

PROFESSIONAL WEBSITE DESIGN

**BUILT ON THE EXPANDABLE
CMS WEBSITE PLATFORM**

Presented by:

BizAtomic Sales, Sales

BizAtomic

EXECUTIVE SUMMARY

WEB DESIGN TO BENEFIT COMPANY

PROFESSIONAL DESIGN, EXPANDABLE, AND AFFORDABLE

Selecting an organization to design and build your website is an important decision with significant implications. You want to work with a vendor who will enhance your business image and promote professionalism. But finding that vendor can be a challenge.

BizAtomic has experienced Graphic & Web Designers on staff. They have years of experience turning our customers ideas into reality.

In addition to the high quality, professional design, your site will be built on a CMS Website Platform which enables you to manage and publish information directly on your website. An easy-to-use WYSIWYG online editor is provided for editing, and creating content directly on the web.

BizAtomic is proposing a professionally designed website built on our expandable CMS Website Platform.

The total cost of your proposed solution: **\$3495**

C3 Website Platform System Key Features & Benefits

- ♦ **Professional Website Design** – Enhance Your Corporate Image and Establish Brand Recognition
- ♦ **Web Based Site Editor** – Easily Update Your Website From any Web Browser
- ♦ **Blogging is Built-in** - Connect with a Wider Audience and Build an Community
- ♦ **Web 2.0 RSS Feeds** – Streamlines Communication Between You and Your Website Readers
- ♦ **Search Engine Optimized** - SEF (Search Engine Friendly) URLs and Submission to over 400 Search Engines Jump Starts Your Website Promotion

RECOMMENDATIONS FOR COMPANY

PROFESSIONAL, EFFECTIVE, AND AFFORDABLE

Web Design Corporate Package

- ♦ Consultative Design - Talk One-on-One with your designer
- ♦ CMS Website Platform
- ♦ Dedicated Project Manager
- ♦ Home Page Layout
- ♦ Logo Creation
- ♦ 10 Element Navigation Setup
- ♦ 15 Pages Content Entry
- ♦ CMS Setup
- ♦ Online Marketing Plan
- ♦ SEV Press Release
- ♦ Online Documentation
- ♦ Training Webinars & Videos
- ♦ Standard Terms & Privacy Policy
- ♦ FREE Support with Hosting

Service: Consultative Web Design

You will speak one-on-one with your web designer and dedicated project manager so that we can create a unique web design to meet your specifications and goals. Upon completion of the design, it will then be fully integrated into your website.

You will have a live telephone consultation with your designer to discuss your aesthetic goals. You will also provide them with any collateral materials that you may have (logo, colors, sites you like, etc...). Your designer will then, based on your specifications, develop "mock-up," of your unique design concept. The mock-up will be submitted to you for review, and if necessary the designer will make the appropriate changes. (Keep in mind that you have an infinite amount of changes available for up to 45 days).

Service: Dedicated Project Manager

To ensure your website project is properly managed, BizAtomic has a team of project managers to guide each project through the design and development process. You will be allocated a dedicated project manager who is your point of contact throughout the development of your new website. Your project manager will work closely with you answering questions and keeping you apprised of each stage of your project. They will ensure that you receive the individual components you purchased from your website package.

Your project manager will: assist you through the process, answer questions via email, and will help you learn how to work most effectively with BizAtomic. They will guide you to reference materials so that you can easily and successfully manage your new website.

By working with BizAtomic, you will reap the benefit of our wide-range of experience to make the most of the Internet for your business. BizAtomic will provide a solution that will be delivered on time by our friendly and approachable team

CMS Website Platform

The key benefit of the CMS Web Website Platform is its ability to allow you to manage your website content from any internet browser. The CMS Website Platform was designed with simplicity and flexibility in mind. It is perfect for everyone from the non-technical webmaster to technically advanced users.

The CMS Website Platform enables an organization of any size to manage and edit content directly by any authorized user of the website. It is easy to use and allows your website to grow as your organization grows.

Before publishing articles or website changes from authors granted permission to change or contribute to the website, an Administrator can review and edit all changes (if necessary). The powerful publishing workflow makes this review process automated and easy.

The CMS administrative controls are accessed through your Internet browser without the need to install any software on the end-user's computer.

