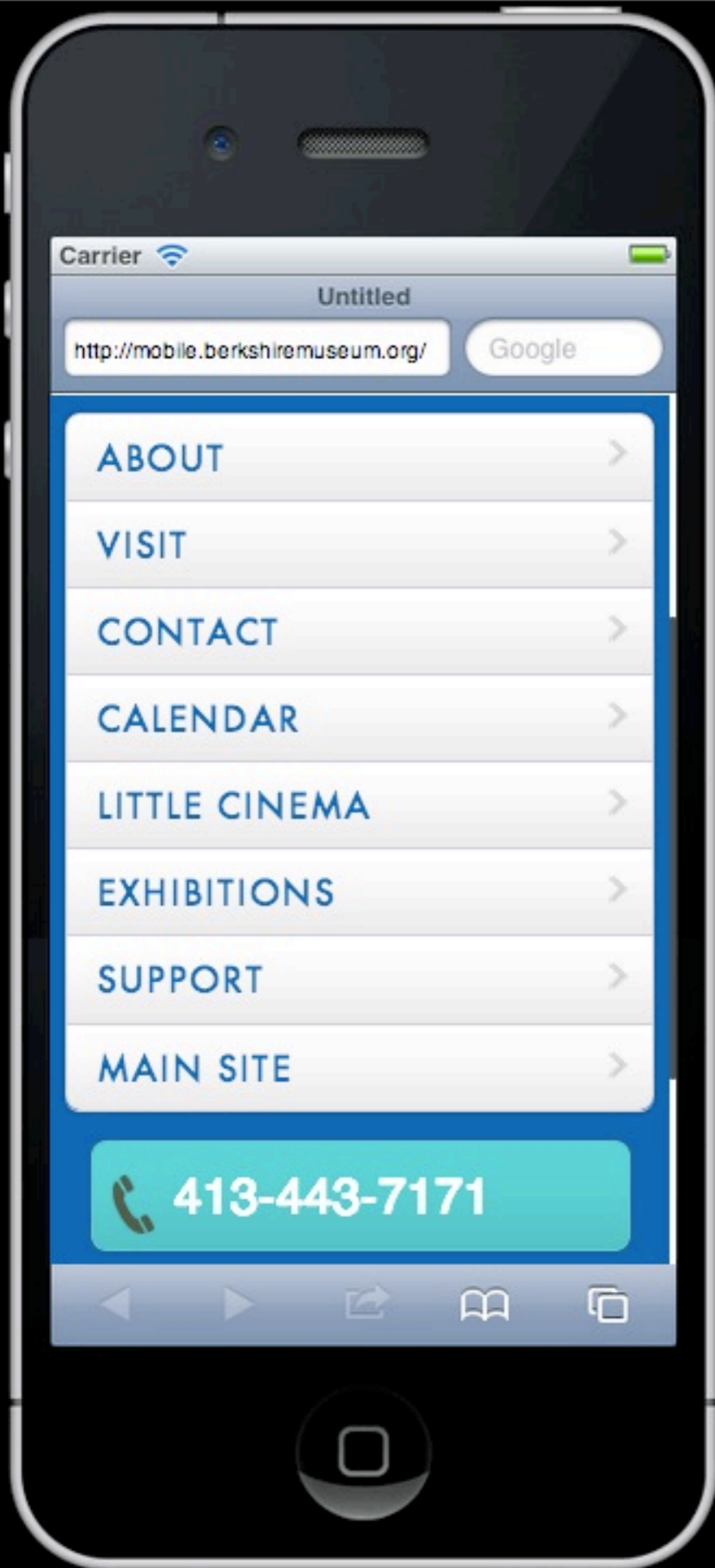


Instagram Us!

Be a part of our exhibit! Post a photo of your collection on instagram with the hashtag #berkshirecollects to have it appear in our gallery and on our website!...

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stand-alone mobile site



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DISCOVER

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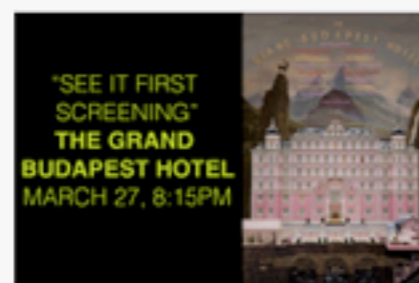
CONNECT

Become a Sponsor or a REEL Friend today!

