MAKE SURE YOUR WEBSITE WORKS FOR EVERYONE

To serve your customers better, make sure your Internet presence works as well for them as their phone line does, i.e. every time, no matter how old the technology they use to connect.

15%

Turning away 15% of customers?
Up to 15% of your customers are using outdated browsers such as Internet Explorer 6, 7, 8 and 9, and older versions of the Android Browser and iOS browser.

Make your developers aware
Web developers love to use the latest and greatest technologies, but this quickly leads to websites that don't work on older browsers. Ask them to use tools such as http://caniuse.com/ to stay aware.

Responsive design
Your website needs to adapt to look beautiful on desktop computers, small-screen laptops, tablets, and smartphones. This is called responsive design. But how do you test that it's working?

Testing multiple platforms easily
Here's a step you can take yourself, and it takes just a few minutes: Sign up for a free trial with BrowserStack, and use their screenshots tool to test across multiple browser versions, or their responsive tool to test on different screen sizes.

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