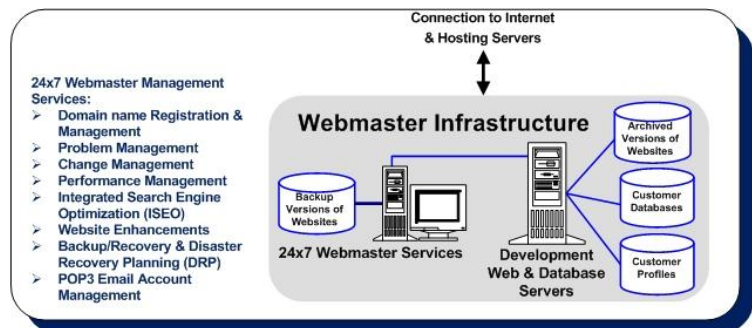




Webmaster Management Services

Overview

Our Webmaster Management Services provides all required maintenance and support for your company's production websites. These services are delivered using our exclusive Webmaster Infrastructure, and ensure your company's website is continually updated and maintained throughout its entire production lifecycle. The monthly charge for these eight management services range from \$19.99 to \$34.99ⁱ, and are only available for websites that:



- were designed, developed, and hosted by our web services, or;
- were imported and refurbished, and are now being hosted on our web servers.

We manage your website 24-hours per day, 7-days a week. We ensure that visitors to your website will always have access to the most current, accurate information available regarding your company's products and services.

Domain Name Registration & Management

If your company does not current have a registered domain name, and you have not selected one, we will recommend one or more domain names. After you have selected one of these domain names, we will register it with one of the major name registration companies, and perform the initial DNS setup that ensures that your domain name will be routed to the correct web hosting company. *(There is normally a \$49 fee for this setup service but we will perform this service at no additional charge.)* Also, as part of our 24x7 webmaster services, we will continue to renew your domain name on an annual basis. Finally, if you decide to change web hosting

Problem Management

The timely resolution of website problems is essential to the success of your business website. When problems occur and are resolved quickly, site visitors are left with a favorable impression of your company, and its products and services. Website problems can be detected by a variety of ways including:

- error reports generated by web hosting company,
- feedback messages from website visitors,
- or,
- online IIS transaction logs that we download and analyze on a weekly basis.

companies, we will transfer your domain name and website to the new company at no additional charge. *(If you pre-paid for either webmaster management services or web hosting services, we will refund the unused portion of your payment.)*

Change Management

We ensure that all website software changes are meticulously tested on our local web servers before they are published to your production Web servers. The servers in our web development and management infrastructure have the same software components that are installed on the web servers located at the web hosting company facility. These software components enable us to both unit-test and regression-test all website changes to ensure that your website operates flawlessly after changes are migrated into the production environment. Additionally, we maintain several previous versions of your production website and can easily roll-back to one of these earlier versions if required. This rarely happens but if it does, we can have your site up and running on one of these earlier versions in less than an hour.

Website Enhancements

Unlike static printed publications, business web pages are dynamic, interactive documents that must be changed to mirror changes that occur in a growing prosperous business. These changes can be as:

- simple as changing the prices of a single product, or;
- complex as the addition of a new customer service application.

Enhancements are also required to take advantage of new web technologies such as delivering web pages to new G3/G4-based mobile phones and PDA devices. We allocate two hours per month (**a \$60/mo. value**) for website enhancements. This should be more

After we discover a problem (or are notified that one exist), we initiate our problem management process. This process includes:

- identifying and isolating the problem,
- documenting the problem in our problem management system,
- diagnosing the root the cause of the problem, and;
- then correcting the problem as soon as possible.

We also work closely with the hosting company's technical support and systems admin staffs to resolve performance and availability problems that are not directly related to your website. It is in best interest of all concern that these problems get resolved as quickly and efficiently as possible. Finally, we maintain an on-going dialogue with the hosting company so that we are aware of pending hardware, software, and networking changes that may result in service disruptions to your customers.

Backup/Recovery & Disaster Recovery Planning (DRP)

While most web development/management companies generally ignore the areas of backup/recovery and disaster recovery planning, these are among the most important services we provide to our customers. When you are "doing business on the web", it is of the utmost importance that customers be able to access your website (and online store systems) at all times. If your website is down, your business is down! We maintain multiple copies of your production website and can quickly rebuild your website and place it online. In case of a catastrophic failure of the production hosting server farm, we will activate our Disaster Recovery Plan (DRP). If we determine that the production web server farm will be down for an extended period of time, we move your production websites and databases to one of our alternate web hosting company, and will continue to run your website at this alternate hosting center until our primary hosting company returns to full operational status. After this occurs and we are

than enough time to complete the vast majority of the enhancements to any of the websites that we develop, manage, and host. If major website enhancements and/or changes are required that exceed the two-hour per month included in the 24x7 webmaster services fee, we will provide you with a written price quote before starting the specified project.

Search Engine Optimization (SEO)

Major search engines such as Google, Bing, and Yahoo use web-crawling robots – referred to as spiders – to continually crawl all sites on the Internet. This process determines the rating of your web site and where it will be listed on search pages generated by these and other search engines. We integrate a large number of Search Engine Optimization (SEO) features directly into the design of each page of your website. Our integrated SEO design process ensures that your website will be crawled and assigned the highest rating possible by these major search engines. Some of these integrated SEO features include:

- Inserting anchor tags that point to key pages, images, documents, and other areas of your website.
- Placing important Meta Tag descriptions and keyword phrases in top-level pages.
- Ensuring that important keywords and keyword phrases include words that are also included in the text of top-level pages.
- Including ALT tags containing keyword phrases on all images, graphics, and photographs on the site.
- Adding page titles containing keyword phrases to all pages.

We can also provide you with optional third-party SEO and website advertising

assured that the problem has been resolved, we will move your website and databases back to the production hosting web server farm.

Performance Management

We monitor your website using tools such as IIS performance/transaction logs, and utilize our state-of-the-art web log analyzer to create reports that show when, where, and how customers (and potential customers) visited your website. Optionally, this information can be published to a secure web page on your website. In addition to publishing this performance information to your website, we also archived it on our SQL database server.

POP3 Email Account Management

Prior to your site being placed on-line, we can help you create **up to 30 POP3 Email accounts** for your company. Your management staff, company employees, and other authorized individuals can use these accounts to send and receive Email messages from both company-owned and home computers. These Email accounts include all standard Email functions including junk-mail filters, and each account is protected by user-selectable passwords. Your POP3 Email addresses are in the form of [name@YourCompany.com](#); where *name* is the ID of the Email account holder and *YourCompany.com* is your company's domain name. We will provide you with simple intuitive instructions for setting-up and managing your Email accounts using Outlook, Outlook Express, Windows Mail, and IMail clients. Email stored on our secure POP3 servers can be accessed by:

- an Email client running on a PC or MAC,
- a standard web browser, and;
- a PDA or a web-enabled mobile phone.

These POP3 Email accounts included as part of our web hosting services.

programs such as "pay-per-click". If your objective is to achieve first page ranking, then you should definitely investigate one or more these third-party SEO programs, or use one of the Google, Bing, or Yahoo web marketing programs.

¹ We offer liberal pre-paid quarterly and annual discounts of 20% and 33%, respectively.