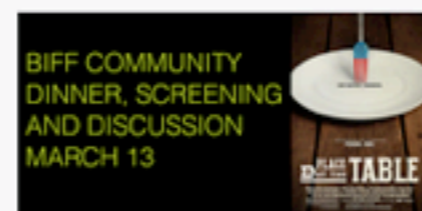
[BECOME A REEL FRIEND](#)

FROM THE BLOG...

RECENT POSTS / [VIEW ALL POSTS](#)



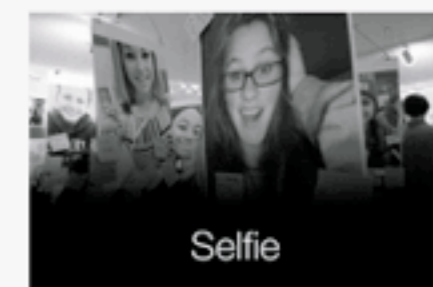
"SEE IT FIRST SCREEING" - THE



BIFF HOSTS FREE COMMUNITY DINNER, SCREENING AND DISCUSSION

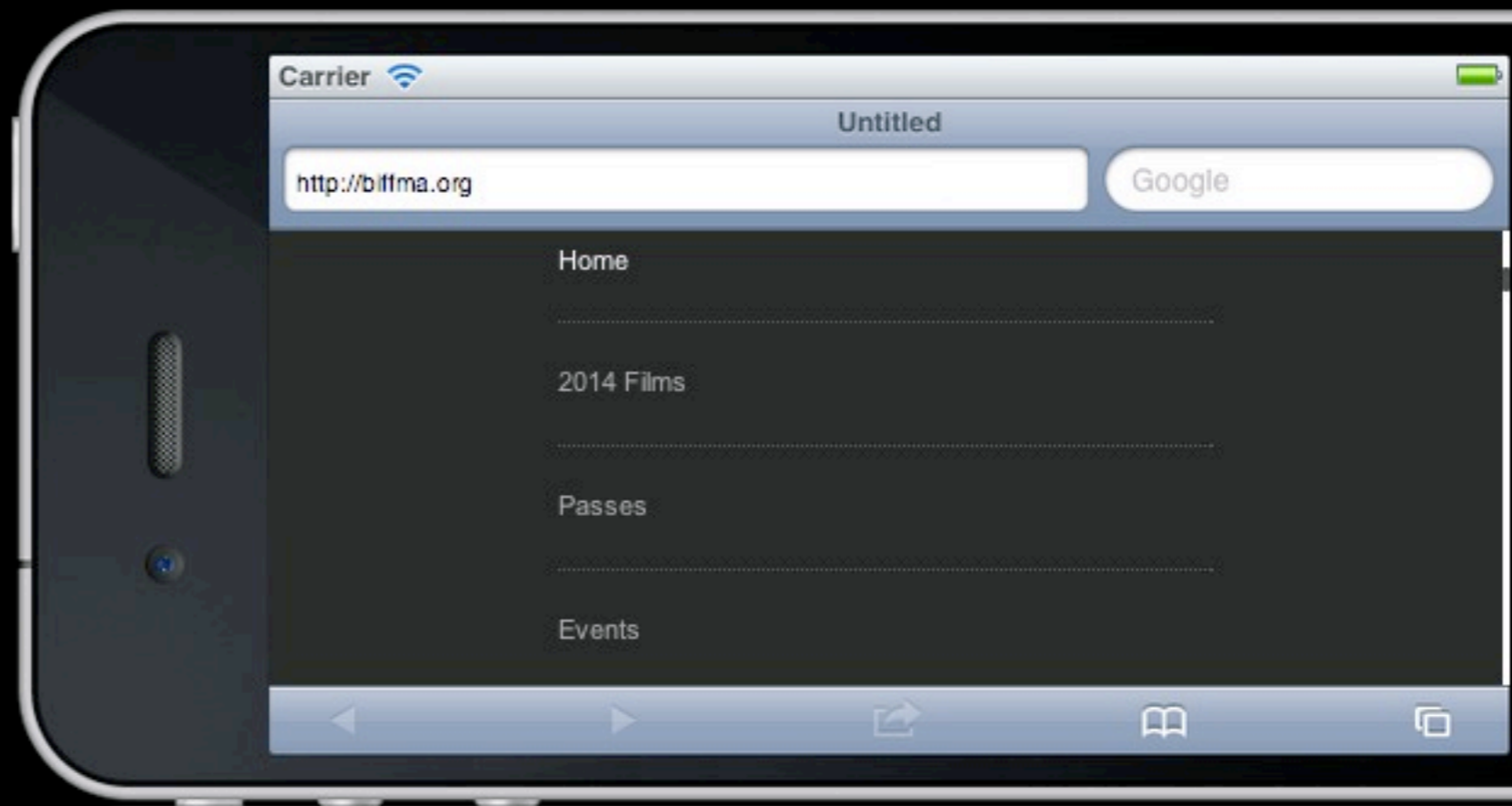


THE BERKSHIRE INTERNATIONAL FILM FESTIVAL NEEDS YOU!

