

Zgraph Services

Prepared for David Greene

Table of Contents

Firm Introduction	2
Web Site Design & Programming	3
Content Management / Web Application Program	3
Online Shopping System	3
Email Marketing System	4
Initial Search Engine Marketing	4
Ongoing Search Engine Marketing	5
Web Site Hosting	5
Training and Maintenance	6
Additional Services	6
Zgraph References	7
Zgraph Awards	8
Sample Client Sites	9



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Firm Introduction

Zgraph, Inc. is based in Daytona Beach, Florida and has been in the business of Web site development for over seven years. We are strong in both the creative and technical sides of Web development and have garnered a variety of awards throughout the years. We have developed a solid reputation in the Central and North Florida areas and have a strong track record of professional work. We have a wide range of clients in a variety of industries including hospitality & tourism, entertainment, manufacturing, retail, professional services and government. Our current staff includes 8 Internet professionals well versed in a variety of disciplines including graphic design, Web application programming, Flash programming, Web marketing and more.



Web Site Design & Programming

Our Web site design efforts offer:

- High end, polished graphic design
- Flash animation for introduction, navigation, and page headers
- Browser-friendly CSS coding
- Full browser compatibility & testing
- Intuitive, easy to use site navigation

Content Management / Web Application Programming

We have developed a variety of custom content management solutions for our clients. All of these include a friendly Web-based administration area that makes it easy for any staff member to make changes to a Web site.

Online Shopping System

We offer a basic shopping solution that includes the following features:

- Easy to use site manager that allows you to add and edit items via a private Web-based management area
- Unlimited items and categories including a full range of item details, photographs and more
- Full item search function
- Search engine friendly item and category pages
- Email notifications and receipts for customer purchases
- Based upon a reliable Web application and fast database environment
- Used in a variety of successful retail Web sites, some of which get millions of hits per month and hundreds of orders per day



Email Marketing System

We recommend the use of a Web-based email marketing system to communicate with existing customers and visitors who sign up for newsletters and more information. This system is based on an easy to use Web interface and includes being able to send both plain text and HTML email to selected recipients based upon a variety of criteria. This system will be customized with templates based upon your Web site. This system can be used for promotions, newsletters and more.

Initial Search Engine Marketing

Our initial search engine effort includes the following:

- **Research Keywords** – We investigate what keywords Web users are actually typing in to find your services and learn what keywords are the best to target.
- **Make Your Site Search Engine Friendly** – We develop Meta tags, keywords, page titles and descriptions for use throughout your site using our research, your input and our expertise. We will use a variety of techniques to try to achieve as high a ranking as possible for popular search phrases related your target audience.
- **Top Search Engine Submission** – Includes submitting multiple pages of your site along with all of your registered domain names to the top automated search engines such as AltaVista, Google, Lycos and more.
- **Top General Business Directories** – Includes submitting your site to the most popular business directories. We will enter all of your business information where applicable and try to achieve favorable category placement.
- **Pay Per Click Research** – We research current pay per click rates and traffic for your most popular keywords and come up with options for implementing a pay per click plan.



Ongoing Search Engine Promotion

Once a plan is in place to promote your site via pay per click and general search engine efforts there is a variety of work that needs to be done each month. This includes:

- Actively monitoring your pay per click listings
- Analyzing your search engine rankings
- Viewing your site statistics to see visitor browsing habits
- Making adjustments to your site to help search engine rankings
- Actively looking for new Web promotion options

Web Site Hosting

We provide reliable Web site hosting on a dependable server with a high-speed connection to the Internet that includes a variety of features including database support, application server support, domain name based e-mail and more. This includes a monthly statistics report and a 99.9% uptime guarantee. This server is based upon a fast configuration and includes:

- RedHat Linux 7.2
- Apache Web Server
- MySQL Relational Database
- High Performance Processor
- 1.5 gigabyte of RAM
- Redundant Hard Drives

Our server is housed in a secure data center environment managed by a large data center management firm. The data center has been engineered to avoid any single point of failure in our connectivity, power, or HVAC. The network connectivity includes 5 diverse high-speed connections to the Internet from ATT, Quest, Time Warner, Sprint and UUnet. Hosting will include bandwidth thresholds and disk space storage that should be more than adequate. Long term hosting discounts are available.



