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RHollister.com

Web Design and Marketing

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Introduction

RHollister.com is a web design and marketing business that focuses on generating a positive return on investment for its customers with an online marketing strategy focused on driving visitors to the customer's website. RHollister.com leverages the latest web technologies and trends to increase traffic to the website. This high volume of traffic allows the customer to quickly realize a return on the initial investment of our web design services. Through marketing and web design, RHollister.com creates a web solution for its customers, not just a web site.

Although an ecommerce solution is the most obvious of online services it is not vital to the success of the customer or RHollister.com. Selling products directly online is not always feasible and can often detract from the value of the website. RHollister.com is able to tailor the marketing strategy by understanding its customers' target market. Whether it is a B2B or B2C environment, RHollister.com recognizes the differences of these two strategies.

Providing valuable information in a user friendly way should be the goal of all websites. Driving traffic to the website through search engine optimization and targeted placement of effective advertisements is a critical part of creating value in a website. There can be many sources of traffic for a website but most fit into two categories; Social networking referrals and search engines results.

Social networking online can be anything from chat conversations, online review sites, or personal profiles. The potential of these social networks has recently been tapped to create an industry term known as "Web 2.0". Web 2.0 is the term used to describe the recent social and creative trends of the Internet. Web 2.0 has created *hangouts* that users visit daily. YouTube, MySpace, Facebook, Yelp, and Digg.com are all examples of places where people share ideas and opinions. Finding out where potential customers are going for information and opinions will increase the effectiveness of an advertisement created by RHollister.com. RHollister.com understands the new social aspect of the web and is able to steer its customers toward targeting their desired market online. Studies show that online social network users were three times more likely to trust their peers' opinions over advertising when making purchase decisions. (JuniperResearch, 2007)

A study by Universal McCann, a global research organization that tracks the usage of social media, most recently interviewed 17,000 people in 29 countries and found five emerging trends (Universal McCann, 2008):

- “We now trust strangers as much as our closest friends.”
- Friendship is becoming “distant and virtualised”.
- Influence comes from everyone, not just professionals or experts.
- Social media tools create “super influencers”.
- “The new influence ecosystem has fundamentally changed how we buy products and services.”

Consumer influence is changing rapidly. Years ago, retailers and businesses had to rely on mass marketing, the McCann report illustrates the changing marketing paradigm.

Consumer influence channels – mass market age versus social media age

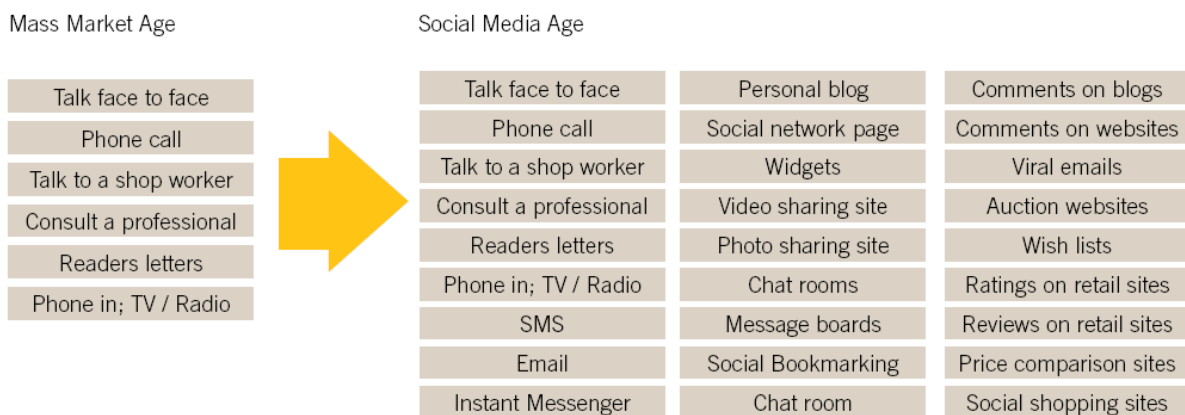


Figure 1 - "Consumer influence channels - mass market age versus social media age", Global Average (Source: McCann Universal)

The McCann report finds that in the two years from 2006 to 2008, people who were writing blogs rose from 28% to 44%, creating a social network page grew from 27.3% to 57.5%, and uploading a video clip from 10% to 42%. Figure 2 shows a graph of these high growth sector.

