

The Power to Win

Helping you to grow your business online

Empowering Your Organization with Innovative Web Services And Consulting!



ABOUT Link2CITY.com

your e-business partner



e-commerce • e-business • consulting

Link2CITY is an Innovative Web Services and Consulting agency. We are a leading Internet marketing and search engine optimization firm.

Whether you are simply interested in a state-of-the-art web design, or a fully customized web marketing strategy, Link2CITY is the partner you are searching for. We have the tools and expertise to effectively develop market and promote your online business.

We are experts at search engine optimized websites to maximize promotional and content visibility, achieve high search engine ranking and generate more qualified leads by identifying high performance key words.

We focus on GUARANTEED results by delivering:

- ✓ Dynamic state-of-the-art web design that is appealing and easy to navigate by your visitor.
- ✓ High volumes of relevant search engine traffic to your website through partnerships with major search engine providers including AltaVista, AOL, Ask Jeeves, FAST, Google, Inktomi, Lycos, LookSmart, MSN Search, and Yahoo!

Our solutions generate value and improve our clients' business performance

Link2CITY.com consulting services will help you achieve your long-term online business goals. We are committed to providing you with a custom-designed website tailored specifically to your personal and business needs.

WELCOME TO THE INTERNET WORLD

In today's highly competitive Internet market, it is imperative to get the right synergy amongst the Hosting Company, Web Design Company, Web Application Programmer and Search Engine Marketer.

This harmonious relation is what is needed to make your online web business more successful, make your company web site more efficient and easy to use and drive traffic to your business.

Finding one qualified company is hard enough. Getting four qualified companies to work efficiently together is a greater challenge, not to mention expensive and time consuming.

WHO WE ARE?



Link2CITY, Inc. is a provider of business-to-business, and business-to-consumer eSolutions. The Company helps businesses realize the value of the Internet by building collaborative electronic communities through Multi-Channel Marketing. The Company's e-marketplace solutions enable organizations to integrate supply chains, gain efficiencies in the procurement of direct and indirect goods and services, and improve the customer and supplier experience.

We generate more customers, extend the value of your brand, and increase sales when you integrate Link2CITY Multi-channel Promotion, Marketing Tools and eSolutions into your traditional marketing programs. Our goal at Link2CITY is to make your marketing work better. Through our leading targeting technologies, media sales expertise, direct marketing knowledge, and essential research tools, we help companies make the most of their marketing efforts and programs.

Link2CITY, Inc. provides innovative and comprehensive Technology Solutions to Global enterprises and emerging Internet businesses. Since 1999, from Web Development to Back-End Systems and Marketing Online, we have demonstrated our ability to develop eBusiness solutions allowing our clients to generate both new revenue opportunities and streamline existing operational systems.

Through our Proprietary Process and Archived Solutions Library, Link2CITY, Inc. delivers a broad range of services designed to help our clients succeed in the emerging networked economy. By combining deep development expertise with technology consulting, we will position your organization to better capitalize on the communications power and transaction efficiency of the Internet. Link2CITY, Inc. has extensive development and integration expertise that ranges across the Technology eCommerce and Internet in a variety of industries. We can leverage this expertise in delivering our solutions to build upon your existing organization.



WHAT MAKES US UNIQUE?

Link2CITY.com is the industry leader in website design, application development and Internet Marketing with modern hosting servers.

INDUSTRY FOCUS

Link2CITY.com specializes in high quality, effective and affordable website design for the following industries: Real Estate, Mortgage companies, Travel/Tourism, Hospitality, Automotive, Moving companies, Non-profit organization, Employment agencies, Professional Services, Export/ Import and Retail E-commerce companies.

WHAT WE OFFER?

Link2CITY.com provides website solutions designed to your unique business needs. We provide website and e-Commerce design, development, web marketing and consulting services for medium and small businesses. We help you turn your business into e-Business

Link2CITY.com builds quality websites with top search engine ranking pages and develops sustainable, consistent traffic to your website.

Additionally, we provide hosting services that are compatible to the programming needed to make you website operationally more functional, and the proper methods needed to get the website ranked.

