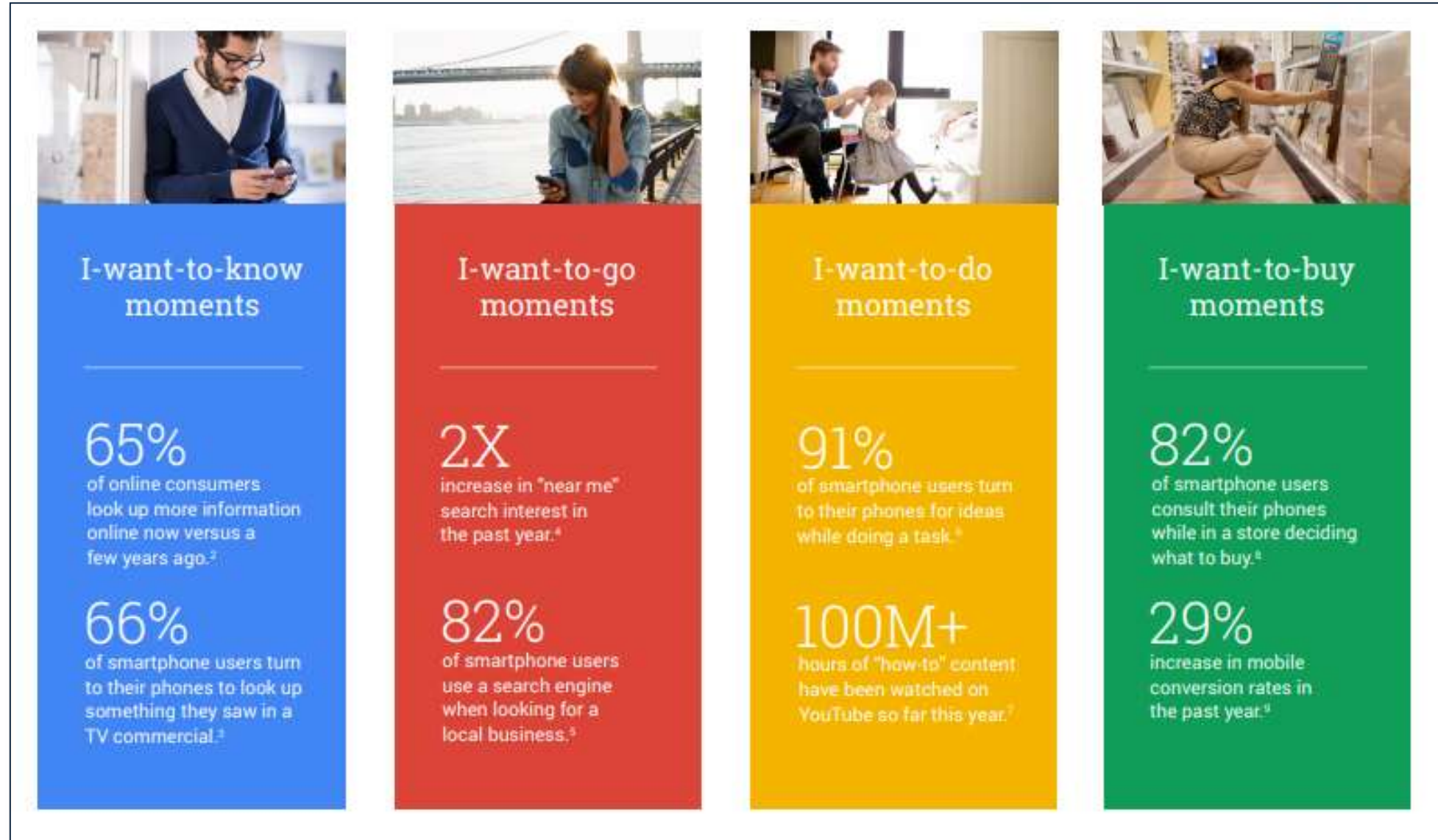


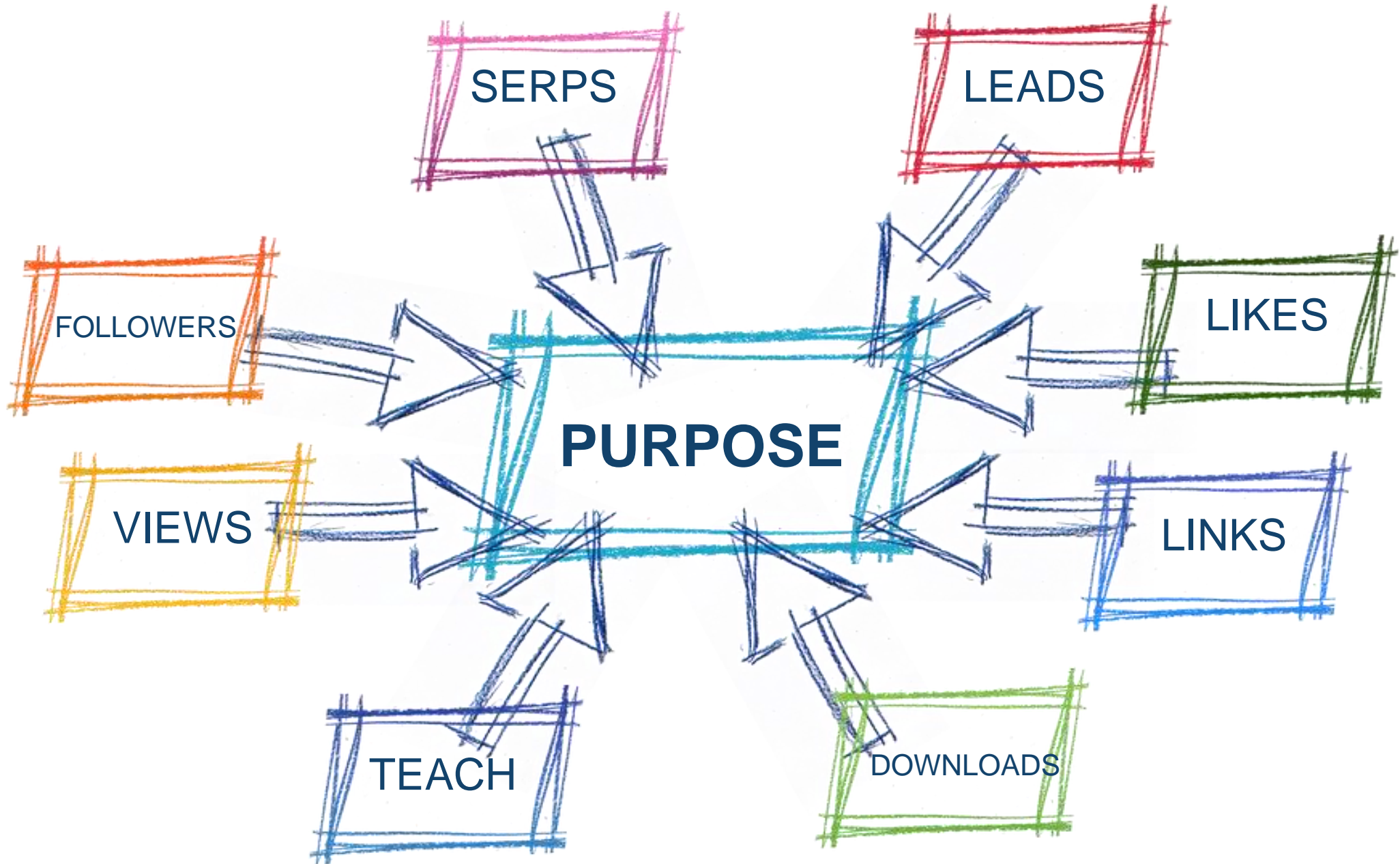
Unlocking the Mobile Code For Small Business

