



Contact Debra MacDonald
Telephone 717.656.7229, ext. 207
Cell 717.947.0962
Email dmacdonald@lancasterarchery.com
Website www.lancasterarchery.com

FOR IMMEDIATE RELEASE
October 1, 2014

LANCASTER ARCHERY SUPPLY RESPONSIVE WEB DESIGN

Leola, PA, 1BOctober 1, 2014– Over the past year, Lancaster Archery Supply (LAS) experienced significantly increased mobile device and tablet traffic to their flagship websites, lancasterarchery.com and lancasterarcherydealer.com. To ensure that users who visit the website using a mobile device have the same great experience as desktop users, LAS has launched a new responsive design website.

Responsive websites are designed to provide the best viewing experience across a range of devices. Users of devices from mobile phones to desktop computer monitors should be able to read and navigate webpages easily with a minimum of resizing, panning and scrolling.

With one in every five people in the world now holding a smartphone and one in seventeen owning a tablet, it's easy to understand why website design has become immersed in catering to a wide range of screen sizes, and in fact why current digital design trends are being heavily influenced by the prevalence of mobile browsing.

Ted Houser, Vice President of e-Commerce and Technology at Lancaster Archery Supply said, "Our objective was to retain a familiar desktop experience while using best practices in mobile web design to make it easier for customers to shop from mobile devices."

Houser chose a responsive website over the traditional option of developing a standalone mobile website. Instead of loading different websites for mobile and desktop users, responsive websites dynamically adapt the page content of a single site to the size of the users screen. As the size of the web browser becomes smaller, lancasterarchery.com and lancasterarcherydealer.com automatically reposition navigational menus and enlarge buttons and icons.

In conjunction with the responsive design project, LAS has released several new site functions including a homepage product carousel for new arrivals and top sellers and an improved customer service portal for managing live chats and support tickets. The changes to the site reflect input from an expert review, multiple rounds of user testing, and close collaboration with an outside web development firm.

About Lancaster Archery Supply, Inc.

Since 1983, Lancaster Archery Supply has offered the world's largest selection of top quality archery equipment for shops and archers shooting 3D, target, bow hunting, and traditional archery. The company specializes in products and services for all forms of archery, including Olympic Recurve, target and field archery, traditional, 3D, bow hunting, and youth or recreational archery. Lancaster Archery Supply's staff shoots every form of archery with a deep passion and love of the sport. Their technical archery experts, TechXPerts™, provide exceptional customer service and help customers select the equipment that best meets their needs. For more information, visit <http://www.lancasterarchery.com>, lancasterarcherydealer.com or call 800-829-7408.

###

If you would like more information about this topic, please contact Debra MacDonald at 717.656.7229, ext. 207 or email at dmacdonald@lancasterarchery.com.