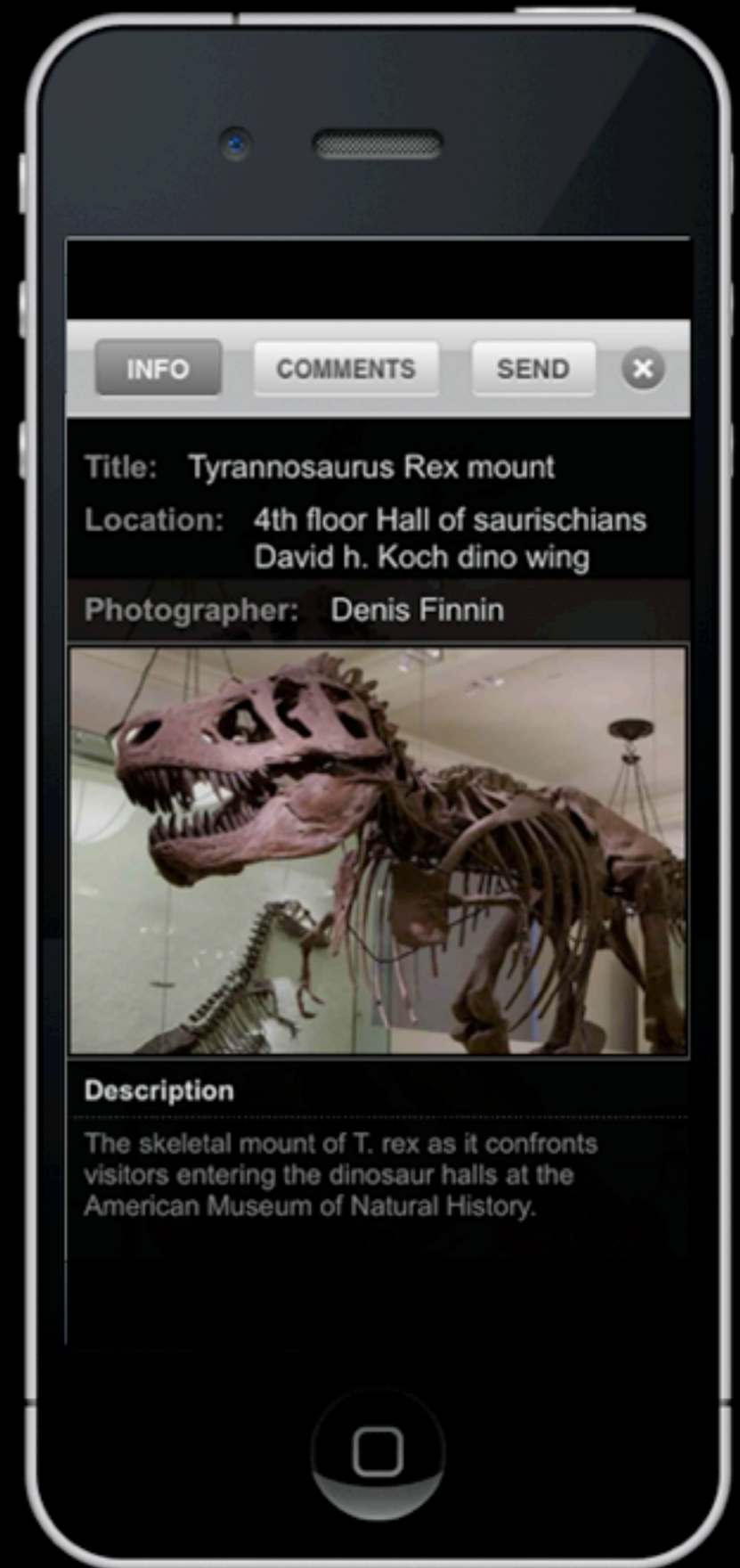
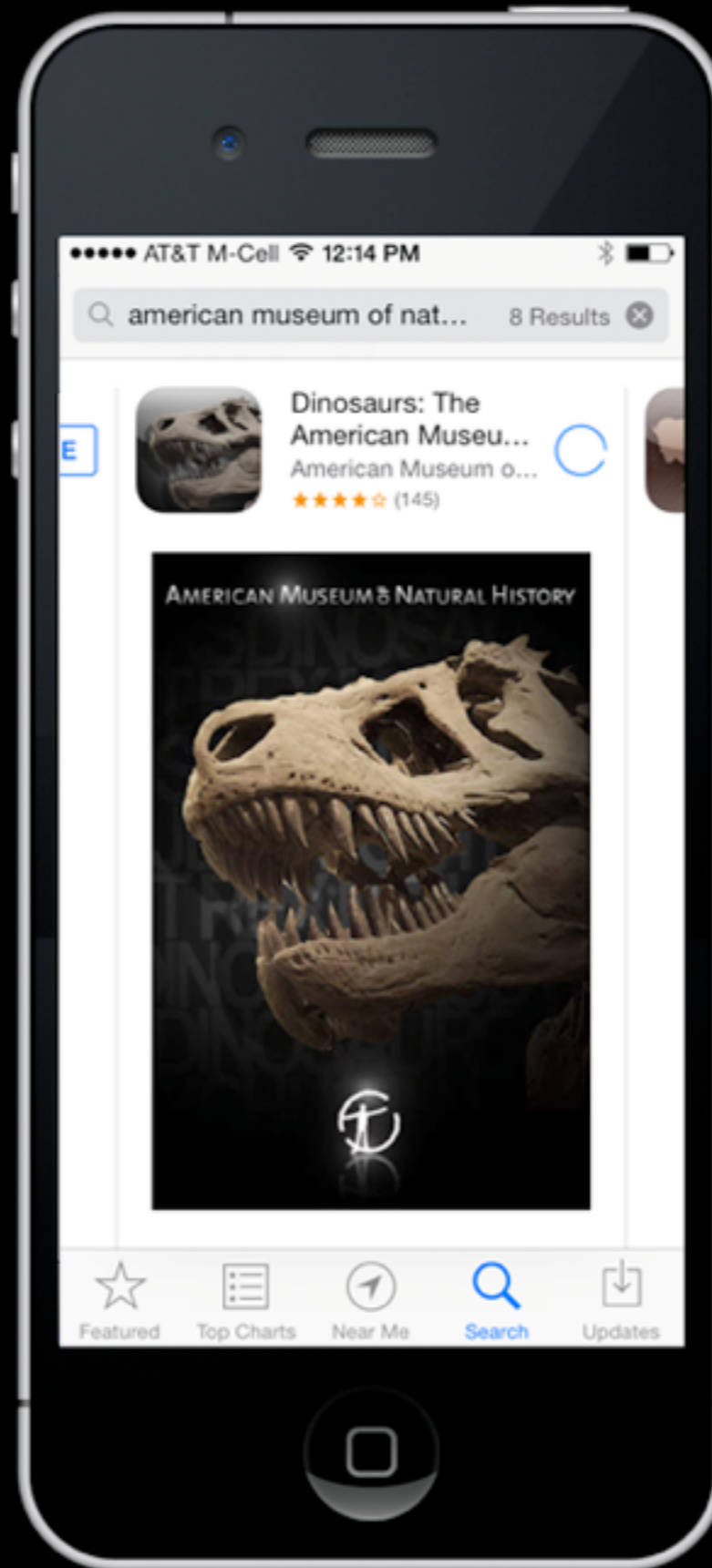
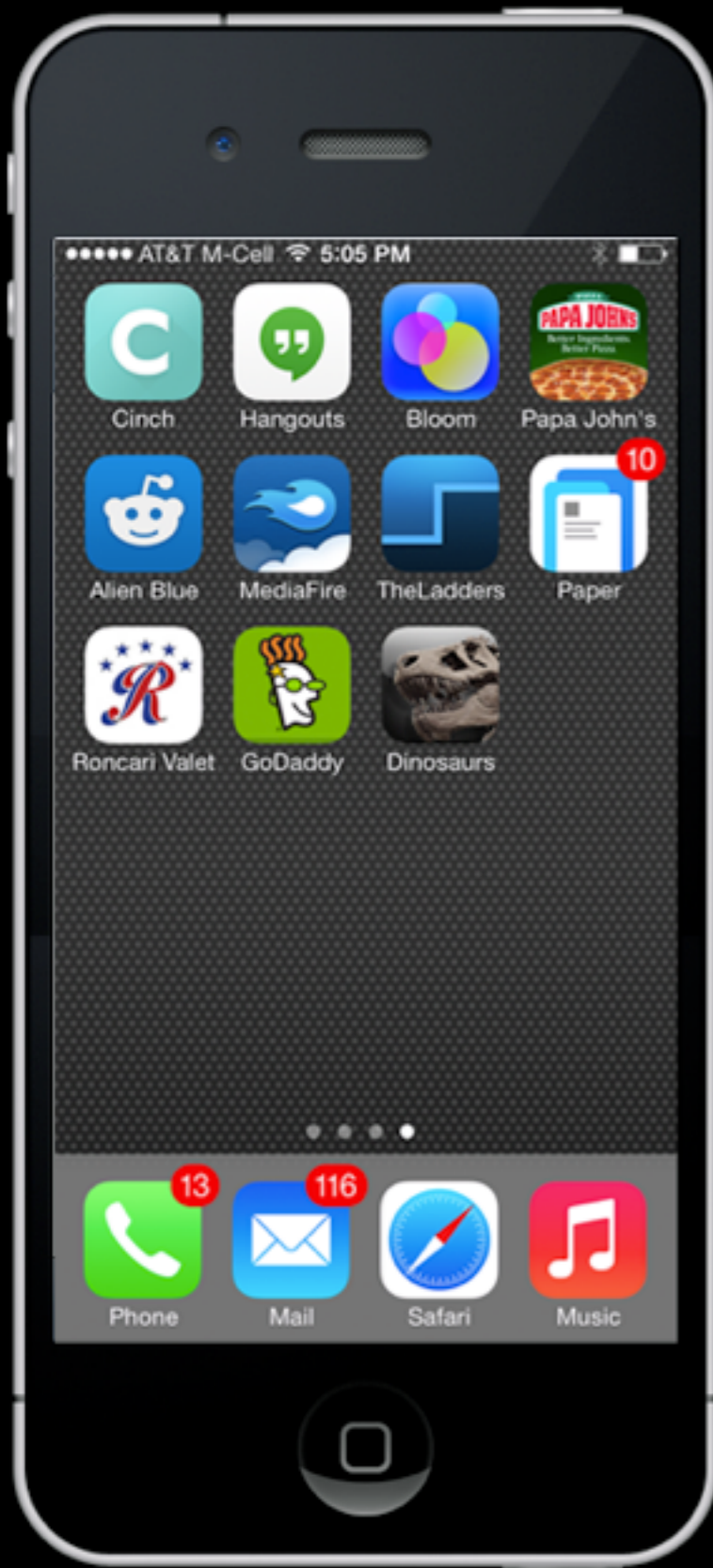


'SELFIE' DOCUMENTARY A SHORT,

Responsive site



stand-alone app



Analytics

- Let data be your guide

<input type="checkbox"/>	Device Category ?	Acquisition
		Visits ? ↓
		10.84% ↑ 33,590 vs 30,305
<input type="checkbox"/>	1. desktop	
	Mar 24, 2013 - Mar 24, 2014	20,685 (61.58%)
	Mar 23, 2012 - Mar 23, 2013	24,450 (80.68%)
	% Change	-15.40%
<input type="checkbox"/>	2. mobile	
	Mar 24, 2013 - Mar 24, 2014	8,437 (25.12%)
	Mar 23, 2012 - Mar 23, 2013	2,689 (8.87%)
	% Change	213.76%
<input type="checkbox"/>	3. tablet	
	Mar 24, 2013 - Mar 24, 2014	4,468 (13.30%)
	Mar 23, 2012 - Mar 23, 2013	3,166 (10.45%)
	% Change	41.12%

Thoughts

- What do your customers/clients want?
- What strategy for mobile is right for you?
- Mobile and Social work together

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