

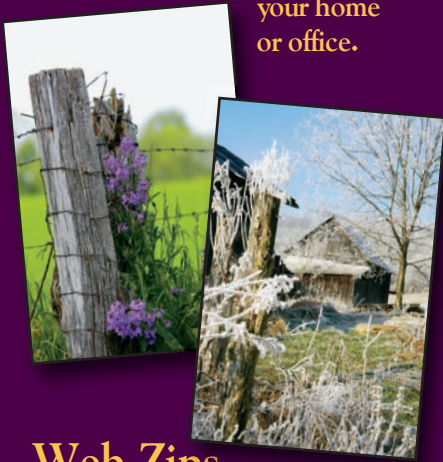
### Check it out ...

Morehead Marketing has been expanding with two new sites of our own.

**ChristianGamesandCrafts.com**  
 ChristianGamesandCrafts.com is a subscription website with a growing archive of creative Christian Bible games, crafts, lessons, programs, songs and more! Great ideas for Sunday School and children's ministry.

### MOREHEAD PHOTOGRAPHY

We now sell scenic photographic prints at select galleries and our new [moreheadphotography.com](http://moreheadphotography.com) website which includes a shopping cart and secure online credit card processing. These framed prints make great gifts for your home or office.



### Web Zips

Businesses can no longer afford to ignore the viability of Internet Marketing.

- 97% of US households use email (e-Dialog, 2010)
- 75% of internet connected homes use social networks (Nielsen, 2010)
- 91% of the US population uses a mobile device (CTIA, 2010)
- 23% use a smart phone (Frank N. Magid Associates, 2010)

### Cool Pics

We have been spending time in the studio photographing jewelry for Mark Armstrong's Goldworks' new website. Of course, Becky had to try everything on before it was shot. In the meantime, Jeff eyed all the Marshall stuff. The blue diamond ring shown here was one of our favorites. For more cool pics, go to [www.moreheadphotography.com](http://www.moreheadphotography.com).



### Catch the Wave of Mobile Marketing

According to recent studies by Gartner and Morgan Stanley, mobile phones will overtake PCs worldwide as the most common web access devices in the next 3-5 years. USA Today is reporting that 16% of all holiday shoppers this year will use smart phones and 39% of the 18-39 age bracket will use their mobile device exclusively. What does that mean to you? You have to look at your website in a whole new way.

Research shows that mobile surfers differ from PC surfers in that they are hunters not gatherers. PC surfers will take time to sift through information, comparison shop, and browse. Mobile surfers are ready to take action. So, how do you capture this market? When you think "Mobile" think "Minimize." They are looking for a specific piece of information such as how to contact you, how to find you, or how to place an order. They don't have the time, patience, or cell phone minutes to spend time waiting for a site to load, to scroll around an oversized page or to sift through multiple levels to find buried information.



To cater to these special needs, companies are designing mobile sites in increasing numbers. How does your website stack up? Go to <http://iphonetester.com/> to see how your site currently looks on an iPhone. If it is not the look you want, **Morehead Marketing** can help design a mobile website that caters to the needs of this growing market. Some good mobile sites you may want to check out are: [target.com](http://target.com), [google.com](http://google.com), and [moosejaw.com](http://moosejaw.com). If you don't have a mobile device, contact us and we can give you the mobile url to view on the iphonetester site.

### Tips for Mobile Websites

- Minimize graphics & special features.
- No flash features as some phones, (iPhone for one) doesn't support it.
- Use stacked menus not horizontal.
- Optimize for quick loading pages.
- Eliminate scroll, scroll, scroll — condense your information.