

Check it out ...



The first building block for any new business is a great name. We developed the GroWealth name and logo to brand a new company that not only offers real estate investment opportunities, but also a training course to teach others how to make money in real estate. As we always recommend for new logos, we also provided the application for trademark registration with the US Patent & Trade Office to ensure logo ownership protection.



**Mountaineer Generator Service**  
When Master Service Mid-Atlantic decided to open a new business for servicing commercial generators throughout West Virginia, they called Morehead Marketing. We worked with them to provide branding, commercial photography, collateral materials and a new website for their expansion with Mountaineer Generator Service.

All-In-One Responsive Websites

Have you ever noticed how a website that looks great on your desktop computer may require endless scrolling or not even work at all on your tablet or smartphone? A new style of websites is now evolving which allows the user to switch from laptop to tablet to smartphone, and the website automatically switches to accommodate for resolution, image size and scripting abilities. To put it simply, a responsive website's content automatically reformats to fit the size of the device. Programming allows for photos and other objects to shrink proportionately, text to reflow and some items to be hidden entirely — all seamlessly.

To see how they work, check out two new responsive websites from **Morehead Marketing:** [www.ellemlawoffice.com](http://www.ellemlawoffice.com) and [www.mountaineergs.com](http://www.mountaineergs.com)



Reasons to Consider Responsive Web Design

- You have one website that works on every screen width and device, which is not only a benefit to the user but is easier for you to maintain.
- Even with a very large screen, you don't always have a full-screen sized window open for the web browser. With a responsive web site, even if the window is resized, you never end up with that frustrating horizontal scroll.
- Avoiding device-switching issues - One of the main pitfalls to having both a desktop and a mobile version of a site is the fact that if you share the URL, the person who opens that shared link is not always using the same device through which it was shared. Responsive web design avoids this effectively.

Responsive websites are not the answer for everyone. Since programming is tricky, the designs need to be fairly simple, programming and browser testing takes longer and the development costs are higher. Some older browsers don't support the new programming language, so the site must be designed to default to a fixed width site for those users.

As handheld devices will soon overtake desktop computers for internet surfing, designing more versatile websites is a must. When you are ready to look at updating your website, we can help you evaluate both your site and your marketing needs to determine the best option for you.

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