

## Your Treefrog Cinegraphix website includes:

### Document Folder

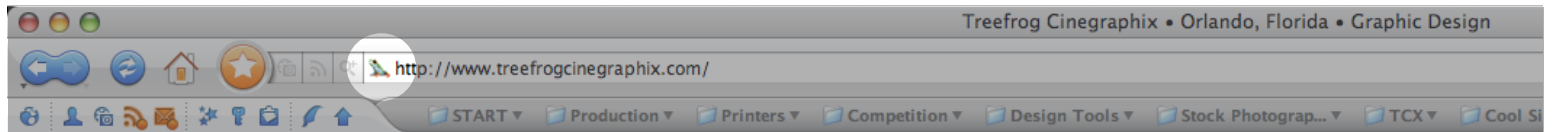
Your document folder contains all the information relating to your website, such as expiration dates for hosting and your domain name, login information and how to use your content management system or shopping cart.\* The folder also contains a backup CD with all the code and images used on your site.

\*Only if you've purchased a content management system or shopping cart.

### Custom Favicon

A favicon is a 16 pixel by 16 pixel unique graphic (usually a logo or monogram) that is located in the address bar when a user accesses your website. Our favicon is a little green treefrog. (See Fig. A)

Fig. A



### Browser Shots

We provide you with a view of your website in several different browsers (Internet Explorer, Firefox, Safari, etc.). This will allow you to see how your site looks for different users across different platforms. (See Fig. B) Text and graphics will display differently on different computers and browser shots allow you to see how other users will view your website.

Fig. B



Website in Windows Safari 3.0



Website in Windows Internet Explorer 6.0



Website in Firefox 3.0.1

### Web Analytics

We'll set you up with Google's Web Analytics Package which will allow you access to numerous statistics about your website. You will have the ability to see how many visitors your site is receiving, where your visitors are navigating, where they came from and how long they spent on your website, as well as many other great features.

### Web Banner Ads

You will be provided with two web banner ads to use for linking with friends and affiliates. The size of each banner is 468p x 60p and 120p x 60p respectively. Link exchange is key to boosting your ranking on search engines.

### Basic SEO

SEO stands for Search Engine Optimization. It is the process of improving the volume and quality of traffic (visitors) to a web site from search engines (Google, Yahoo!, etc.) via search results for targeted keywords.

SEO efforts may involve a site's coding, presentation, and structure, as well as fixing problems that could prevent search engine programs from fully indexing a site.

### What does Treefrog Cinegraphix do for SEO?

All of our websites are designed with SEO in mind. We make sure that all content is search engine friendly and accessible. We also take the time to clean our code and make sure it is error free. Within the code we also add meta tags. Meta tags are keywords that help search engines index your website. Our sites include a site map which is more or less a table of contents of your website that allow search engine spiders to index your site. As web administrators, we can submit your site to search engines such as Google and Yahoo!.

### What DON'T we do?

A class of techniques, known as "black hat SEO" or "spamdexing," use methods such as link farms and keyword stuffing that tend to harm search engine user experience. Search engines look for sites that employ these techniques and may remove them from their indexes. We do not use these techniques.

### What can YOU do?

To help your ranking on a search engine there are several things you can do. Link exchanges can help improve your ranking by linking with other businesses in your related field. You can also do a link campaign. A link campaign entails contacting a large group of businesses (a local chamber of commerce for instance) and having each business put a link to your website on their websites and vice versa. If you are involved with any social networks (Facebook, MySpace, Blogspot) a good way to increase traffic to your site is to put a link to your website in your signature or profile. If you haven't already figured it out, linking is key to getting your site out there and moving up on a search engine. The more sites that feature a link to your website, the more the search engines recognize it.

### Additional Items for Consideration:

#### Email Campaign - Starts at \$95.<sup>00</sup>

At Treefrog Cinegraphix we can do Email Campaigns or 'Blasts' to announce your website to the world. We can provide an email list or use one you've compiled yourself. This is a great way to let people know about your website or your services and is also a 'greener' method of spreading your business news.

#### Google AdWords™ - Starts at \$195.<sup>00</sup>

Google AdWords™ is another great way to get your website in the marketplace. If you've ever used Google, you've noticed the 'sponsored links' on the top and right of your search results. (See Fig. C) These are AdWords™ Ads and we can help you set up an account and create campaigns for Google. AdWords™ is based on a per click charge, which means that you don't have to pay unless someone clicks the link within Google's search results. In addition, you can set up whatever monthly budget you want.

Fig. C