We offer a full range of World Wide Web services including:

- ✓ Domain Name Registration,
- ✓ Optimized Web Site Design,
- ✓ E-commerce Solution,
- ✓ Web Hosting,
- ✓ Search Engine Marketing/ Optimization,

WE LOOK AT THINGS DIFFERENTLY

Link2CITY looks at every project with a fresh perspective. When you come to us with your objectives, we will work with you to hone and refine your ideas before we make any recommendations. We want to get you thinking about ideas that may not have occurred to you before and then work with you to bring these ideas to life.

OUR WORK IS PROFESSIONAL, FUNCTIONAL & USABLE

Link2CITY does more than just create online brochures. Our clients expect more than that. We take the time to plan our projects by thinking in programming, marketing and business terms. This way of thinking enables us to put ourselves in the shoes of your audience and ensures your site is geared toward the user's experience.

SERVICES

DESIGN

USER INTERFACE DESIGN

A user-interface goes beyond a good-looking home page. The first impression your users have must be followed up with consistency and a logical way to navigate through the site. An effective user-interface has a balance between creativity and effectiveness. It allows the user to find information, but also drives them to targeted areas of the site.

Link2CITY creates effective designs and complements them with elements that enhance your site's creativity. These subtle design elements are what blend a site's functionality with its good looks.

FLASH ANIMATION

Flash has evolved from a glitzy and intrusive site intro to an effective element that can increase your site's level of professionalism and interactivity. Flash works as a great design element and also has very functional applications. Here are a few ideas:

- ◆ Site Navigation Systems
- ◆ Sales Presentations
- ◆ Product Demonstrations
- ◆ Description of complex systems or concepts
- ◆ Animated Design Elements



STREAMING MEDIA SOLUTIONS

With Link2CITY Streaming Media solutions, you can use the Web to deliver a superior user experience, reach worldwide audiences, and launch new communications initiatives.

WEB DEVELOPMENT

Link2CITY is a web development and marketing firm for companies who expect more from the web. We build and enhance corporate websites and personalize user experiences and capture valuable data. Our clients and partners enjoy working with us because we know how to make the process as rewarding as the results.

Our focus is on the areas that many companies tend to overlook: usability, useful back-end applications, and the integration of functionality with a professionally designed user-interface.

Link2CITY has been providing services for our clients and advertising agencies since 1999. In that time, our success has hinged on the positive relationships we have created with our clients and partners. The level of integrity and quality that we bring to these relationships is what drives our success.

- ✓ Link2CITY.com will develop a unique look and feel design based on.
- ✓ Link2CITY.com will provide assistance on content organization of website sections and architecture of the new website.

ECOMMERCE MERCHANT SYSTEM AND DEVELOPMENT

Miva Corporation provides
the leading e-commerce platform
for small to medium-sized businesses.



In the event the shopping cart technology is implemented, it will include:

- ✓ A fully functional MIVA 4.16V Shopping System - Please visit www.miva.com to experience the power and functionality of the #1 Shopping System in the world.
- ✓ Link2CITY.com will fully integrate the Shopping Cart to the website design.
- ✓ We are proficient at MIVA Custom programming and are able to fully customize most applications thru MIVA Merchant System.
- ✓ Link2CITY.com will provide a one-hour training service to the client.
- ✓ Client will be responsible for uploading and maintaining inventory and their shopping cart.
- ✓ A maintenance program is available for clients requiring a more customizable service and support.

WEBSITE MAINTENANCE

Link2CITY.com offers various plans for web maintenance from as little as one-hour a month to a dedicated maintenance program where we run your entire online Web business for you. We are able to relieve you of unnecessary time and effort needed for the growth of your online business.



What You Get With Web Maintenance:

- ✓ Management service necessary to promote a user friendly environment that includes beneficial and useful information.
- ✓ Updated information on the Website on a monthly basis and in a timely manner.
- ✓ Perform Monthly web maintenance checks to endure the validity of the website on the Internet, including hyperlink tests, online form functionality, virus debug, etc.
- ✓ Oversee upgrades to the Website as necessary to improve the services available online.
- ✓ Receive and evaluate feedback relating to suggested changes and/or improvements to be made on the Web Site.
- ✓ Provide reports not fewer than quarterly:
- ✓ Amount of traffic received on the site.
- ✓ Where visitors arrived from.
- ✓ What pages are used most frequently

WEBSITE HOSTING



Link2CITY Managed [web hosting](#) plan provides all the features you need to have a fully functional, dynamic, interactive website at an affordable price.

