

MEDIA RELEASE

TDC Proprietary Platform Mobile Ready

TDC website platform now fully responsive and mobile optimised

SYDNEY (15 April 2015) – The Digital Company (TDC) has upgraded all its marketplace websites to be fully responsive, compliant and optimised for mobile device use, from smartphones to tablets.

Responsive websites deliver a better user experience and rank better in search results. Google indexes mobile ready and responsive websites higher in its mobile index for these reasons.

Traffic across all TDC marketplace websites from mobile devices has been increasing at over 20% p.a., per TDC management and is currently approaching 50%. These stats drove the project to upgrade the platform and deliver a more mobile friendly experience. The upgrade closely followed all Googles recommendations with respect to mobile device optimization for search and related strategies.

As a result of this upgrade, search result pages and listing pages were also updated to further highlight those businesses listed on the websites as well as make it easier for users to find them.

For more information about The Digital Company, visit www.thedigitalcompany.com.au

About The Digital Company

The Digital Company builds Online Marketplaces that connect businesses to customers and operates numerous Online Marketplaces in various industries.

Media Contact:

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