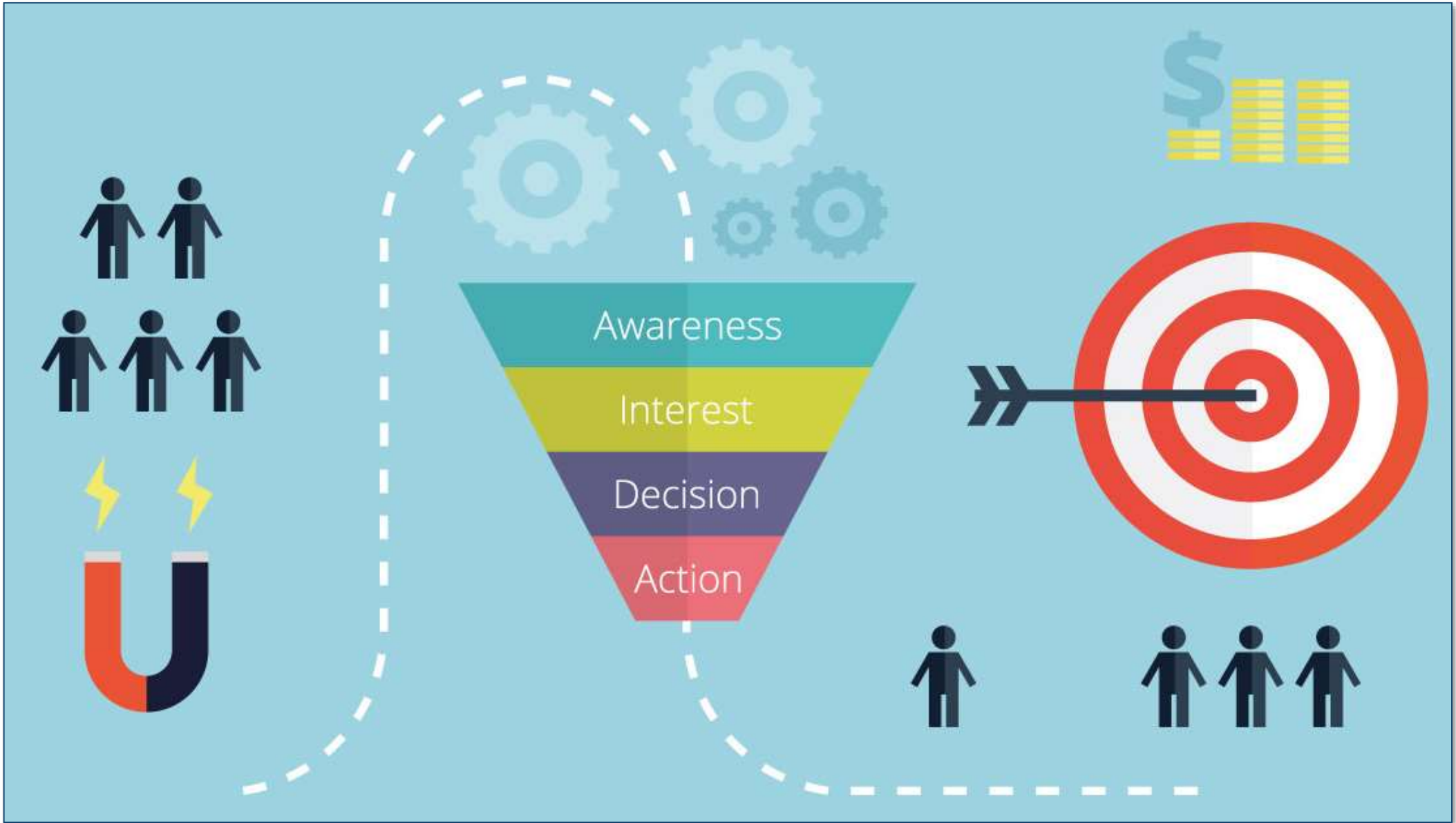
Christopher Short
Executive Director, New Paltz Regional Chamber of Commerce



