

Voices.com Celebrates 100,000th Voice Talent with New Responsive Website

LONDON, Ontario, June 10, 2013 (SEND2PRESS NEWSWIRE) – Industry-leading Voices.com is celebrating the registration of its 100,000th voice talent member with the launch of a new website, rebuilt from the ground up. Part of the project included the implementation of “responsive design,” a design technique that accurately resizes the contents of a web page to any screen, regardless of its scope or device.

Responsive design is a win-win for both the company and its customers. Traveling down the road of responsive design became an absolute must for Voices.com following a substantial increase in visitors accessing the site via mobile devices such as iPhone, iPad and the Android-powered Galaxy SIII with mobile visits increasing 43 percent year over year.

“As a result of our responsive design implementation, visitors to the Voices.com site are more engaged and staying on the website for longer periods of time,” says David Ciccarelli CEO and co-founder of Voices. “People are visiting more often with 86 percent of members visiting daily. Of those visitors, they are also staying 17 percent longer on the site than they were just a year ago.”

Why did Voices.com incorporate responsive design? Consider the following statistics from a recent Forrester Research report:

- * Mobile web browsing is projected to take over desktop Internet usage by 2015 – or sooner.
- * 90 percent of people use multiple screens to access the web.
- * 90 percent of smartphone searches results in a purchase or a visit to a business.

To experience responsive design firsthand, visit: <http://www.voices.com/> .

About Voices:

Voices.com strives to achieve amazing things through the talent and faith of ordinary people. Voices.com is the online marketplace that connects businesses with voice over talent.

More than 200,000 people from companies like ABC, NBC, ESPN, PBS, The History Channel, The Discovery Channel, Sony Pictures, Audible, Comcast, Bell Canada, Google, Microsoft, Cisco, Western Union, American Airlines, Toyota, Ford and GM as well as organizations such as the U.S. Army and the U.S. Government entrust the Voices.com online marketplace with their stories and collaborate online.

* Sources:

– Global Mobile Statistics 2012 Home:

<http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats> .

– Forrester Research “Understanding Responsive Design”:

<http://www.forrester.com/Understanding+Responsive+Design/fulltext/-/E-RES7448>

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* VIDEO: <http://youtu.be/FyJ7jHyUy1g> .

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