CMS Competitive Advantages

- ◆ Online, context sensitive help and system documentation

- ♦ Website content is distinct and managed separately from your website general framework, ensuring enforcement of corporate design standards.
- ♦ Browser-based and secure. No software needs to be installed, and you can easily incorporate third-party contributors (such as external advertising and marketing consultants) into your publishing process.
- ♦ Customizable user permissions allow businesses to control not only the pages that each user can edit, but also the front-end pages that users can view.
- ♦ WYSIWYG Content Editor minimizes training by providing content authors with a word-processor like environment that they already understand.
- ♦ Multiple authors can be responsible for the same content. Automatic check-in and check-out rules prevent conflicting content updates by locking pages while they are being edited.
- ♦ With the CMS Document Manager, you can upload and publish files of any type, anywhere on your website: PDF Files, Microsoft Word files, digital audio and video files, CAD files, and more.
- ♦ The menu manager automatically creates logical, expandable menus for your website content, promoting ease of use and speed. The Layered Navigation Add-On expands this functionality allowing DHTML layered navigation.
- ♦ The CMS system maintains an archive of published content for easy review.
- ♦ Scheduled publishing rules allow you to write content now and have it automatically "appear" and/or "disappear" on the website at a future date and time.
- ♦ The CMS system allows website visitors to easily create printable views of any web content "on the fly". This is an automatic function, and your company administrators do not need to do anything. Website visitors won't need to worry about printing errors common to the web, such as poor graphic reproduction, margin errors, and odd pagination. A click of the "printable" button will display the appropriate text in a clear, concise, printable format.
- ♦ Similarly, website surfers can click a button to view a "PDF" version of a page. Again, your administrators do not need to do anything extra to give users this ability.

- ♦ The CMS Website Platform has the absolute most compelling price point in the industry, and is the leader in functionality and ease of use.

Web based Admin Area

You will control your website via an intuitive web based administrative area to quickly and easily manage content, users, and the look and feel of your website, and more.

Reporting Tools

To track usage, Bizatomic hosting includes premium site statistics and traffic reporting tools. Detailed reporting is critical to effective website management because it allows you to see which pages and sections of your site are most important to your customers. It even allows you to see the pages where visitors enter and leave your site.

CMS Website Platform Training

Bizatomic provides both flash video instruction and online, context sensitive documentation that gets you up-to-speed quickly. It's a useful tool for refresher training and also as a teaching aid for future employees. In addition, training sessions over the telephone with a member of our training and support team can be purchased at any time.

Optional Feature Add-Ons

- ♦ Events Calendar
- ♦ Image Gallery
- ♦ Discussion Forums
- ♦ Document Manager
- ♦ Layered Navigation

Optional Hosting and Support

Hosting is optional, you do not have to host with Bizatomic

Web Hosting

Once your site is built, Bizatomic can host it on our Linux-based servers located in our secure web hosting facilities. Web hosting services include annual domain name renewal, and email for your company.

Customer Support

Bizatonic offers free customer support through multiple channels. From 9 AM through 8 PM EST our customer support staff is available to answer any questions you may have using your website.

24/7 Technical Support

Our servers are monitored 24/7 by a third party monitoring service which alerts us the second a problem occurs. In almost all cases we know about an issue before you ever notice.

Hosting and Support Cost: \$39/month

Service: Home Page Layout

Our graphic artists will design your home page based on your message and communication objectives. Home page layout includes content re-purposing, copywriting, page layout, and content addition services.

Service: Text Logo

A professional graphic designer will take your company name and slogan and utilize fonts and standard formatting techniques to develop a text logo that visually portrays the image you are trying to communicate within the physical limitations of a text logo.

Service: Content Entry

BizAtomic will enter 15 pages of content provided by client into your website. Client will have access to BizAtomic stock photo library to select images to be incorporated into content.

Service: 10 Element Navigational Setup

BizAtomic will create up to 10 navigation elements on your website. These elements will be editable, so if you need to modify them in the future you will have access to do so.

Service: CMS Setup

A BizAtomic CMS Website Platform support technician will devote 1 hour to configuring your site as necessary.

Some examples of possible configurations:

- ♦ Setting up meta tags and keywords
- ♦ Creating password protected menus
- ♦ Creating user menus
- ♦ Adding 3rd party tracking code (google analytics)

Service: Online Marketing Plan

A strategic marketing plan is the basis of every successful business. Without a solid marketing plan, a company's course of action is determined by guesswork, which may or may not work, putting the business in risk

In a virtual environment, where your website is the only face of your organization/company, it's very important that you have your web strategies in place. If you already have a website, your next step should be to develop a marketing plan that addresses your objectives, defines the strategies and course of action to achieve them.