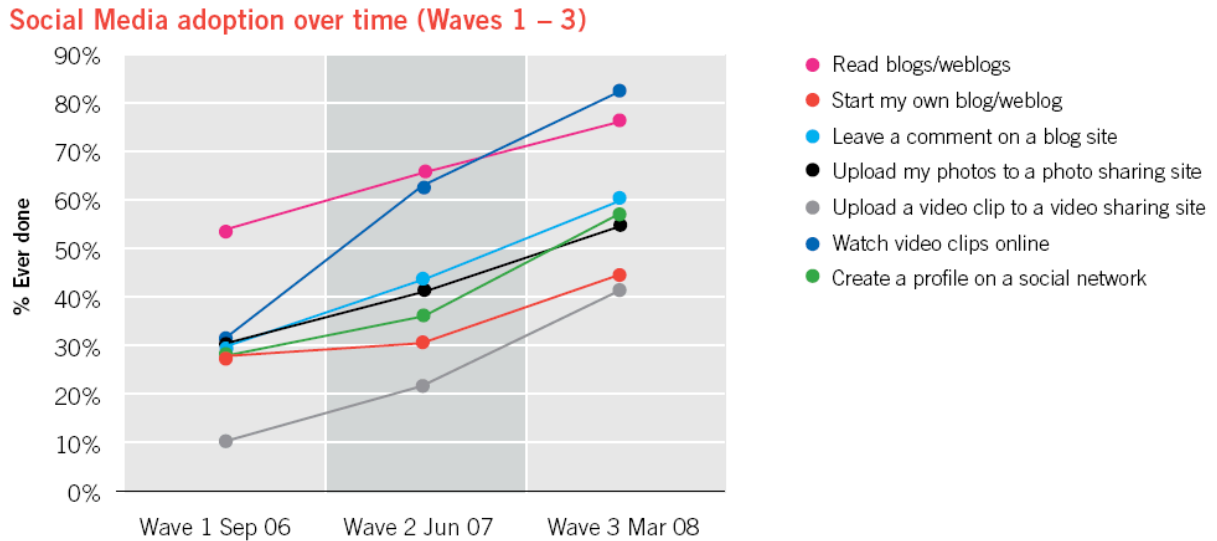


Figure 2 - "Social Media adoption over time (Waves 1- 3)" Global Average Source: Universal McCann Social Media Tracker - Power to the People. (Source: McCann Universal)

According to a Nelson survey, the average consumer researches potential product purchases using search engines 64% of the time prior to purchase. (Nelson, 2006) Through search engine optimization techniques, RHollister.com will increase traffic by raising the search engine ranking of their customer’s web site. Search engine ranking is determined by how early a website is listed in search results. In addition to the technical knowledge of tailoring the code of a website to the major search engines expectations, an understanding of customers searching habits is necessary. This understanding allows RHollister.com to focus advertising strategies on the specific search terms potential customers are using for their research.

The McCann research shows similar trends as the Nelson survey and actually points toward a higher reliance on search engines and social media. McCann asked 17,000 people what source of information do they turn to on a monthly basis, an astonishing 82.1% of respondents said they “search for specific products/service on a search engine.” The other responses are shown in Figure 3.

How I source opinions on products, brands and services

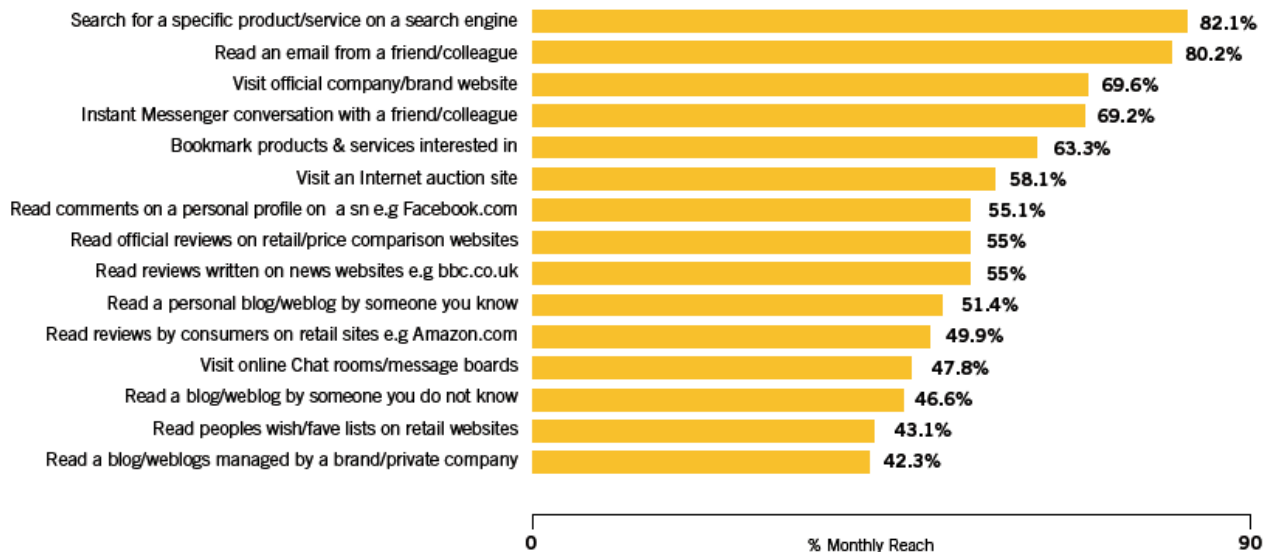


Figure 3 - "Thinking about the process of looking for opinions on a product, brand or service online. On average how often do you do the following when looking for information on products, brands and services?", Global Average (Source: McCann Universal)

Business owners cannot ignore what the data above is screaming, social networking and search engine marketing are crucial to success. It is important for any viable marketing strategy online to recognize this influence and effectively target the sources their customers use.

Once the user has found the website it is important to efficiently and effectively fulfill their reason for the visit. With this goal in mind, it is necessary to first understand the needs of the visitors and secondly identify what potential the visitor offers the business. For example, if most of the visitors are looking for product support and contact information, it doesn't make sense to invest in an ecommerce solution. It may make more sense to invest in a large "Frequently Asked Questions" repository that is easily cataloged by search engines. This understanding of the Internet's potential is what will prove most valuable to RHollister.com's customers.

The potential of the Internet going forward is only limited by the ambitions, creativity, and technical knowledge of its developers. RHollister.com currently possesses, and plans to maintain, a high level of all three of these.

Management

RHollister.com is owned and operated by Ryan Hollister. Ryan is 24 years old and graduated with distinction from Worcester Polytechnic Institute in December of 2007 with a Bachelors of Science degree in Electrical and Computer Engineering. His major focused on Computer Engineering while he also earned a minor in Computer Sciences. Currently he is pursuing a Masters in Business Administration in Technology from WPI.

Market Opportunity

The target market for RHollister.com is small to medium sized businesses. The ideal customer would be a business with a minimal, to non-existent, web solution and is willing to learn what great potential the Internet has to offer in supplementing an existing business. By working closely with the customer and understanding their needs, RHollister.com will be able to determine the most valuable online services for the customer's specific situation.