Our online behavior can be defined by 4 moments







2 Customer Questions:

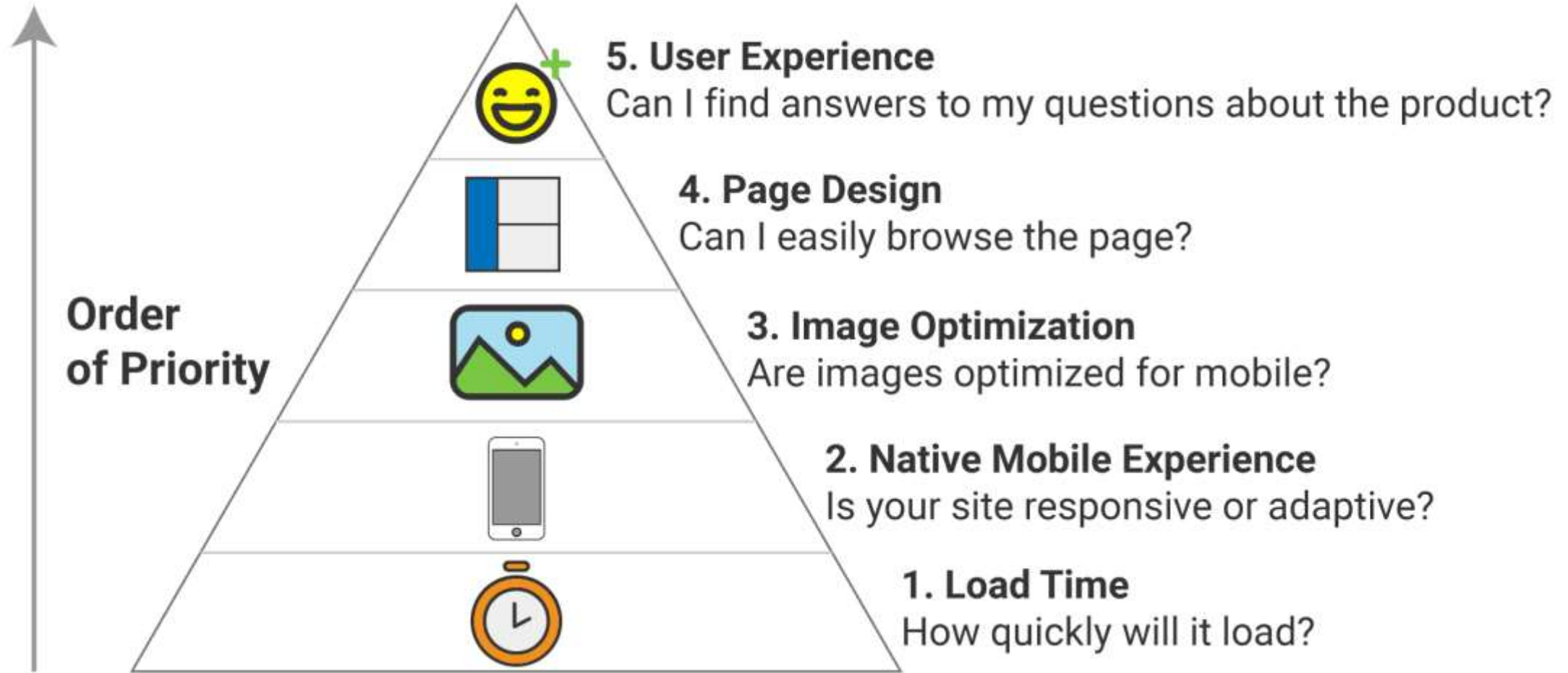
1. Can I find answers?

2. Are you my solution?



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Google My Business

Denizen Theatre

<https://www.denizentheatre.com>

Wednesday - Saturday: Noon - 5 PM, and an hour prior to performances; Sundays: Noon - 2 PM.
(845) 303-4136. DENIZEN Theatre. Water Street Market

ABOUT US

Get to know the DENIZEN Theatre founding artistic team and why ...

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THANK YOU DENIZENS FOR A SUCCESSFUL INAUGURAL ...

OPPORTUNITIES

DENIZEN Theatre is an equal opportunity provider. We ...

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2019 SEASON

2019 SEASON · NEWS · DENIZEN GALLERY · SUPPORT ...

News

Stay up to date with the most recent news and updates of ...



DENIZEN Theatre

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5.0 ★★★★★ 22 Google reviews

Non-profit organization in New Paltz, New York

Address: 10 Main St Suite 501, New Paltz, NY 12561

Hours: Closed · Opens 10AM Fri ▾

Phone: (845) 303-4136

[Suggest an edit](#)

Events

Wed, Oct 2
8:00 PM 'Sender'

Thu, Oct 10
4:00 PM 'Sender'

Fri, Oct 11
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Denizen Theatre - Water Street Market

<https://waterstreetmarket.com> › [denizen-theatre](#) ▾

DENIZEN THEATRE will explore what it means to be human in all its duality and complexity, producing new works that provoke, challenge, and inspire often ...

