



Abby Web Services

A subsidiary of Abby Incorporated

Standard Services for Website Development

What Abby Web Services Does For You

Unlike other Web developers Abby believes in an all-inclusive price for basic website development and implementation. We develop your site to suit your individual needs and design preferences. We do not limit the graphics, pictures, text, and other elements in your site. Abby Web Services accommodates any amount of custom features to ensure the success of your site.

In addition we have many optional modules which can be selected to enhance your site, from secure employee portals which can include newsletters, bulletins, phone directories to the most sophisticated training programs developed by Abby or purchased from a third party.

If you wish to have clients access a secure area for inventory availability, special sales, or just be able to browse your services we can help. We can develop online databases that allow your clients to reserve equipment; view newly arrived inventory or just communicate with you through a secure means. We can do it all.

If you wish to do email campaigns we can develop or work with your marketing agency to create a campaign for you. We have developed relationships with ad agencies, high-end programmers and other professionals, which allow us to deliver the highest quality, and most sophisticated of sites.

So call us for a no cost consultation to see if we can be of help to you and your company.

Contact for pricing information: 803-909-4050 ext. 5# • kevans@abbyinc.com

Abby Web Services Section and Article Details

As a general rule Abby uses GoDaddy Inc. for all services unless instructed otherwise by the client, or unless the client has a preexisting relationship for hosting and a registered domain name.

Abby Standard Services Include:

I. Website Planning and Development Interviews:

1. Website development or redevelopment.

An Abby project manager will work with you to understand and define your website objectives (for example: provide information, sell items using a shopping cart, etc.) Regardless of your objective, we will help you define it in a manner that ensures the final developed site most closely fulfills your needs.

We will work with you to establish a basic navigation structure for your site. This navigation structure is essential in determining how many web pages are needed to fully convey your corporate identity and purpose.

We will work with you to establish the general content of each page, including text, graphics and animation as well as page layout (organization).

This consultation service is free and occurs prior to any contractual agreement with Abby. The objective of the service is to define and establish solid objectives for your site and to give you a firm estimate of costs involved.

2. Domain name Registration:

You must have a domain name (for example, www.Sampleweb.com) before establishing a web site. If you do not already have a registered domain name, Abby will consult with you on available and pertinent domain names, and make recommendations as to the best available name that fits your business and web site objectives. After you decide on a suitable domain name, Abby will handle all details of registering that name. After the domain is registered, you own the domain. Abby will bill you for the cost of the domain name.

3. Hosting relationships and email accounts:

Abby uses GoDaddy for website hosting, unless otherwise instructed by you. We use GoDaddy because of its flexibility, pricing and our familiarity with the product. Once hosting relationships are established, we can include one year of hosting in the final cost of your site.

If you do not have email addresses established for your business, we will provide for the creation of individual, administrative and sales email addresses, based upon the size and parameters of your hosting site.

II. Custom designed web pages:

We will research your industry to establish the best website design for you and your company.

1. Designs, graphics and animations, logos and content:

Abby's designs are unique; we do not use pre-designed templates for any website. The site home page will be designed to catch the eye of your website visitor, establish who you are and what you do, and provide a clear navigation path within your site.

One Flash animation movie is included in our development costs. We believe animation is the best way to quickly establish an instant relationship between you and your website visitor. Our professional Flash developers and graphic designers will work with you to define and design unique and relevant graphics, digital pictures and content that will create a web site that best reflects your objectives.

In general, you provide some of the graphics and all of the pictures for use on your site. There is no limit to the number of graphics and/or pictures that can be used. Our goal is to work with you to create a website that will tell your story in the best possible manner, and within the most favorable perspective.

If your company does not already have a specific logo, we can help you to design one that can easily be associated with your company name and web site. Logo costs are not included in basic development fees, as the majority of our clients already have an established logo. A typical cost for development of a logo is approximately \$99.00.

Abby also provides content development. Our basic pricing provides for writers to finely tune a reasonable amount of website textual content, or create one full page of text. A professional writer will work with you to develop content acceptable to you. If you and we agree that additional pages of text will enhance your site, we will quote a price for the additional text before starting the project.

2. Banner ads and rotating content display ads:

Abby will provide you with website advertising graphics to promote your products. These ads are developed to your specifications regarding content and placement within your site.

3. Contact forms and guides for customer searches:

Abby includes one customized contact form within your website, so that your visitors may ask you questions, provide feedback, or request additional information on a particular product. The information and/or questions from the form are forwarded to an email address that you designate.

4. Search Engine Optimization:

There is no secret formula to get your site a top ranking on the major search engines, but Abby's expertise in optimizing your site design will enable you to get the best possible placement in the shortest possible time. We will work with you to develop all pertinent keywords and phrases that describe your site. We will also ensure that all words and phrases are placed in optimum positions within your site to improve your search position and enhance your search ranking.