The definition of a small business is one "having fewer than 500 employees". (SBA.gov Office of Advocacy, 2008) Small businesses are extremely vital to the economy with "99.9 percent of the 27.2 million businesses" (SBA.gov Office of Advocacy, 2008) in the U.S. meeting the definition. With the number of potential customers sufficient, further research shows that the number of new businesses each year is over 600,000. With each new business there is potential to establish a web solution from the ground up.

Table 1- U.S. Statistics of new business creations (SBA.gov Office of Advocacy, 2008)

Category	2003	2004	2005	2006	2007
New Firms	612,296	628,917	644,122	640,800	637,100
Closures	540,658	541,047	565,745	587,800	560,300
Bankruptcies	35,037	34,317	39,201	19,695	28,322

RHollister.com will focus on the local businesses in the Connecticut and Massachusetts market. The focus on local business will allow word of mouth and customer referrals to establish a strong portfolio of work prior to pushing to a larger market. The focus on customer recommendations is supported by research that found recommendations from family and friends trump all other consumer channels when it comes to influencing purchase decisions. (McIroy, 2008) The SBA.gov profiles of

Connecticut and Massachusetts put the total number of small business in these states at 998,700. (SBA.gov, 2007)

Existing Market

With millions of websites currently in existence there are plenty of products and services that can quickly establish a presence on the Internet. RHollister.com believes that the sheer size of the market combined with the weaknesses of existing solutions allow for a low barrier to entry. Solutions exist for each level of small business demands.

Out of the box solutions

The first technical step in establishing a website is purchasing web hosting. Hosting is typically provided by the web designer but is often the first inquiry that a potential customer will make. This puts the hosting providers at a distinct advantage for gaining market share. Many web hosting providers like www.1and1.com, www.HostGator.com, and www.site5.com provide simple online applications targeted toward the user with little technical knowledge and a desire to get basic information online.

Even the most novice of computer users will quickly reach the limits of these online applications and will begin to look to alternatives. These online applications are not in direct competition with RHollister.com's target market. If these tools meet the customers' needs, they do not fall within our target market.

Some web hosting companies offer in-house design solutions. Other hosting companies like LunarPages.com choose to stick to their core business and offer affiliate programs for web designers where customers can be referred for the actual site implementation. RHollister.com will look to establish relationships with web hosting companies.

High volume website packages

The next level up from do-it-yourself online applications is low-cost web page packages. These packages are often offered by high volume web design companies with a minimal level of interaction with the customer. Some examples are WebDesigningCompany.net, NetworkSolutions.com, and Webkeon.com. These services begin to reach the entry level of RHollister.com's target market. With packages ranging from \$200-\$400, there is an adequate amount of profit to sustain a business. The service

offerings are very restrictive and attempt to force customers into predetermined packages with set amounts of pages and images.

At this price point RHollister.com would be able to offer its customer a more flexible design package tailored to their meet their needs. With little mention of search engine optimization or online marketing these high volume designers leave off a key ingredient to a successful web site.

Small web design companies

The small web design companies that do not advertise price with the “every job is different” mentality are RHollister.com’s direct competitors. These companies are often small and dynamic. Since many small web design companies exist and the market very profitable, the competition for new customers is fierce and often lead to price wars. These companies take an intimate approach to building a website that meet the needs of a small business. Since the design company itself is a small business it can better relate to the needs of another small business. A survey by the American Institute of Graphic Arts showed that 26% of all design shops said their number of employees was between 1 and 25. (American Institue of Graphic Arts)

There are no set packages from these companies; they work from design quotes or a set rate per hour. The typical size of a web project from a small design company can range from simple brochure websites to web applications that manage and serve data to a couple hundred visitors a day.

The small design companies struggle with managing large projects due to the lack of departmentalized administrative resources. Without dedicated teams for customer support, accounting, project management and sales the employees are unable to focus on their strengths and are forced to *wear many hats*.

Although RHolliser.com plans to compete with these small web design business, it is able to differentiate itself from the competition by offering a wide range of marketing strategies for any size business. Execution of the marketing strategies is typically left to the large web design firms. RHollister.com plans to bring the holistic web solution, typically only offered by large web design firms, to small businesses in a manner they can relate to and understand. RHollister.com’s relationship with its customers extends beyond the launch of a website into the marketing and promotion phase.

Large web design firms

The large web design firm often has over 25 full-time employees with some having duties that fall outside the companies core business. They are able to manage large-scale projects on the enterprise level that serve large amounts of data and traffic requests each day. Their skills are similar to the small web design firm but struggle to maintain the dynamics of the smaller company. Although these large-scale projects require more resources, they offer more initial profit while maintaining residual income through longer contracts. Customers pay more expecting a higher quality of work than the smaller design shops can offer.

These larger web design firms have a hard time competing in the target market of RHollister.com due to their size. RHollister.com will compete for small business customers looking for affordable prices with a personalized experience. Initially RHollister.com will not have the necessary resources to complete these large-scale projects and therefore will not pursue this market.

Online marketing firms

Online marketing firms can specialize in the online avenue of marketing or be an offshoot of a more traditional media-advertising agency. The strengths of the advertising firm are in market research and effective advertising. Their creativity and effective marketing strategies often falls short when it comes to the technical execution that a website requires. The online marketing firms will compete more directly with the large web design firms over the larger budgeted projects. Customers looking to establish a brand before an effective website will turn to marketing firms first.

Strategy of RHollister.com's Service Offerings

As Ilene Rosoff of The Launch Pad sates, "[t]he job of a good web development company is to help you take the vision you have for your website or web project and turn it into a reality." (The Launch Pad, 2007) The Launch Pad offers non-technology orientated businesses information about how to incorporate technology. The resource library at LaunchPadOnline.com offers an excellent list of elements that go into a successful web solution while indirectly showcasing the complexities that lead small businesses to hire companies like RHollister.com. This list of elements is as follows:

The Elements of a Web Solution (Rosoff)

1. Domain names
2. Website Design & Development Services
3. E-mail Management
4. Social Media
5. Small Business Website Hosting Services
6. Website Maintenance
7. E-Commerce
8. Business Process Interaction
9. Website Marketing
10. Website Analytics and Conversion

If a small business is serious about its web solution, it will more than likely turn to a web design business similar to RHollister.com after reading the details available at LaunchPadeOnline.com. These elements of a web solution can be grouped into three categories: Hosting, Design and Development, and Marketing. RHollister.com possesses the knowledge and skills to deliver a complete web solution to its customers.