DENIZEN Theatre - Home | Facebook

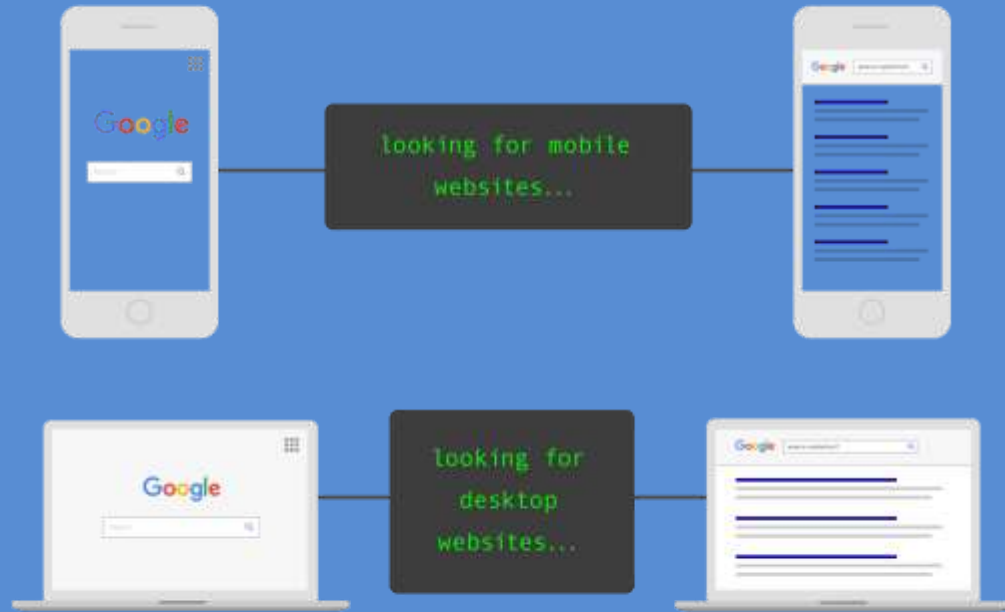
<https://www.facebook.com> › [Places](#) › [New Paltz, New York](#) ▾

★★★★★ Rating: 5 - 5 votes

DENIZEN Theatre - 10 Main Street, Suite 501, New Paltz, New York 12561 - Rated 5 based on 5 Reviews "We are extremely fortunate as a community to have..."

DENIZEN Theatre (New Paltz) - 2019 All You Need to Know ...

PREVIOUS SEARCH RESULTS MODEL



CURRENT RESULTS MODEL - MOBILE-FIRST



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Adaptive design: This is a design that completely changes based on the screen size

Responsive design: This is a design that shifts its layout based on the screen size



- [Index](#)
- [Akvarium](#)
- [Alarm](#)
- [Alkotester](#)
- [ATV \(el.\)](#)
- [Bildefliser](#)
- [Bil \(elektrisk\), gas](#)
- [Bilbane](#)
- [Conrad-elektronikk](#)
- [Digital-Kikkert](#)
- [Disko-Lys](#)
- [Dummy-Kamera](#)
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- [Elektronikk & DAB](#)
- [EL-Scoter & Bil](#)
- [Figurer](#)
- [Golf-biler \(m/skiitt\)](#)
- [Hobby & RC](#)
- [Hoverpod](#)
- [HP-Måler \(Bil\)](#)
- [Isbitmaskin](#)
- [Kamera \(trådløst\)](#)
- [Kino \(bærbar\)](#)
- [Kompass \(Bil/Båt\)](#)
- [Laser-Jamer \(Bil\)](#)
- [Luft-Jekk](#)
- [Lykt \(oppladbar\)](#)
- [Mobil-telefon-1, 2](#)
- [Motorsykeke-Mini](#)
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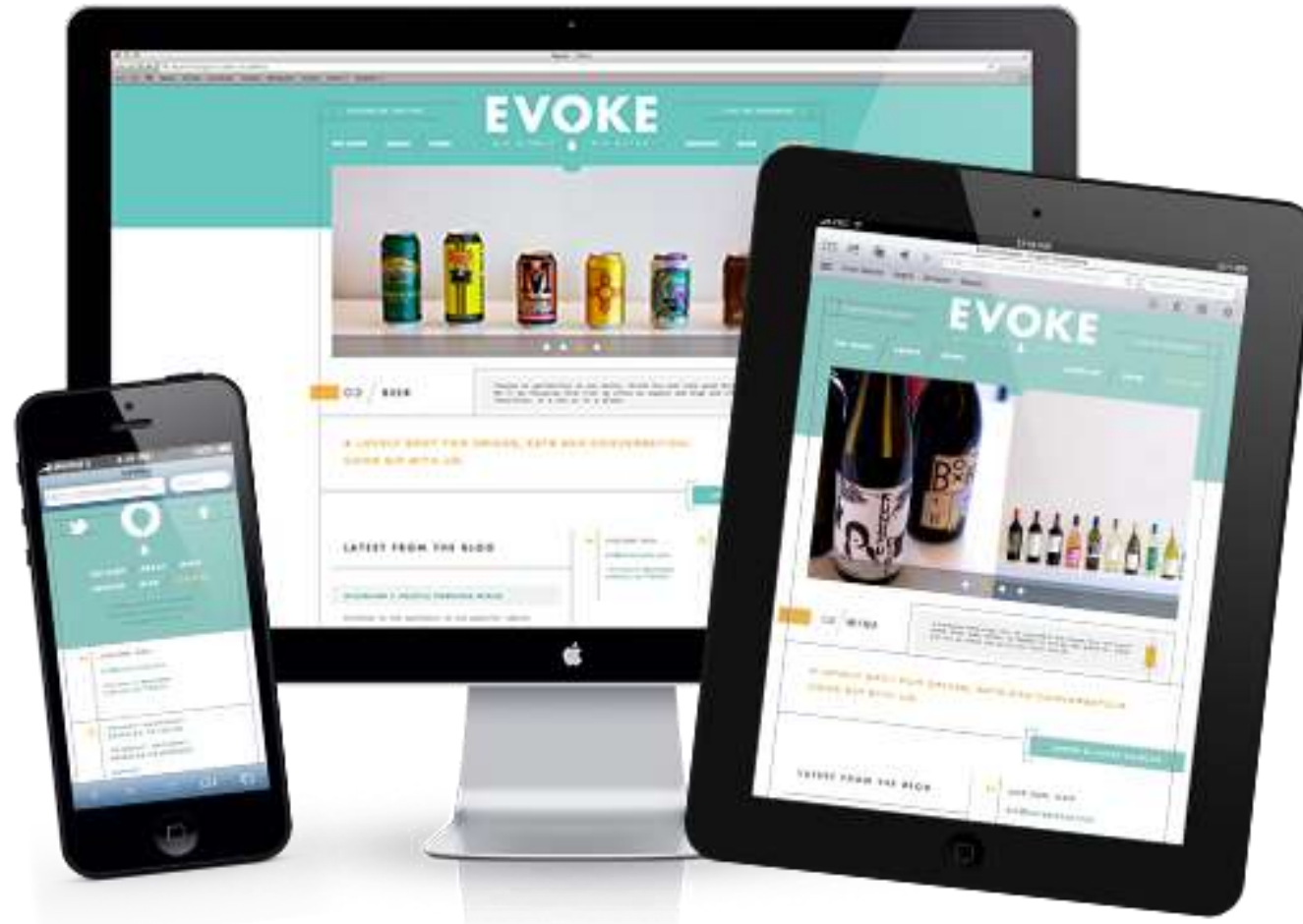
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ADAPTIVE DESIGN



