

### Check it out ...

We have a new e-mail address. To contact us, use: [info@moreheadmarketing.com](mailto:info@moreheadmarketing.com)

### Web Zips

Now websites designed by Morehead Marketing will be generating even more site statistics and graphs to give useful information on how visitors are using your site. Reports include:

- Site and Page views by day, week and month (including unique views, time on page, bounce rate, etc.)
- Navigational Summary (how visitors found your content) what page before, page after, exit, etc.)
- Entrance Paths (paths visitors used to get to your content)
- Entrance Sources (top sources per page, such as search engines)
- Entrance Keywords (top keywords per page)
- Benchmark your site against similar businesses.

Information such as this can be critical for improving your site in the future. Call Morehead Marketing today about how you can make your website work for you.

### Cool Pics

This photo was commissioned for Historic Roscoe Village, a restored canal town in Coshocton, Ohio. View more of Roscoe Village and other historical themed images such as Blennerhassett Island Historical State Park and Williamsburg, VA at [moreheadmarketing.com](http://moreheadmarketing.com).



### How Good Is Your Corporate Handshake?



Just like a handshake, your brand instantly communicates information. It is often the initial thing consumers see and is a basis for their first impression. Is it saying what you want? Take the Apple logo, for instance. One look says, apple, clean, simple, progressive, and high-tech — a very good summation of the company.



When a logo is designed by Morehead Marketing, we look at many parameters to make sure your first impression is both right and lasting.

- Your logo should say something about you. The Caron and Hartel Shipyard logos are totally different styles. Which one is an industrial corporation and which one is a themed retail establishment?
- Your logo should be easy to read, on a billboard or a business card — in color or black and white.
- Your logo should have gestalt characteristics. This is a German philosophy where individual elements relate as a unified whole. Text and graphics should combine to make one compact image.



- Your brand should easily translate to different medium such as billboards, brochures, web sites, etc., without requiring any alterations.

All these things and more should be considered when designing your brand — the perfect corporate handshake.

To see some of over 300 corporate brands created by **Morehead Marketing**, go to: [moreheadmarketing.com/branding](http://moreheadmarketing.com/branding).