



CORPORATE PORTFOLIO

NexLynx, Inc.

YOUR WEB CARE PROVIDERS

Computer Consulting and Sales • Internet Web Hosting and Design

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DISCOVER THE NEXLYNX DIFFERENCE.

Finding a professional Topeka-based web hosting and design company is now easier. Strategic thinking, top designers, personal attention, competitive prices, real world results.

NexLynx has hosted and developed top-quality websites since 1995, and in this business, that makes us veterans. We are the oldest hosting and design firm in Topeka, Kansas, and work for clients throughout the world.

NexLynx offers professional solutions for organizations, including small and medium-sized businesses, associations, churches and not-for-profit organizations.

NexLynx features an integrated team of web consultants, web designers, graphic artists, and programmers offering:

Service: As a local web development firm, we pride ourselves on delivering a high level of personal service

Experience: As a company that has been around for over 15 years, we have proven our staying power and have a large number of tools and resources to meet your needs.

Versatility: We offer a variety of services including web hosting, local SEO, graphic design, e-commerce website programming, database development, IT consulting and computer sales.

What our clients are saying:

“Your new website is very user-friendly and well organized. Congratulations to the designers!”

- Ronald McDonald House Charities of Northeast Kansas
www.rmhcotopeka.org

Check out the Web Designs Portfolio on page 9 for samples of our work for a variety of businesses and organizations. We are positive that you won't find superior work at a more reasonable price anywhere on the World Wide Web.

Today, it is a well-accepted fact that **every business needs a website**. If you are serious about your business success, NexLynx can help you achieve your goals with a proven track record of search engine optimized websites.

We know you have many choices when it comes to developing and hosting your website. **NexLynx has the professional expertise** to present your company effectively to the World Wide Web.

Sincerely,
The NexLynx Web Team

A Member of the Greater Topeka Chamber of Commerce
and Downtown Topeka, Inc.

HOSTING PACKAGES

NexLynx offers business-class domain web hosting at affordable rates. All web hosting is provided on our own high-end Linux and Windows servers inside secure, state-of-the-art redundant data centers located in Texas and Washington. NexLynx provides quality web hosting for businesses and individuals looking for full-featured shared hosting with industry-leading support and reliable service from a company you can trust.

Mini ¹
<ul style="list-style-type: none">• 2 e-mail accounts• 200 MB e-mail storage (per account)• 20 MB web space• 5 GB monthly bandwidth

\$9.95

Standard
<ul style="list-style-type: none">• 15 e-mail accounts• 200 MB e-mail storage (per account)• 300 MB web space• 20 GB monthly bandwidth• 5 mySQL databases• 5 Mailing lists ²

\$19.95

Business Starter
<ul style="list-style-type: none">• 5 e-mail accounts• 200 MB e-mail storage (per account)• 100 MB web space• 10 GB monthly bandwidth• 1 mySQL database

\$14.95

Power
<ul style="list-style-type: none">• 30 e-mail accounts• 200 MB e-mail storage (per account)• 500 MB web space• 30 GB monthly bandwidth• 5 mySQL databases• 10 Mailing lists ²

\$29.95

Premium
<ul style="list-style-type: none">• 50 e-mail accounts• 200 MB e-mail storage (per account)• 1 GB web space• 50 GB monthly bandwidth• 5 mySQL databases• 10 Mailing lists ²

\$39.95

¹ Annual billing only for this package. \$25 set-up fee.

² Bandwidth and usage limits apply.

- Windows hosting available. Add \$10 to any package.
- Additional e-mail storage, Active Sync, and other e-mail features available. Contact us with your needs.
- Additional Mailing Lists available for \$2 per month.
- E-mail Bundles - additional 10 e-mail accounts for \$10 per month - requires Premium hosting package.
- Custom packages available -- call us with your needs.
- All web hosting packages feature Plesk 9.5 Web Administration Control Panel, Web-based e-mail by SmarterMail Enterprise, Domain Backup & Recovery, PHP5, Python and Apache ASP script support. \$50 set-up fee applies.