RESPONSIVE DESIGN

320 x 480 (small phone) 375 x 667 (iphone) 640 x 840 (small tablet)

The image displays three mobile device screens showing a news article from The Washington Post. The article title is "Uber waits a year to reveal major hack of customer data". The screens are arranged from left to right, showing the article's layout on a small phone, an iPhone, and a small tablet. The layout adapts to the screen size, with text and images scaling and repositioning accordingly.

320 x 480 (small phone): The article title is truncated to "Uber waits a year to reveal major hack of customer data". The author's name "By Peter Holley" and the date "November 21 at 7:30 PM" are visible below the title. The image shows a hand holding a smartphone displaying the article.

375 x 667 (iphone): The article title is truncated to "Uber waits a year to reveal major hack of customer data". The author's name "By Peter Holley" and the date "November 21 at 7:30 PM" are visible below the title. The image shows a hand holding an iPhone displaying the article.

640 x 840 (small tablet): The article title is "Uber waits a year to reveal major hack of customer data". The author's name "By Peter Holley" and the date "November 21 at 7:30 PM" are visible below the title. The image shows a hand holding a tablet displaying the article.



Google 2019

Why responsive design

We recommend using responsive web design because it:

- Makes it easier for users to share and link to your content with a single URL.
- Helps Google's algorithms accurately assign indexing properties to the page rather than needing to signal the existence of corresponding desktop/mobile pages.
- Requires less engineering time to maintain multiple pages for the same content.
- Reduces the possibility of the [common mistakes](#) that affect mobile sites.
- 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 (see [Pitfalls when detecting user agents](#)" section for details).
- 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. This improvement in crawling efficiency can indirectly help Google index more of your site's content and keep it appropriately fresh.