Abby will design and submit a Sitemap file in the format specified by Google. Main search engines recognize the Sitemap. The file is used to assist in determining your site content, frequency of changes, and importance of pages to others in your site.

After proper keywords and phrases have been mutually accepted, Abby will submit your site to the major search engines: Google, Yahoo and MSN. These search engines control 90% of all searches in the U.S. and Canada. If applicable Abby will also submit your site to Google and Yahoo local search.

III. Maintenance, Ownership and Miscellaneous information:

1. Maintenance:

Abby will monitor your site for 3 months after activation to insure the site, links, etc. are functioning as planned. During those 3 months you will have access to Abby's toll free number for any support questions. We will also monitor and modify keywords and phrases to optimize traffic to the site.

2. Changes:

During the first 3 months the site is up and functional, you may request that we make minor changes to the site at no additional cost.

3. Ownership and Miscellaneous:

You own all website code, the domain name, 12 months of hosting, and all textual content, graphics and digital media provided by the client (you) to Abby, for use on your website. You also have nonexclusive perpetual right of use for all graphics, digital media, audio text provided by Abby for use on your site.

4. **Statistics**

Abby will provide code for your site which will provide statistical analysis of the visitors, frequency of visits, pages viewed, etc. Google provides this code and the analysis is free to each site using the code.

5. **Documentation**

We will provide complete, illustrated documentation explaining how to utilize the graphs and reports provided by our (or your) preferred web-hosting partner. This information assists you in monitoring user activity and refining your site to best fit your current and potential customer needs.

IV. **Optional Modules:**

1. **Update, revision capabilities:** Abby will establish a user-friendly interface for you. With this interface, you may upload and maintain digital pictures, change banner ads to reflect current information, and perform other update tasks such as maintaining current inventory. With this tool, you may make these changes at your discretion; it is not necessary for you to depend on any additional interaction with a site developer.
2. **Customer Portal:** Abby can add a secure customer portal to enhance communications with your customers. Your customers can instantly review features such as available inventory, sales demos, up-to-date newsletters, product availability and shipping dates. Customers may also access your product database for available inventory, so that the need for direct customer inquiries is reduced or eliminated.
3. **Online store and shopping cart:** Abby can create an online store and shopping cart to handle your product sales over the Internet. We can arrange payment acceptance by creating a Merchant PayPal account for you, or we can interface your site directly with your merchant bank to process your credit/debit card sales. Abby's custom interface has the additional feature of allowing you to add or change store items and prices without the need for additional site programming.
4. **Employee/Associate Portal:** Many companies choose to communicate with their employees using special newsletters, e-mails, and announcements. We can create a secure employee portal through which employees can access the latest newsletters, press releases, employees' personnel manuals and training manuals and other pertinent information.
5. **Internet training:** Abby can provide internal training using your secure employee portal. Employees can access any training program your company offers, from basic introductory training to information on your company's latest procedures, online products and features.

In addition, Abby has more than 25 years of experience in creating computer-based training programs. We can select and recommend training programs already available on the

Internet, or we can create customized training programs designed specifically for your employees. Abby-developed programs include administrative control as well as functions that allow employee testing, and record keeping and reports.

6. **Detailed Website Statistics and Maintenance:** At the client's request, Abby can set up and monitor a Google Analytics reporting package for your website. Each month, Abby will provide you with a condensed summary report of your website activity. The data will show information about popularity of site pages, broken links, how visitors arrive to your site, etc. Abby will then make changes to keywords and phrases to more effectively produce higher traffic to your website.
7. **Interactive help:** Abby can create an interactive help module for large or complex web sites. This module enables your customers and employees to negotiate your website with little or no outside help. In addition, Abby documents your site for future use, so that additional interactive help features can be added by your in-house web master or designer.
8. **Interactive Product Demos:** Abby can create interactive demos that provide your customers with detailed product information. Your customers gain in-depth familiarity with the product without the need for on-site sales calls and/or demonstrations.
9. **Email Campaigns:** Abby has partnered with advertising agencies and email service providers to produce email marketing campaigns. We develop high quality, spam-free, email advertising directed to your target audience. Extensive reports detail recipient activity to help you narrow in on your target audience for increasingly effective directed advertising. Campaigns will use your existing email lists. Additional contacts can be added as needed. In addition, Abby can capture email addresses from forms on your website and add these to your email contact list.
10. **Pay-Per-Click Advertising:** Abby can set-up, monitor, and maintain your Pay-Per-Click advertising campaigns. Pay-Per-Click keywords, placement, and cost will be monitored on a monthly basis to maximize return on your Pay-Per-Click advertising investment. Abby will provide you with a condensed summary report of the Pay-Per-Click data each month.