WEB HOSTING FEATURES



Package Configuration

- \$25 - \$50 one time setup fee
- Domain Name registration/transfer (www.yourdomain.com) ¹
- CentOS Linux Servers
- Microsoft Windows Servers
- 30 Day Money Back Guarantee



Scripting and Database Features

- Perl / PerlScript Support and Personal CGI Directory
- SSI, PHP5, Python, and Apache ASP Script Support
- mySQL Databases and phpMyAdmin available in Control Panel
- ASP.net and other Windows scripts



Email Features

- Secure Webmail Access
- Calendars, Contacts, Notes and Tasks
- POP, SMTP and IMAP Mail access
- Auto-Responder
- Multiple Daily Backups to Remote Site
- Usage, Traffic, Errors and Data Reports
- Access to a Domain Global Address List



Application and Tools

- Application Vault – A collection of dozens of FREE applications and tools. ²
- Site statistics by AWStats



Recommended Add-ons

- Hosting E-mail Security and Continuity (\$2.00/mo.) ³
- MailLynx powerful e-mail marketing manager (\$14.95/mo. on up)
- Exclusive IP Address (\$5.00/mo.)
- InstantSSL 128-bit Certificate (see InstantSSL.com for current pricing. Requires exclusive IP address, \$80 set-up fee at yearly renewal) ⁴



Web Site Management Features

- Plesk Web Administration Control Panel
- Advanced Traffic Statistics by AWStats
- 24 hour unlimited access through FTP
- Domain Parking / Redirect (www.yourcompany.org & www.yourcompany.net--> www.yourdomain.com)
- File Manager, Domain Backup and Recovery, and Protected Directories using Control Panel
- Customized Error Documents

¹ Our domain name registration/transfer service is provided FREE when you order one of our web hosting packages. A \$50 Domain Name Registrar Fee (first two years) for all new/unregistered top-level domains will apply. Additional charges will occur for excessive domain management.

² Refer to the Application Vault Page for more detailed information. Some applications may require a one-time setup fee.

³ E-mail Security and Continuity services hosted by GFI Max MailProtection. A \$2.00 fee per account per month applies. Visit GFI.com for more information.

⁴ NexLynx recommends the InstantSSL 128-bit Certificate. See InstantSSL.com for current pricing and more information. An SSL certificate requires an exclusive IP address.

E-MAIL SOLUTIONS WITH NEXLYNX



Standard Domain Hosted E-Mail

Every NexLynx Hosting client receives the features of our Standard Domain Hosted E-Mail powered by the SmarterMail Mail Server at no additional costs. No longer is your e-mail handled by an outdated "Open Source" mail server with a poorly supported, minimal features and poor user interface webmail frontend. Our dedicated SmarterMail server delivers Exchange-level services and features with the look and feel and full functionality of a desktop client. Access your e-mail, calendar, contacts, tasks and notes from anywhere, at any-time, using a standard web browser.

Standard Hosted E-mail User Account

Each users e-mail account includes these standard features.

- Secure Webmail Access
- Calendars, Contacts, Notes and Tasks
- POP, SMTP and IMAP Mail access
- Multiple Signature Blocks
- Mail Forwarding
- Spell Checking
- Auto-Responder
- Multiple Daily Backups to Remote Site
- RSS Feed Reader
- Usage, Traffic, Errors and Data Reports
- Content Filtering
- Plus Addressing
- Access to a Domain Global Address List
- Automatic Event Notification
- Trusted Sender

NexLynx has partnered with GFI Software, the industry's leading provider of e-mail security and management, to provide MAX MailProtection, the premier preemptive "on demand" solution to eliminate e-mail SPAM and viruses, while providing e-mail continuity for your organization.



HOSTED E-MAIL SECURITY AND CONTINUITY

\$2⁰⁰/MONTH

GFI MAX MailProtection offers numerous advantages compared to other solutions:

- Inbound SPAM and Virus protection.
- Intuitive Web-Based Control Panel.
- Network Defense.
- E-mail Continuity.
- No Software to Install.
- Ease of implementation.
- Outbound SMTP Relay and Filtering.

APPLICATION VAULT

Providing a wide range of bulletin boards, e-commerce applications, chat modules, online picture albums managed directly from Plesk Control Panel web browser interface.



