

Hall Developers Create New Third Generation Responsive Framework

November 15, 2012

Portland, Maine - [Hall Internet Marketing](#), a Maine technology enabled internet marketing agency has created a new third generation framework for responsive website design and development. The new framework was conceptualized and executed by Hall's team of in-house web development and user experience experts.

"In the world of Internet marketing, reaching people in the best way possible is critical. Otherwise you could be serving cold soup to the customers that you've spent money on to get in the door," said RC Latons, CMS Developer at Hall Internet Marketing. As a member of the User Experience Working Group at Hall, RC works with other agency web marketing experts to understand users, interpret response and refine user experience practices.

A responsive website is a flexible, interactive site that changes based on the user's browser and device to deliver a custom experience. "We were into responsive design early on in the game. As a marketing company, we are accountable for acquisition data, and delivering an unfriendly website to a mobile phone or tablet user affects our bottom line," says Tim Howe, Lead Mobile Developer at Hall, who is an expert in responsive frameworks.

About Hall Internet Marketing

[Hall Internet Marketing](#) is a 13 year old agency that combines technology and expert services to drive cost-effective Internet Marketing strategies to improve website performance. Hall staff works closely with clients to understand their business objectives, their target audience and the competitive environment to create a comprehensive, tailored online marketing program that drives success. Hall helps some of the largest employers in Maine, well known Fortune 100 companies and innovative technology businesses to drive more sales online.

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