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Milestone Develops Responsive Websites for Two Local Business

Cortez Heating & Air, Callaghan Tire websites redesigned and optimized for mobile

SARASOTA, Florida (June 5th, 2013) – Sarasota-based Milestone Marketing Associates, Inc. recently redesigned the websites for two longtime southwest Florida businesses, the company announced this week.

Cortez Heating & Air and Callaghan Tire both engaged Milestone to redesign their websites, add fresh content and optimize the sites for viewing on mobile devices.

"Responsive design is the idea that the very design of a website should be responsive to the device used to view it," explains Matthew Anderson, founder and president of Milestone Marketing Associates. "A website designed with traditional monitors or laptop screens in mind just won't look right on most mobile devices, and in many cases, may not be usable at all."

"We thought about our content, our readers and the best way to display the content," said Mark Anderson, President of Cortez Heating and Air Conditioning. "By offering a responsive website, we think our audience would enjoy this the most and we are committed to delivering the best possible experience for the greatest number of visitors to our site."

Prior to 2011, mobile optimization wasn't a priority for most web designers. But now, with the proliferation of tablets and smartphones, any digital marketing plan that does not include mobile optimization is missing the boat. Some recent reports claim that at least 25 percent of search clicks are coming from mobile devices—and Matthew believes that marketers who ignore that statistic are doing their clients a disservice.

"As practitioners of digital marketing, it's our responsibility to make sure that the websites we build are easily viewable and usable no matter what," continues Matthew. "That's our goal with every site we design, and we use responsive design to make it happen."

"Mobile responsive design gives our audience a better mobile experience," said Patty Virgilio, Chief Administrative Officer at Callaghan Tire. "And now that there are more and more people using mobile devices, we knew it was time to adapt to this new technological trend."

Cortez Heating & Air's website can be seen at www.cortez-ac.com, and Callaghan Tire's site can be found at www.callaghantire.com.

About Milestone Marketing Associates, Inc.

Milestone Marketing Associates is a creative communications company based in Sarasota, FL. Milestone builds brands on the web and in the real world. For more information call (941) 306-3602, email info@milestone-marketing.com, or visit www.milestone-marketing.com.

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