Hosting

Hosting includes services such as registering the domain name, establishing email services, ensuring sufficient storage space and connection speeds, and setting up a server with the necessary software. RHollister.com's hosting strategy will to utilize existing hosting companies such as 1and1.com and LunarPages.com.

Although hosting companies outline the features of their various hosting packages, making the right choice is still daunting. A summary of the hosting options on 1and1.com is outlined in Appendix A. The differences between packages are subtle but important. It is obvious for a small business to minimize hosting costs, but choosing too small of a hosting package would result in a slow website that is not capable of providing the desired features. RHollister.com understands the technology and is able to deliver value to the customer from the start by choosing the ideal hosting package and minimizing monthly hosting costs.

With the many technical considerations required to choose the right hosting provider, RHollister.com's understanding will ensure that its customers do not overpay for the hosting that they need.

Design and Development

A successful website starts with understanding the target market and what purpose the website is going to serve. Establishing the demographic of the target market will influence the graphical design of the website. Aspects such as font size and navigation design are influenced by the average age of the visitor. If the product or service is gender specific then appropriate color selection and wordage is important. How tech savvy is the visitor? A more tech savvy visitors will typically have higher screen resolutions, can handle more complex interfaces, and will view web page content of a variety of ways (Mobile devices, RSS feeds, etc.)

Increases in browser capabilities, screen real estate, and bandwidth speeds allow a web designer to implement more complex and creative designs than in years past. A web design starts with a mock up in programs like Adobe Photoshop. Creativity in most web designs begins and ends with the design mockup. RHollister.com offers the customer several design options and then works with the customer through numerous iterations until both parties are happy. To maximize creativity and offer the customer the most design options, 99designs.com will be used for customers who opt for a more complex design package. 99designs.com “connects clients needing design work such as logo designs, business cards or web sites to a thriving community of 23,060 talented designers.” At a cost of \$200-600, this expense can be offset by a higher initial quote, a typical “contest” results in 10 designs that RHollister.com can offer to its customers.

Once a design has been chosen, a high level of technical ability is required to turn the mockup into a webpage. A complete understanding of HTML, CSS, and JavaScript is required. Cross browser compatibility is a major issues that can cause websites to look and behave inconsistently in different browsers. These inconsistencies are not well documented and are typically left for experienced developers like RHollister.com.

Implementing the front end design is one aspect of the development process. Creating the logic and database structure is often more complex and is a specialty of RHollister.com. Web site features such as e-commerce systems, message boards, product search, and even basic contact forms require backend programming knowledge. Any website that takes input from the visitor will require backend programming to handle the information. The necessity of backend programming directly affects the choice of a

hosting package, the various hosting packages in Appendix A support different levels of backend programming.

Selecting the appropriate programming language and database technology is often a matter of preference. RHollister.com has gained a high level of expertise and experience in PHP and MySQL. In addition to utilizing these programming and database technologies to serve data to the visitor of the website, RHollister.com pays special attention to ensuring that the web solution is easily administrated. Examples of the administrative control panels that RHollister.com provides its customers for their websites are shown in Appendix C – Administrative Control Panels.

Marketing

A November 2008 survey by Netcraft puts the total number of sites on the internet at almost 186 million, growing by 3 million websites since October 2008 alone. With that many websites, effective marketing is essential to a successful website. There are several possible marketing channels online that are strategically combined by RHollister.com to create an effective campaign. Search engine optimization (SEO) of website code and content, paid search engine marketing, traditional targeted banner advertisements, email communication, and Web 2.0 marketing techniques are the main channels used online to reach potential customers. Each channel requires specific knowledge to be effective. RHollister.com has the knowledge, experience, and resources to create an effective strategy for its customers.

Search Engine Optimization (SEO)

Search engine optimization, often referred to as “organic search engine marketing”, is accomplished using a variety of documented and undocumented techniques to increase the position of a website in search engine results. RHollister.com uses advanced software to ensure maximum optimization of its client’s websites, an example of a SEO report that would be presented to potential clients is shown in Appendix B – Example Search Engine Optimization Report. This report would be utilized by RHollister.com to potential customers that have an existing website. It would be the first step in establishing RHollister.com’s expertise and trustworthiness, even before becoming a customer.

For example, RHollister.com was hired by Irish Times Pub in Worcester, MA to design, develop and market their new web site. Through keyword research and past

experience, RHollister.com identified “pub worcester”, “irish bar worcester”, and “irish times” were identified to be the desired keywords. RHollister.com feels that these keywords are the most likely words entered into Google, Yahoo, MSN, or any search engine by a potential customer.

Once the keywords are identified, the goal is to put the web site as close to the first, if not the first, result listed in search engines. Searching for any of the keywords above, a user will see IrishTimesPub.com as the first result for “pub worcester” and “irish bar worcester”. IrishTimesPub.com is third for “irish times”, second only to Ireland’s newspaper, The Irish Times, and Ireland.com.

SEO is important for any website, especially in times of an economic downturn. RHollister.com explains to its customers that the investment in SEO techniques can result in a high level of traffic for only the cost of the time spent optimizing the code. Unlike paid search engine marketing, where a customer will have to pay each time an advertisement is clicked, SEO is a one time fee.