Avactis e-commerce software offering simple integration with your existing website. Compatible with PayPal, UPS, QuickBooks and many other systems.



phpAds is an ad server, with an integrated banner management interface and statistic tracking system.



osCommerce is an online shop e-commerce solution that offers a wide range of out-of-the-box features that allows online stores to be setup fairly quickly with ease.



WordPress is a state-of-the-art semantic personal publishing platform with a focus on aesthetics, web standards, and usability. One of the most popular blogging software out there today.



PHP-Nuke is an open-source professional portal system designed to be used in Intranets and Internet.



Drupal is a free Content Management System that people and organizations use to easily publish, manage and organize a wide variety of content on a website.

Currently available Applications and Tools.

- Advanced Poll**..... a polling system with powerful administration tool
- AutoIndex**..... a website directory indexer and file manager
- b2Evolution**..... a multi-lingual multi-user multi-blog engine
- Classifieds**..... easy-to-use classified application featuring Verisign payflow link integration
- Coppermine**..... a multi-purpose, multi-language, fully-featured, and integrated Web photo gallery script with a MySQL backend
- Dolphin**..... integrate YouTube, MySpace, Flickr, Facebook and others into one, customizable and under your control
- Gallery**..... a web based software product that lets you manage your photos on your own website
- Mambo**..... a course management system (CMS) designed to help educators create quality online courses
- OpenBiblio**..... an easy to use, open source, automated library system
- osTicket**..... a lightweight feature packed support ticket tool
- Owl Intranet Engine**..... a multi user document repository (knowledgebase) system
- PHP OpenChat**..... high performance php-based chat server software for live chat-room
- phpBB**..... high powered, fully scalable, and highly customizable Open Source bulletin board package
- phpBug Tracker**..... track bugs by multiple users on multiple projects
- phpDig**..... a web spider and search engine written in PHP, using a MySQL database and flat file support

- phpMyFamily**..... dynamic genealogy website builder which allows geographically dispersed family members to maintain a central database of research which is readily accessible and editable
- PHPProjekt**..... modular application for the coordination of group activities and to share information and documents via intranet and internet. Components of PHPProjekt: Group calendar, project management, time card system, file management, contact manager, mail client and other modules
- PHPSurveyor**..... a set of PHP scripts with MySQL to develop surveys, publish surveys and collect survey responses
- phpWebSite**..... provides a complete web site content management system. Web-based administration allows for easy maintenance of interactive, community-driven web sites
- phpWiki**..... a WikiWikiWeb is a web site where anyone can edit the pages through an HTML form. Linking is done automatically on the server side; all pages are stored in a database.
- pLog**..... a logging platform built with PHP, designed with maximum customizability, speed and ease of use in mind.
- PostNuke**..... a community, content, collaborative management system, a C3MS. It's your electronic toolbox, a set of tools allowing you to build a dynamically generated web site
- TYPO3**..... a content management system for web and intranets. Offering full flexibility and extensibility while featuring an accomplished set of ready-made interfaces, functions and modules
- WebCalendar**..... a PHP application used to maintain a calendar for a single user or an intranet group of users
- XRMS**..... open-source Customer Relationship Management ("CRM") software to manage your customer and contact records, track sales opportunities using forecasts and pipelines, ensure timely resolution of customer service and support incidents, and monitor the effectiveness of marketing campaigns

MAILYNX E-MAIL MARKETING

MaiLynx is an all-in-one email marketing, autoresponder, survey and CRM software that's incredibly easy to use. Includes everything you need to create, send and track emails, autoresponders, surveys, events, contacts and more. With powerful tools to completely automate your follow up marketing and customer feedback loops.



MaiLynx – Linking you to your customers



Email Design Features

- Dozens of Industry-specific Email Templates
- Upload or Import Content
- Easily Upload Images
- Easy WYSIWYG Editing
- Advanced HTML Editing
- RSS Email Campaign Archive



Contact Management Features

- Built-in CRM Functionality
- Easily Import/Export Contacts
- Website Signup Forms
- Unlimited Custom Fields
- Create Unlimited, Multiple Contact Lists
- Double Opt-In Confirmation
- Bulk Remove Contacts
- Powerful List Segmentation



CAN-Spam Compliance Features

- One Click Unsubscribe
- Automatic Bounce Handling
- Contact Details in Footer
- "Do Not Mail" List

2,000 E-mails

- \$14.95/mo for 2,000 e-mails
- Unlimited contacts and lists
- Unlimited E-mail Campaigns
- Free Surveys

\$14.95

Other MaiLynx Packages*

- 4,000 E-mails . . . \$18.95
- 10,000 E-mails . . . \$27.95
- 20,000 E-mails . . . \$48.95

*Special discount available for current NexLynx web hosting clients.