Link2CITY Managed Merchant [web hosting](#) plan provides everything you need to start selling products on the Web today. We bundle in the web design, shopping cart, credit card processing support and secure certificate so all you have to do is build your site and start selling. Additionally, your site is hosted in our secure, state-of-the-art data center providing you complete confidence that your website and your customer's private information are safe.

There are areas where a great service provider can help put your online business on the road to success:

- ✓ Generous space
- ✓ Generous band width
- ✓ Generous email accounts
- ✓ 24 - Hour Site Monitoring
- ✓ High Speed Internet Connectivity
- ✓ Support Services
- ✓ Daily tape backups

WEBSITE MARKETING

What are the 3 Keys to a successful online business?

1. Position
2. Position
3. Position

When someone queries a search engine for a keyword related to your site's products or services, does your page appear in the top ten matches or does your competition?

If you're listed (but not within the first two or three pages of results), you lose - no matter how many engines you submitted your site to.

There are two obstacles to solving this problem:

- ✓ You have to know the many techniques that will move you into a top ten position.
- ✓ Once you learn how to achieve a top ten search position, you have to monitor your progress - a crucial step, and it normally takes hours to do it right.

In order to facilitate creating an environment where sales can take place the following marketing plan is to be implemented.

Link2CITY.com offers a complete Web Marketing and Advertising plans using advanced marketing techniques, and technology to maximized traffic potential.

Our Innovative Search Engine Marketing and Optimization solutions:

Standard SEM Plan

Reach over 75% of all active Internet users with this SEM Plan. Your site is included in the search results across the Web's most popular search engines and directories, including Yahoo!, AltaVista, AllTheWeb and many more.

SEM II / Plus offers express inclusion of your site within 4 business days and 48 hour page refreshes. You can reach more customers quickly, and accurately target searchers geographically or broadly. These Plans designed to generate a high return on investment (ROI).

We work with the major search engines to get your website indexed by their spiders. Our SEM program adheres to the strict search engines schedule in accordance with the anti-spam guidelines established by each of the engines.



Our SEM Plan promoting each webpage in your entire website (each page has its own continuous cycle of web promotion and targets its own specific keywords). This provides a better chance for these relevant WebPages (other than just your homepage) to appear well in the Search Engines "results page". Particularly useful when visitors use "specific keyword searches".

This is an invaluable service to website owners. Most traffic (visitors) usually arrives at just your homepage. What makes our SEM Ongoing service ideal, is the ability to not only promote your homepage, but to promote all WebPages within your entire website (e.g. you may have 15-30 WebPages) to gain exposure.

Ultimately having your other WebPages available to be listed individually in the Search Engines "result pages" and promoted on a monthly basis, makes our Ongoing SEM service an appropriate choice for website owners seeking a service that concentrates on continual exposure to visitors.

Depending on how aggressive a website owner wants to be - we have 3 different plans:

- **Express I:** Once a week Search Engine Submission Management
- **Express II:** Once a day Search Engine Submission Management
- **Express Plus:** Unlimited Search Engine Submission Management

Enhancement Plan

Enhancing Search Engine Submission is an immediate way to improve Search Engine Placement, increase Search Engine exposure, drive traffic to your website and make your site more favorable for Google Ranking

We focus on 2 different campaigns:

- **Directories-** Annual listings with Yahoo and Open Directory in accordance with editors' guidelines to help the site inclusion process in a timely manner.
- **Link Exchange Affiliates-** intelligent, internet robot that builds a link directory and creates reciprocal links for your web site. This program creates traffic to your web site in and will give you TOP positions in all the Search Engines like Google, Yahoo, MSN and AltaVista.-

Optimization Plan:

Search Engine Optimization Program:

- **Search Engine Web site Readiness** - Is your site ready for search engine success? Find out now and get your optimization right from the start. Our expert team will conduct a detailed analysis of your site's search engine compatibility and provide a full report to you. Includes summary score, recommendations and practical tips to improve your site's ranking. .
- **Web Site Optimization Implementation (up to 10 pages) - Our expert team will integrate and optimization your website based on Readiness Report. This Optimization includes but is not limited to:**
 - Optimization strategy assessment and web site structure consulting
 - Assessment of web site's spider-ability
 - META tags
 - Robots tags
 - Section 508 attributes (title tags, table summary, heading attributes, and alt tags)
 - Externalizing scripts
 - Content analysis – keyword density analysis
 - General code cleanup
 - Create Spider-food Site Map
- **Keyword Analysis Research & Report** - we will research to determine which keywords and keyword phrases are appropriate to target in the optimization. We will help you select keywords and keyword phrases that your visitors are most likely to search for while utilizing all the major search engines. Using our sophisticated analysis tools, we conduct extensive research to develop ten (10) ideal key phrases to use for promoting your site- thus help securing relevant traffic from the search engine submission campaign.
- **Smart Page Development (up to 10 pages)-** Build out of key word rich static html information pages that are designed and optimized to achieve high rankings for specific keywords (most relevant).
- **Monthly Account Maintenance, consultation and Reporting (up to 10 pages)-** We monitor your rankings and provides updated ranking reports once per month. Since rankings can and do drop over time, we will update optimized pages when necessary.

Advertising Plan:

- **Banner Visibility** - Drive Guaranteed Traffic to your Web Site with Banner Advertising and promote your web site by displaying your banner to visitors throughout the largest WWW network in the world. Your banner will be displayed until your target amount of visitors is reached. Advertise to the entire network (see below), or target your campaign to specific categories within our network to reach your market segment. Our Network includes:

<ul style="list-style-type: none"> • Arts & Humanities • Autos Boats & Planes • Business • Computer & Internet • Culture & Religion • Education & Reference • Entertainment & Leisure • Games • Health & Fitness • Hobbies & Interests • Life Family Issues. 	<ul style="list-style-type: none"> ▪ Money & Finance ▪ Movies & Television ▪ Music & Radio ▪ Non-Profit & Resource Org. ▪ Personal Homepages ▪ Pets Home & Garden ▪ Science & Technology ▪ Shopping & Services ▪ Society & Issues ▪ Sports ▪ Travel
---	--

- **100 Visitors**
- **250 Visitors**
- **1,000 Visitors**
- eMail Marketing Campaign (up to 10,00 per month) - **Keep your customers involved in your brand and informed about what you have to offer. For most small businesses, permission-based e-mail marketing campaigns are the most cost-effective way to reach new and existing customers. List Builder is the e-mail marketing software of choice. Use it to quickly and easily create professional-looking e-mail newsletters, targeting different customer segments with personalized messages. This e-mail marketing solutions allow you to:**
 - Send professional e-mail newsletters and announcements, or import and send your own HTML messages
 - Use personalization features to address your e-mail recipients by name
 - Send targeted campaigns based on subscribers' demographic information
 - Track your e-mail marketing campaigns in real time to see how many recipients received, opened and clicked on links within your e-mail
 - Choose between single and double opt-in, providing a way for your subscribers to confirm their choice to join your lists

Pay Per Click Management Service

With Link2CITY Inc.'s Pay-Per-Click management service you will be able to let go of the daily management, time consuming updating and painful competitive bidding.

SERVICES

- Campaign Setup--Setting up your campaigns can be very time-consuming and tedious. Let us do the work.
- Ongoing Campaign Management--We will ensure you are always at the top of the search listings using our automated bid management software.
- Complete Campaign Management--Let us take care of everything from start to continued success.
- ROI Tracking -- Track your visitors from Click to Conversions by individual keyword.

FEATURES

- Automatically maintain desired positions and set bid caps
- We set 'Auto-Bidding' to outsmart your competition
- We manage bids on Overture US, and Google
- Bid scheduling updates - can be time of day specific
- Import keywords straight from your Goto/Overture account or from a spreadsheet
- Our keyword research tools can help with alternate suggestions
- We keep your Account Info and Keyword Lists confidential You will receive a login to view and print reports, which can be sent Automatically.

REPORTING

- Account Summary -- A look at your account click and cost totals, and your cost per click summarized for all terms.
- Search Term Summary -- A look at the totals for each of your search terms by average bid, average position, total clicks, and total cost.
- Account Daily Summary --Summarized activity data for your account by daily clicks, daily cost, and overall cost per click.
- Accounts Activity Detail -- Detailed information for search terms within an account by all bid amounts, positions, number of clicks, cost, and URL.
- Custom Reporting—we can run reports based upon only the criteria that you need to see.