Paid Search Engine Marketing

Paid search engine marketing, sometimes referred to as pay per click (PPC), differs from organic search engine marketing in that a fee is charged each time a visitor clicks on the advertisement. Similar to SEO, the target keywords are chosen. Unlike SEO, making the link to your website appear on the first page of results is as simple as submitting the link to one of the search engines and agreeing to pay a fixed fee each time the advertisement is clicked. Search engines select the advertisement to display based on the amount will to pay per click, and the total daily budget that the customer sets.

PPC advertising is simple to get going but is complex to execute effectively. RHollister.com is able to ask its customers the right questions to create an effective PPC advertising campaign if necessary. An effective PPC campaign can bring in high traffic volume and large amounts of new customers. RHollister.com recognizes that PPC advertising is not for everyone though and therefore ensures that the right circumstances are present before choosing it.

Targeted Banner Advertisements

Targeted banner advertisements were the original form of online advertising and marketing. Over the years the SEO and PPC marketing have overtaken banner

advertisements as the dominant form of online marketing. There are many reasons for this but banner advertisements require much more effort to find an effective placement and are often more expensive. Although their role has been diminished there is still reason to use banner ads. Placement of banner advertisements often involves working directly with the website you wish to place an advertisement on. It is important to select the right website and to create an effective image.

Email Communication

Communicating with existing customers and visitors that have shown interest previously about new products and services a company is offering is effective and low cost. Offering a way for visitors to enter their contact information is an easy way to build a list of customers. Once a list of customers is built, the business can communicate directly with them through email. RHollister.com offers an easy in-browser tool for its customers to send newsletters and advertisements to the email addresses collected from the website.

Web 2.0 Strategies

Web 2.0 describes the social aspect of the Internet that has emerged over the past 3-4 years. Blogs, message boards, review sites, Facebook, MySpace, YouTube, wikis, comment systems, and photo sharing sites are just a few of the web applications that have created Web 2.0. It is the idea that people want to share ideas and experiences online with other users. The infrastructure for the social web is well established at this point, but the potential for marketing is just beginning to be harnessed. RHollister.com has the means to create a website where customers can interact with each other and the business in a way that benefits both parties. Creating an effective Web 2.0 strategy creates stronger brand loyalty and more return customers.

RHollister.com can build a website that allows for exciting customer communication, but Web 2.0 marketing goes beyond that. With the many web communities already out there, advertising and reaching customers in the context of the sites they visit daily is powerful. There is a blog on the Internet for just about every possible topic, hobby, or profession. Finding the blogs or social networks that offer the highest level of exposure and potential customers is a specialty of RHollister.com. Once the right venue for the marketing is found, monitoring the user's emotions, complaints, and aspirations offers

some of the most reliable and true marketing data out there. Opening up and exposing a product to the blogs and social networks can create a large customer base. Visitors of these blogs often offer valuable feed back and comments that can be a great way to improve the product. Web 2.0 offers a way to easily understand the customer.

Viability of RHollister.com

RHollister.com's chances for success are high thanks to minimal operating expenses. Details of the cost saving practices are:

- Operating out of a home office
- Purchasing only necessary equipment
- Avoiding the hiring of employees
- Creating business partnerships

The minimal expenses will allow for profits to be retained for furthering the skill set of the company. Acquiring more advanced skill sets will allow RHollister.com to confidently bid and win larger web projects in the future.

In order for RHollister.com to be considered a success in its first couple years of existence, it must cover all operating expenses with the goal of providing income to the owner, which shall be set at \$50,000/yr. This goal is shown to be reasonable by studies performed by the American Institute of Graphic Arts (Table 2 - U.S. Statistics of income for owners of web design businesses.) that show that web design owners with less than 10 employees who focus on local and regional customers earn a median income of \$70,000.

Table 2 - U.S. Statistics of income for owners of web design businesses.

(American Institute of Graphic Arts, 2008)

	25th percentile (25% earn less)	50th percentile (50% earn less)	75th percentile (75% earn less)	# of responses
salary/wages				
2008	\$50,000	\$70,000	\$100,000	201
2007	\$50,000	\$70,000	\$100,000	160
type of organization	design studio OR consultancy OR web development firm			
size of organization	2-9 employees			
client base	local/regional only			
location	national			

Gaining customers at first will be difficult, with networking and selling skills being most important. As stated previously, RHollister.com will focus on customer satisfaction to drive future customer referrals. This method has the potential for returning business but cannot be depended upon.

Other sources of work will be had through Internet job postings and local small business trade shows. Local trade shows for various industries will allow RHollister.com to sell face to face with small businesses and explain the value of a web solution. Internet postings for web designers are very plentiful. Sites such as Craigslist.com, jobs.smashingmagazine.com, project4hire.com, freelancedesigners.org, and getafreelancer.com are just a few websites with thousands of postings looking for web designers and marketers.

These sources of work described above will be valuable to RHollister.com but in the end nothing will beat visiting local business and talking with them about their needs and online potential. Brochures, prior research into the customers business and market, as well as data about their closest competitors will show the customer that RHollister.com provides value right from the beginning.

To supplement the initial lack of income, outsourcing and consulting relationships with existing web design firms will be established. Sources of outsourced work have already been created with TranscenDigital.net and DavidCosgrove.com. These relationships will provide RHollister.com with sufficient income to maintain operations while pursuing its own portfolio of customers. As RHollister.com gains enough customers to sustain operations, it will decrease the amount of work done for other web design firms.

Financials

Operating expenses for a web design firm are varied but can be averaged to \$896/mo (Table 3) over the first year of operation. This \$10,760 is used for rent, utilities, computer equipment, office supplies, customer relations, advertising as well as other miscellaneous expenses. With many of these expenses being one time costs RHollister.com will be well positioned for even lower costs in its second year of operation.