Image Optimization



Original transparent PNG

File size **57 KB**

VS



Shrunk transparent PNG

File size **15 KB**

Ten Second Rule



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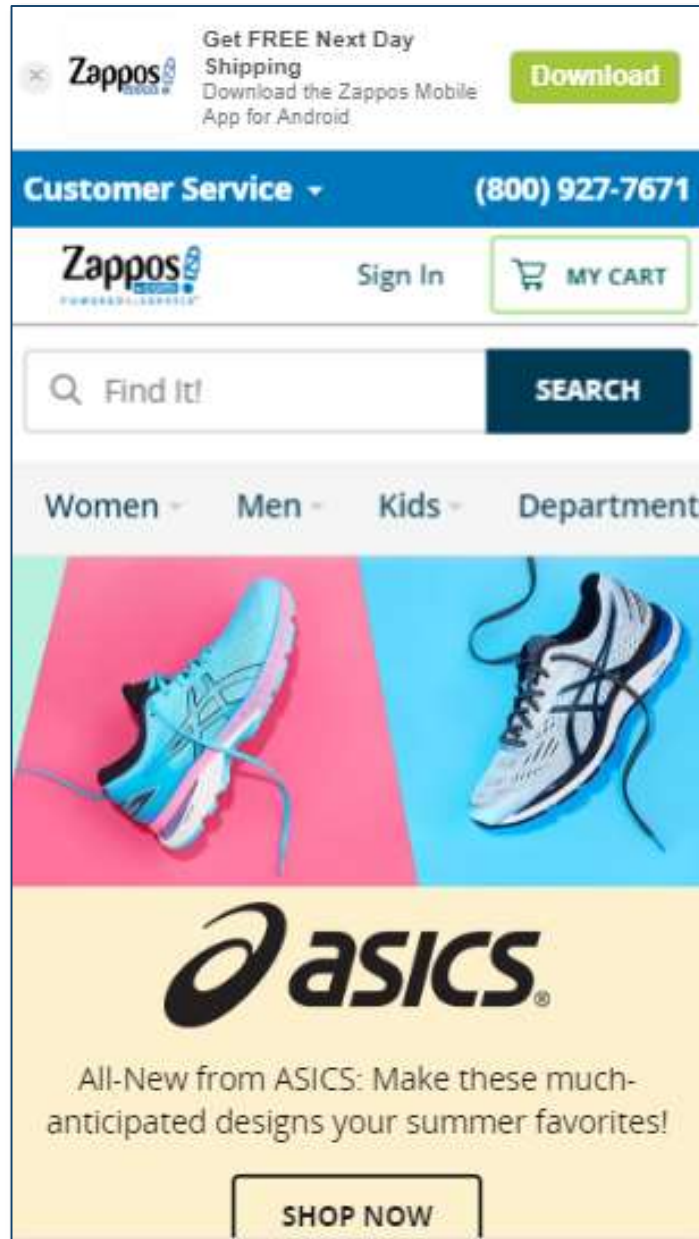
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What is...

*Above the Fold?

*Their Next Step?

*Your CTA?



