

## Press Release

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### opusWeb.com Provides the City of Houghton With New Web Presence

**Houghton, Michigan (June 1, 2007)** - The City of Houghton has recently launched a new Web site that was constructed to reflect the positioning and growth of the City. The new site features improved navigation and the integration of key aesthetic elements such as color and imagery from the City's print collateral and a revamped business directory.

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"Our present site was designed by opusWeb.com about eight years ago and we felt it was time for a new look and there was no question that we would ask them to design the new site and continue our working relationship with them. They are easy to work with and we love their ideas," said Scott MacInness, Houghton City Manager.

The new site provides an easy platform for both residents and visitors to access information while communicating the visual message of the City.

"One of the key factors in this redesign was looking at the City's existing marketing materials, such as their brochures and historic walking tour markers, and making sure a consistent message would be conveyed through the Web interface," said Jeffery Primeau, opusWeb.com Co-Founder & Director of Marketing/Communications.

"Once that objective was complete, we were then able to focus in on placement of City information by planning out a logical, straightforward, easy method of getting around within the site," Primeau added.

Another key element of the new site, is that it allows the City to update information in a timely manner.

"We hope that residents will use the site to read the minutes from recent Council and Planning Commission meetings to stay informed. Upcoming public hearings and events are also posted so residents have a convenient place to see what issues will be covered at upcoming meetings that interest them," said Ann Vollrath, Deputy Clerk.

"What's really nice is that we can handle all of that, plus manage our own business directory seamlessly from the City offices, which makes the new site a far more efficient tool across the board," Vollrath said.

The new Web site is located at [CityOfHoughton.com](http://CityOfHoughton.com).

Founded in 1996, opusWeb.com leverages Web development strategies to help companies and organizations approach and maintain their viability on the Web. The firm delivers a host of Web-based solutions including strategy, design, programming and agency-side assistance. opusWeb.com is a partnered firm by Jeffery Primeau of Calumet, and Heath Sundstrom of Hancock, and is headquartered at 600 E. Lakeshore Drive (UPPCO Building) in Houghton, Michigan.

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