Table 3 - Projects first year operating expenses for RHollister.com

Expense	Cost (\$/yr)
Rent	1800
Utilities	900
Hosting	480
Customer Relations	1800
Advertising	1200
Office Supplies	780
Software	1200
Hardware	2000
Misc.	600
Total	10,760

With a target profit of \$50,000 and expenses at approximately \$11,000, RHollister.com will need to have revenue of \$61,000 to meet its first year goals.

RHollister.com will not have a defined price structure so it is not possible to put a number to how many customers are needed for profitability. The price of web services RHollister.com offers will range from \$350 for a basic "brochure" website that has only a few pages with a common design. Starting with this basic website, features such as contact forms, message boards, photo galleries, and blogs will add to the value and price of a web project. These additions to the basic brochure website could quickly place the value of the web design at \$700-800. The \$1000 mark will be crossed when features such as database driven pages, schedules, calendars, back end administration, and ecommerce features are added. These more advanced features cost more due to the need for custom coding and ultimately add more direct value to the customer.

The second year of operations will show an increase in profits in part due to reduced one-time expenses. Assets such as hardware, software, and supplies will be carried over from the previous year. In addition to reduced expenses, an existing customer base with a proven track record will lead to an increase in sales.

Risks and Barriers to Entry

Potential web design customers will be hesitant to hire a firm with minimal experience. The most valuable asset a web design business has is its portfolio. With no previous work to display, RHollister.com will have to work hard to establish a portfolio.

Although the skills exist, convincing customers to risk their web solution with an unproven design business will not be easy. Communicating to potential customers the value of a holistic online marketing strategy will begin with education. After education, RHollister.com will establish its creditability through its portfolio and SEO Reports on either the customer's existing sites or the competitor's web site. If the customer knows that RHollister.com has a plan, they will be more likely to become a customer.

RHollister.com will use three methods to offset the initial lack of customers and previous work:

- Lower design costs for first five customers.
- Build example websites based on hypothetical companies to showcase RHollister.com's capabilities.
- Require a reduced down payment for the first five customers to lower the portrayed risk by the customer.

These methods will allow RHollister.com to quickly establish a design portfolio. A portfolio of five design examples will allow the business to move up slightly in the market and reach the \$61,000 revenue mark.

RHollister.com possesses sufficient technical skills to enter the market. The owner, who is also the developer, possesses a Bachelors of Science degree in Electrical and Computer Engineering, with a minor in Computer Sciences. RHollister.com must stay on the cutting edge of web technologies in order to keep itself and its customers ahead of the competition.

RHollister.com must secure the initial resources to begin designing web pages. Although required capital is relatively low for a startup, it still exists. RHollister.com will secure the required capital through partner investment and short-term bank loans. With only \$11,000 projected for first year operating expenses, RHollister.com will be able to build its future on a minimal amount of credit.

Appendix A – 1and1 Hosting Package Offerings

Package Name	Price per month
Linux or Windows Beginner	\$3.99
Linux or Windows Home	\$4.99
Linux or Windows Business	\$9.99
Linux or Windows Developer	\$19.99
Linux or Windows VPS 1	\$29.00
Linux or Windows VPS 2	\$39.00
Linux or Windows VPS 3	\$59.00
Value 1 Managed Server	\$69.99
Value 1 Linux Server	\$69.99
Value 1 Windows Server	\$89.99
Business 1 Linux Server	\$99.99
Business 1 Windows Server	\$119.99

Appendix B – Example Search Engine Optimization Report

design by

RHollister.com

For: www.rhollister.com

Optimization Advice and Advanced Analysis

Created on: 2008-12-07
at 18:30

Search engine: **General optimization**

Keyword: **connecticut web design**

Jump to keywords: [connecticut web design](#) [massachusetts web design](#)

Quick access to:

[1. Optimization advice](#)

[2. Advanced analysis](#)

[A. General page properties](#)

[B. On-the-page factors influencing your ranking](#)

1. Optimization advice

A. General page properties

Page URL

1. **Your keyword isn't present in the URL!** Our research of hundreds of search engines top-lists shows that keyword presence in the URL is crucial for achieving high rankings in a search engine's results list. By placing keywords in your domain name, you gain a serious advantage with search engines. If your URL points to an already established and high-ranked web page, we do not recommend altering it. However, this factor is worth considering when you create new pages / sites. Most major search engines favor websites with keywords in their URL; however, remember to use them sensibly and not to abuse them. When optimizing a page for a key phrase, separate keywords in the URL with a hyphen (domain/web-site.html) or an underscore (domain/web_site.html), but do not write them as one word. Otherwise, search engines will understand it as a single word (even if the search engine result highlights this keyword in bold), and your work on URL optimization will be wasted.

B. Main on-the-page factors influencing your ranking

1. <HEAD> area:

<TITLE> tag

1. **Your keyword is not as close to the beginning of the Title tag as it should be!** Your keyword's prominence is only 28.6% while it should be at least 65%. If possible, move your keyword closer to the beginning of your Title to emphasize its importance and greatly improve your website's prominence.

META Keywords

1. **Your keyword weight in the META Keywords is too**

low! When it comes to this tag, the higher the keyword weight, the better. Meanwhile, on your page, keyword weight doesn't come to more than 8.1%. Try to remove the least informative and least relevant keywords, thus increasing keyword weight.

2. <BODY> area:

Visible text

1. **None of your keywords are in bold!** The fact that you put a certain keyword or phrase in bold tells the search engine that you place an emphasis on it. Naturally it considers these words or phrases to be more important than those in regular font. We recommend that you put your key phrase in bold one or more times.

2. **Your keyword is too far away from the beginning of this page!** Your keyword's prominence is only 0.0% while it should be at least 57%. If possible, move your keyword closer to the beginning of your page; this will greatly improve overall prominence.