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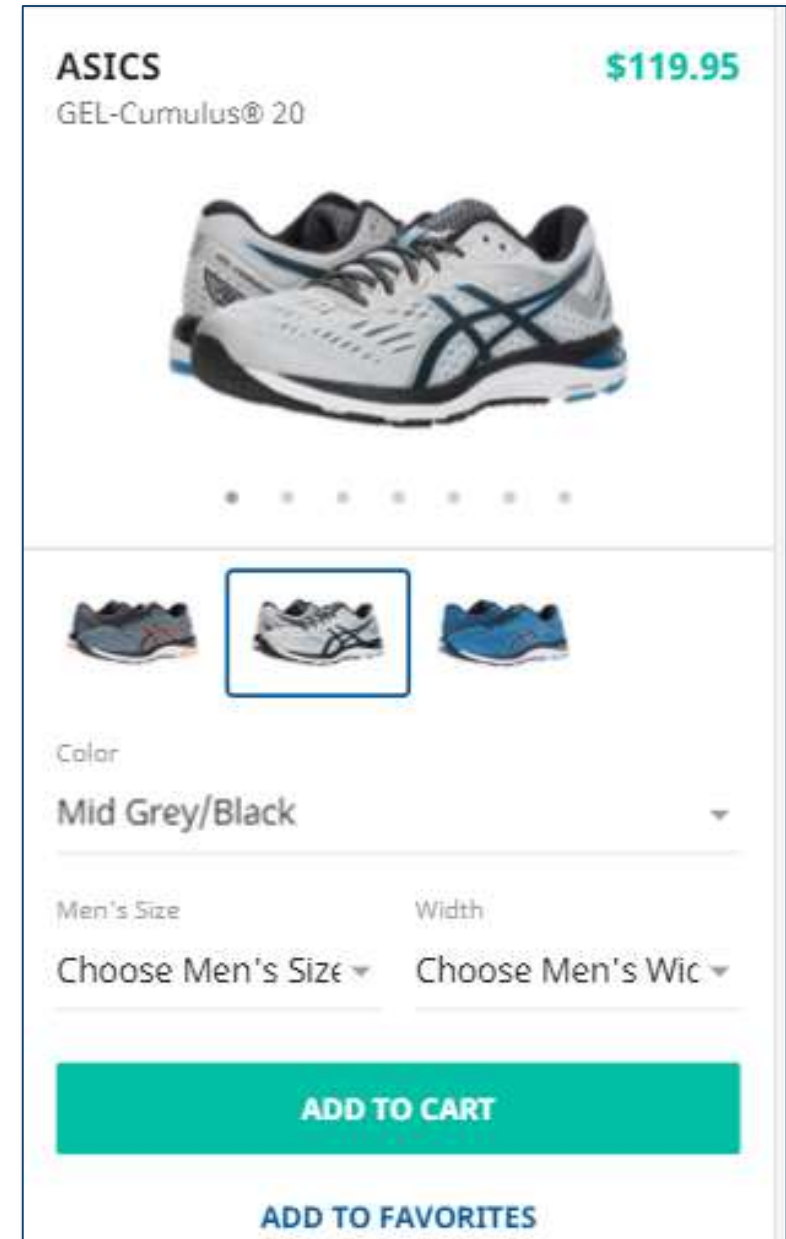
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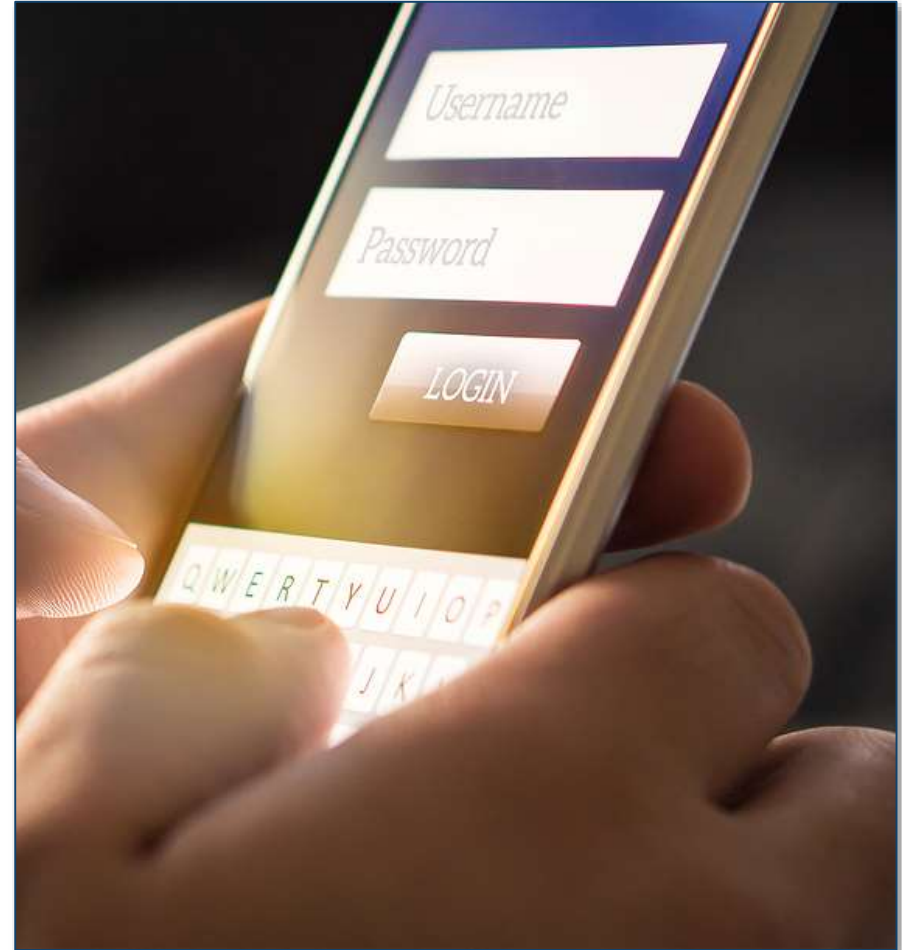
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Conversion Counts

- Larger buttons
- Smaller images
- Auto-fill form fields
- Guest checkout option
- Auto-detect location settings



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Questions?

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