Training & Maintenance

The many of the sites that we design will be maintainable in house by your staff. There may come times when you need specific help with graphics, shopping system modifications, email promotions and more. There are several ways we can work with your firm for Web site maintenance & training. We can work on a case-by-case basis, or we suggest blocks of maintenance time at discounted rates that are used up as you go and not tied to a monthly obligation.

Additional Services

Printed Collateral

We offer a full range of offline promotion and design services such as brochures, catalogs, newsletters, business cards, direct mail, logo design and more.

Multimedia Production

Our firm also offers a full range of multimedia production services, including sales presentations, training aids, screen savers and business-card interactive CD-ROMs.



References (more available upon request)

Amelia Island Plantation

<http://www.aipfl.com>

Amelia Island, FL

(888) 261-6161

Mr. Richard Goldman - Vice President of Marketing

Ms. Betty Jimmo - Director of Electronic Marketing

Grand American Road Racing Association

<http://www.grand-am.com>

1801 West International Speedway Blvd.

Daytona Beach, FL 32114-1243

(904) 947-6681

Mr. Greg Otte - Director of Marketing

Mr. Rick Goolsby – Marketing Coordinator / Webmaster

Daytona Beach / Halifax Area Chamber of Commerce

<http://www.daytonachamber.com>

<http://www.officialbikeweek.com/bwhome.html>

Daytona Beach Chamber of Commerce

126 E. Orange Ave.

Daytona Beach, FL 32115

(904) 255-0981

Mr. Dominic Parillo – Controller & Director of Internet Operations

City of Daytona Beach Government

<http://www.ci.daytona-beach.fl.us>

301 S. Ridgewood Ave.

Daytona Beach, FL 32114

(904) 258-3148

Mr. Richard Quigley - City Manager

Web Site Awards



2001 Silver Gold Click Hospitality Sales & Management Award
Amelia Island Plantation



2002 - Daytona Beach District

Gold ADDY – www.spaamelia.com
Gold ADDY – www.ricerosesnell.com
Silver ADDY – www.stjohnsrivercountry.com
Silver ADDY – www.marcberniershow.com
Silver ADDY – www.grand-am.com

2001 - Daytona Beach District

Gold ADDY – still photography – computer enhanced – color
Gold ADDY – website design
Silver ADDY – website design
Silver ADDY – website design

2000 - Daytona Beach District

Silver ADDY – interactive media – website design – online advertising
Silver ADDY – interactive media – website design
Silver ADDY – interactive media – disk based – sales package

1999 - Daytona Beach District

Gold ADDY - multiple media campaign - including website design

1998 - Daytona Beach District

Gold ADDY - interactive promotion

1997 - Daytona Beach District

Best of Show - best entry overall
Gold ADDY - website design

Florida District

Silver ADDY - website



Sample Client Web Sites

Hospitality & Tourism

The Ocean Center	www.oceancenter.com
Ocean Walk Village	www.oceanwalkvillage.com
Official Bike Week Flash Virtual Tour	www.bikeweektours.com
Spa at Amelia Island Plantation	www.spaamelia.com
Sunset Harbor Yacht Club	www.sunsetharboryc.com

Professional & Financial

Consolidated Tomoka Land Company	www.consolidatedtomoka.com
Consumer Credit Services	www.consumercreditservices.com
Powers & Merritt Architects	www.powersmerritt.com

Government & Organizations

American Advertising Federation - 4th District	www.4aaf.com/
The City of Deltona	www.ci.deltona.fl.us
Volusia County MPO	www.volusiacountympo.com
The City of Daytona Beach	www.ci.daytona-beach.fl.us
Volusia County Airport Flash Intro	www.flydaytonafirst.com
Daytona Beach Chamber of Commerce	www.daytonachamber.com

Sports & Entertainment

Daytona Beach Metro YMCA Group	www.daytonaymca.org
Ron Philos' Golf School	www.4bettergolf.com
Grand American Road Racing	www.grand-am.com

Manufacturing & Commercial

ClorMatic	www.clormatic.com
Volusia Manufacturers Association	www.vmaonline.com

E-Commerce & Retail

The Caribbean Trading Company	www.thecaribbeantradingco.com
ELittle Luxuries	www.elittleluxuries.com
Everything Amelia	www.shopaipfl.com