3. **Your keyword doesn't have enough weight on your page!** Your keyword should constitute at least 2 percent, while with your page it is only 0.0%. Increase the keyword weight so its value ranges within the boundaries of 2-10 percent. Also keep in mind the possibility of using different forms of your keywords. While ranking, search engines consider not only direct matches of keywords, but also their various alterations. For instance, for the query "web hosting," search engines will take into account the occurrences of such words as "host", "hosting", "webhosts" etc. on your pages. In addition, the modification of your keyword makes the content more user-friendly, so your page doesn't look like a readability puzzle stuffed with one and the same keyphrase. And remember: a good technique for writing page copy is to write naturally.

4. Your keyword is not present at the beginning of this page! Early appearance of your keyword shows its importance in the context of the entire page because it is mentioned at the very beginning. We recommend that keywords be placed in the first 50 words in the visible text of this page.

5. Your keyword is not present at the end of your page! Your page will be more relevant if your keyword appears at the end of the visible text. To achieve this, put your keyword in the last 50 words of your copy.

First heading on the page (H1-H6)

1. Your page either has no <H1> headings, or has no text in the first heading on the page! It is crucial that your keyword appears in one of these headings. We also recommend that you put an <H1> heading as close to the beginning of your page as possible. Search engines traditionally consider text in the headings to be essential, and having your keyword there will positively influence your website's overall optimality.

Text in links including ALTs

1. Your keyword rarely appears in the ALT / TITLE attributes of text and graphical links on this page! Your keyword should appear at least once in text links, but it doesn't appear at all. We recommend that it be used in such links up to 6 times. You can easily adjust this number with your favorite HTML editor.

ALT image attributes

1. Your keyword is not present in the first 3 ALT

image attributes on your page (or there are no ALT attributes at all)! If you have images on your page, put the keyword in one of these ALTs as they are considered more important than the rest of the ALTs on your page. Even though ALT tags haven't gained much importance with Google, the Yahoo! and Windows Live search engines pay much more attention to them.

2. Your keyword frequency in ALT image attributes is too low! Your keyword should appear 1 to 3 times in ALTs on this page while it is found 0 time(s). You can easily adjust this number with your favorite HTML editor.

2. Advanced analysis

A. General page properties

Page:	index.php
HTML size (Kb)	11.5
Last modified	Not detected.
Has same color text and background	No
Has tiny text	No
Has immediate keyword repeats	No
Uses controls	Yes

controls			
Uses frames		No	
Uses external JavaScript		Yes	
Uses internal JavaScript		Yes	
Uses external VBScript		No	
Uses internal VBScript		No	
File robots.txt disallows spidering		No	

Page URL			
Keyword as a part of URL (domain, folder and page name)		No	
Keyword as a separate part of URL (domain, folder and page name)		No	

B. Main on-the-page factors influencing your ranking

1. <HEAD> area:

<TITLE> tag		...	
-------------	--	-----	--

tag			
Number of Titles		1	
First tag in the <HEAD> tag		Yes	
Characters in Title		63	
Words in Title		7	
Stop words in Title		No	
Keyword frequency in Title		1	
Keyword prominence in Title		28.6%	
Keyword weight in Title		42.9%	
META Description			
Number of META Description tags		1	
Characters in META Description		163	
Words in META Description		22	

Stop words in META Description	Yes
Keyword frequency in META Description	0
Keyword prominence in META Description	0.0%
Keyword weight in META Description	0.0%
META Keywords	...
Characters in META Keywords tag	277
Number of META Keywords tags	1
Words in META Keywords tag	37
Keyword frequency in META Keywords	1
Keyword prominence in META Keywords	100.0%

Keyword weight in META Keywords	8.1%
META Refresh	not present
Refresh time	-
Redirect	No

META Robots	present
None	No
No index	No
No follow	No
No archive	No

2. <BODY> area:

Visible text	
Words in Body	305
Bold keywords in Body	0
Underlined keywords in Body	0
Keyword frequency in	0

frequency in Body			
Keyword prominence in Body		0.0%	
Keyword weight in Body		0.0%	
Keyword at the beginning of Body		No	
Keyword at the end of Body		No	

First heading on the page (H1-H6)		not present	
--	--	-------------	--

Keyword frequency		0	
Keyword prominence		0.0%	
Keyword weight		0.0%	

All headings			
---------------------	--	--	--

Headings on the page		0	
Headings containing the keyword		0.0%	
Keyword frequency in		0	

frequency in all headings			
Keyword weight in all headings		0.0%	
Links			
Total links on the page		10	
Links to external pages		4	
Text in links including ALTs			
Links with keyword in text or ALT		0	
Keyword frequency in links (text and ALT)		0	
Keyword weight in links (text and ALT)		0.0%	
ALT image attributes			
ALT attributes on the page		7	
ALT attributes containing		0	

containing the keyword			
Keyword matches in the first 3 ALT attributes		0	
Keyword frequency in ALT attributes		0	
Keyword weight in ALT attributes		0.0%	
Comments		...	
Words in comments		255	
Keyword frequency in comments		0	
Keyword weight in comments		0.0%	

Search engine: **General optimization**

Keyword: **massachusetts web design**

Jump to keywords: [connecticut web design](#) [massachusetts web design](#)

Quick access to:

[1. Optimization advice](#)

[2. Advanced analysis](#)

[A. General page properties](#)

[B. On-the-page factors influencing your ranking](#)

1. Optimization advice

A. General page properties

Page URL

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B. Main on-the-page factors influencing your ranking

1. <HEAD> area:

<TITLE> tag

1. **Your keyword is not present in the Title tag!** Your keyword should appear at least once in the Title tag, but it doesn't appear at all. Put the keyword into your Title tag or you'll be unlikely to rank high.

META Keywords

1. **Your keyword weight in the META Keywords is too low!** When it comes to this tag, the higher the keyword weight, the better. Meanwhile, on your page, keyword weight doesn't come to more than 8.1%. Try to remove the least informative and least relevant keywords, thus increasing keyword weight.