Before you start taking Website SEO, Keyword Research, PPC Campaign Management, Link Building, RSS Feed Marketing, Press Releases, Search Engine Submission or other services, you need to understand which of these would be most effective to achieve your business objectives, whether you need one of these services or a mix of online marketing components . You need to understand which service is required and when, for you to be able to achieve the maximum benefits from your online investment.

BizAtomic's OMP helps you define your business objectives and provides strategies to achieve them. Our online marketing specialists provide you with a detailed report, complete with pricing, which suggests a goal oriented course of action using a specific combination of online marketing compents.

SEO: SEV Press Release

Each month, more than 27 million people in the U.S. use Google News and Yahoo News to find the latest information about a wide range of topics that interest them. When they conduct a news search, they often find relevant press releases along with articles from thousands of news source.

BizAtomic's SEO Press Release is designed to maximize the visibility of your press release in the news search engines and media databases. Critical to the success of your news release is ensuring your press release is keyword searchable for the best search terms. This service is a bundled service of BizAtomic and PR Web and provides network distribution and technology enhancements for your release. You press release is carefully analyzed and optimized around key search terms that increase your online visibility.

Search Engine Visibility Press Release Features

- ♦ Optimize the news release so it gets high keyword ranking for up to 30 days in news search engines
- ♦ Distribute the press release via opt-in email to PR Web's database of more than 65,000 media outlets
- ♦ Distribute the press release to Yahoo News and Google News
- ♦ Improve the placement of the news release in XML and RSS feeds
- ♦ Archive the press release indefinitely on PR Web, which gets over 4.5 million pages views a month
- ♦ Build relevant links from within the news release to key pages on the organization's web site
- ♦ Provide statistics on the number of times the press release was accessed on PR Web's site
- ♦ ClickTracks Analytics Compatible
- ♦ Keyword Rich Anchor Text in Links

COMPANY'S INVESTMENT
SOLUTIONS RECOMMENDED BY BIZATOMIC
LINE ITEM PRICING

Here is the cost of the recommendations BizAtomic is making to COMPANY:

Item	Quantity	Unit Price	Total Price
Package: Web Design Corporate	1	\$3495	\$3495

Grand Total \$3495

To Get Started Immediately:

1. Sign the "Website Development Agreement" on this page
2. Complete "Credit Card Authorization Form" below OR write a "Check/Money Order" in the amount of your 50% down payment (XyX) payable to BizAtomic
3. If you would like to pay by credit card, complete the "Credit Card Authorization Form" below.
4. Fax this page with signed "Credit Card Authorization Form" or "Check/Money Order" to BizAtomic at: 1-800-521-9640
5. Mail this page with signed "Credit Card Authorization Form" or "Check/Money Order" to BizAtomic Accounts Receivable: 23 Sanchez Ave, Saint Augustine, FL 32084

Upon receipt of your fax, we will begin developing your website.

Website Development Agreement

This Website Development Agreement ("Agreement") is made as of the Acceptance Date between Cyber Strategies, Inc., a Florida corporation d/b/a BizAtomic ("BizAtomic") and

Client Name (the "Client"): COMPANY SHORT

General BizAtomic will create an Internet website for Client (the "Website") in accordance with the terms and conditions of this Agreement and those located at <http://www.bizatomic.com/agreement.html> ("Exhibit A"). By signing this Agreement, Client acknowledges that they are purchasing the items in "Line Item Pricing" and have read and agree to the terms and conditions in "Exhibit A".

Website Design and Development Fee Client agrees to pay a nonrefundable design and development fee set forth in the attached Line Item Pricing (the "Development Fee"). Payment may be accepted in two equal installments: (i) a non refundable 50% "Initial Payment" due before BizAtomic begins work on Client's initial Website Design, and (ii) a non refundable 50% "Final Payment" due upon Client's acceptance of their website design or 20 business days after Client is presented with the proposed "Website Design", whichever is sooner.

Digitally Signed by CYBER STRATEGIES, INC. ("BizAtomic") on 11/30/2006 4:27 PM

_____	_____
Name	Acceptance Date
_____	_____
Title	Company

Credit Card Authorization Form

For payments by credit card, BizAtomic accepts up to \$3,000 on a personal Visa or MasterCard or up to \$6,000 on a corporate Visa, MasterCard, or American Express. Signing below indicates you authorize your credit card to be charged "Website Design and Development Fee" and for monthly hosting charges.

Cardholder Name	Cardholder Signature	
Card Number - - -	Expiration Date - -	CVV2 Code
Billing Address, City, State, ZIP		

