

# GoBlueRaiders.com gets an upgrade

## Update means new look and features for Blue Raider nation

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Middle Tennessee Athletic Communications has unveiled an update to the Blue Raiders' official athletics website, GoBlueRaiders.com.

The new site places an emphasis on simplicity, readability and features a more visual design with larger images to showcase our Middle Tennessee student-athletes. Also, look for more

immediate access to live audio and video for events, more ways to share website content socially and a new homepage feature called "This Day on GBR" which features popular articles from our website archives dating back to 2001.



Photo galleries on GoBlueRaiders.com have also seen an upgrade, with larger images and easier navigation. Recent galleries are also surfaced on the homepage for one-click access to some of the best website content.

Since the last major update in 2009, we have witnessed an explosive growth in the number of internet-connected mobile gadgets such as smartphones, netbooks and tablets, as well as devices in the home like smart TVs. The new GoBlueRaiders.com has been designed with this in mind.

Globally, mobile web traffic has tripled in the last three years and currently more than 20% of visits to GoBlueRaiders.com originate from these same, convenient devices.

The new website has been tailored to reach visitors regardless of the size or type of their device through the use of a development technique known as responsive design. Responsive websites automatically adjust themselves (respond) to fit the user's browser. In other words, one site for every screen.

And a staggering number of screens that can be. Our internal data shows that visitors to GoBlueRaiders.com used more than 250 different models of mobile devices to access the site in the last six months alone.

An increasing number of mainstream websites are being redesigned using a responsive approach. Websites like [BostonGlobe.com](http://BostonGlobe.com) and [Starbucks.com](http://Starbucks.com) exhibit responsive characteristics: the content of the page tailors itself to the width of the browser.

Major search engines like Google recommend responsive designs not only because it helps search engines to accurately and efficiently crawl and index content, but it allows users to share a website's pages using a consistent set of URLs.

We would like to thank John Harris, Director of Disabled Student Services, and Rob Janson of the University's Marketing and Communications office for their gracious assistance in helping us deliver an appealing and usable product.

Keep in mind this is a significant update and errors or omissions are always possible. Please accept our apologies in advance and send your comments, suggestions or questions to us at [webmaster@goblueraiders.com](mailto:webmaster@goblueraiders.com). With your help we can continue to improve our services and make every day a great day to be a Blue Raider.

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