2. <BODY> area:

Visible text

1. **None of your keywords are in bold!** The fact that you put a certain keyword or phrase in bold tells the search engine that you place an emphasis on it. Naturally it considers these words or phrases to be more important than those in regular font. We recommend that you put your key phrase in bold one or more times.

2. **Your keyword is too far away from the beginning of this page!** Your keyword's prominence is only 0.0% while it should be at least 57%. If possible, move your keyword closer to the beginning of your page; this will greatly improve overall prominence.

3. **Your keyword doesn't have enough weight on your page!** Your keyword should constitute at least 2 percent, while with your page it is only 0.0%. Increase the keyword weight so its value ranges within the boundaries of 2-10 percent. Also keep in mind the possibility of using different forms of your keywords. While ranking, search engines consider not only direct matches of keywords, but also their various alterations. For instance, for the query "web hosting," search engines will take into account

the occurrences of such words as "host", "hosting", "webhosts" etc. on your pages. In addition, the modification of your keyword makes the content more user-friendly, so your page doesn't look like a readability puzzle stuffed with one and the same keyphrase. And remember: a good technique for writing page copy is to write naturally.

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A. General page properties

Page:	index.php
HTML size (Kb)	11.5
Last modified	Not detected.
Has same color text and background	No
Has tiny text	No
Has immediate keyword repeats	No
Uses controls	Yes
Uses frames	No
Uses external JavaScript	Yes
Uses internal JavaScript	Yes
Uses external VBScript	No
Uses internal VBScript	No
File robots.txt disallows spidering	No

Page URL			
Keyword as a part of URL (domain, folder and page name)		No	
Keyword as a separate part of URL (domain, folder and page name)		No	

B. Main on-the-page factors influencing your ranking

1. <HEAD> area:

<TITLE> tag		...	
Number of Titles		1	
First tag in the <HEAD> tag		Yes	
Characters in Title		63	
Words in Title		7	
Stop words in Title		No	
Keyword frequency in Title		0	
Keyword prominence in Title		-	

in Title			
----------	--	--	--

Keyword weight in Title		0.0%	
-------------------------	--	------	--

META Description		...	
-------------------------	--	-----	--

Number of META Description tags		1	
---------------------------------	--	---	--

Characters in META Description		163	
--------------------------------	--	-----	--

Words in META Description		22	
---------------------------	--	----	--

Stop words in META Description		Yes	
--------------------------------	--	-----	--

Keyword frequency in META Description		0	
---------------------------------------	--	---	--

Keyword prominence in META Description		0.0%	
--	--	------	--

Keyword weight in META Description		0.0%	
------------------------------------	--	------	--

META Keywords		...	
----------------------	--	-----	--

Characters in META Keywords tag	277
Number of META Keywords tags	1
Words in META Keywords tag	37
Keyword frequency in META Keywords	1
Keyword prominence in META Keywords	89.2%
Keyword weight in META Keywords	8.1%
META Refresh	not present
Refresh time	-
Redirect	No
META Robots	present
None	No
No index	No

No follow	No
No archive	No

2. <BODY> area:

Visible text			
Words in Body		305	
Bold keywords in Body		0	
Underlined keywords in Body		0	
Keyword frequency in Body		0	
Keyword prominence in Body		0.0%	
Keyword weight in Body		0.0%	
Keyword at the beginning of Body		No	
Keyword at the end of Body		No	
First heading on the page (H1-H6)		not present	

(H1-H6)

Keyword frequency	0
-------------------	---

Keyword prominence	0.0%
--------------------	------

Keyword weight	0.0%
----------------	------

All headings

Headings on the page	0
----------------------	---

Headings containing the keyword	0.0%
---------------------------------	------

Keyword frequency in all headings	0
-----------------------------------	---

Keyword weight in all headings	0.0%
--------------------------------	------

Links

Total links on the page	10
-------------------------	----

Links to external pages	4
-------------------------	---

Text in links including ALTs

Links with keyword in text or ALT	0
Keyword frequency in links (text and ALT)	0
Keyword weight in links (text and ALT)	0.0%

ALT image attributes

ALT attributes on the page	7
ALT attributes containing the keyword	1
Keyword matches in the first 3 ALT attributes	1
Keyword frequency in ALT attributes	1
Keyword weight in ALT attributes	20.0%

Comments

Words in comments	255
-------------------	-----


Keyword
frequency in
comments

0

Keyword
weight in
comments

0.0%

Appendix C – Administrative Control Panels

 **Update Item :: 1 3/4" DIAL THERMOMETER**

Product Information | Display Options | Product Status | Product Dimensions and Weight | Product Images | Related Products

Product Information

Publish?:

SKU:

Name:

URL:

Vendor: He-e-e-re's Jerry

Manufacturer:

Categories:

- Work Lights
- Extension Cords
- Batteries, Bulbs & Accessories
- Flashlights
- Abrasives
- Non-woven Pads, Discs, Wheels & Rolls
- Sanding Discs
- AC Equipment & Accessories
- AC Misc. Tools, Equipment & Accessories
- Temperature Sensing & Diagnostic

Product Price (Net): US Dollar

Product Price (Gross):





























VAT Id:

Discount Type:

Discounted Price:

Short Description:

Product Description:

B I U ABC |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 

•Pocket analog thermometer •0

Figure 4 - Product properties page for an ecommerce solution

Modify the Orientation Page:

Select Orientation Page:

Current Update Filename: Update July 2008.pdf

Date of Last Upload: 08/12/08

Text

Font family Font size

HTML A ab

Summer 2008 Update to
Communication Law in America

This update was prepared in August, 2008. I have tried to err on the side of omission rather than overloading the reader. Entries are generally of four varieties:

Path:

Select File

Figure 5 - PaulSiegelCommLaw.com Site Text Administration



Figure 6 - Vehicle Administration for Car Rental Service

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