Email Campaign Features

- Step-by-Step Campaign Wizard
- Full WYSIWYG Campaign Editing
- Unlimited E-mail Campaigns
- Campaign Optimization Tips
- Automatic Bounce Handling
- Upload & Send Attachments
- Embed Images As Attachments
- Built-In Spam Checking
- Forward to a Friend Link
- No Duplicate Emails – Ever
- Send Now or Later
- Send to Multiple Lists at Once
- Preview tool for Yahoo, Gmail, Hotmail, Outlook, etc.
- CAPTCHA Form Support



Advanced Email Marketing Features

- Split Email Campaigns
- Automatic Event Logging
- Surveys & Feedback Forms
- Google Calendar Integration
- User Groups with Permissions



Statistics & Reporting

- Full Campaign Statistics
- Email Open Reporting
- Link Click Tracking
- Google Analytics Integration
- Email Bounce Tracking
- Unsubscribe Reporting



Autoresponder Features

- Unlimited Autoresponders
- Filter the Recipient List
- Open/Link/Unsubscribe Reporting

WEB DESIGN CRITERIA



Having a professionally built website for your business is possible and affordable with custom web design services from NexLynx. We are in the business of helping clients promote their brand by creating exceptionally designed, easy to use, data-rich web sites.

Our suite of Internet services consist of award-winning website design, professional database programming, and graphic design. We design new websites, re-design existing websites, and offer ongoing maintenance of websites. NexLynx is known for providing personal customer service to companies that require superior website design, measurable Internet marketing results, and comprehensive e-business solutions.

NexLynx begins by meeting with our clients, face-to-face if possible, to better understand their needs in a website. Upon request, we will provide a detailed proposal or estimate for your site. NexLynx charges competitive rates of \$70 per hour for web designers and \$80 per hour for web programmers. We also offer fixed-price services. A Web Design Agreement will outline all of our terms.

The most visually-pleasing website is worthless if the code behind it is unprofessional. In tune with the emerging technologies of HTML5 and CSS3, we use the most advanced web design application technology and development framework to ensure usability, security, and functionality across all major platforms. NexLynx adheres to a professional design philosophy that includes*:

Industry standard software

- Utilizing Adobe's Dreamweaver software for design and development
- Template-based custom designs, no cookie cutter designs
- Cross-Browser Compatibility Checker

Code Validation

- Utilizing W3C HTML Validation Service
- Utilizing W3C CSS Validation Service

Design Criteria

- Use of XHTML 1.0 (or higher) Doctype, Transitional
- Use of Cascading Style Sheets (CSS)
- Print and mobile stylesheets.
- "Web-safe" use of colors, fonts, and images
- Proper and consistent navigation throughout site, including alternate text navigation
- Use of standard UNIX naming convention for all files and directories
- No use of "Under Construction" web pages
- Targeting 1024x768 resolution screens, with correct formatting for smaller/larger screens
- URL of the website on every page
- Optimal page loading for slower connections: page sizes no larger than 60-70KB.
- CSS positioning of design elements, tableless layouts
- No use of frames or deprecated HTML tags.
- Basic SEO, including optimal meta tags, title tags, alt tags and use of header tags
- Creating a robots.txt file for proper Search Engine crawling.
- Ability to create Section 508 and ADA accessible web sites
- Spelling, grammar and general review of provided text content.



*unless a client's design element does not allow

WEB DESIGNS PORTFOLIO



Ronald McDonald House Charities of Northeast Kansas

www.rmhctopeka.org

A web site re-design for a non-profit organization. The site is designed so the client can easily update their calendar and donation pages without HTML knowledge using a simple web-based interface. Winner of a Web Site Design Award by TK Magazine.



SouthWind Art Gallery

www.southwindartgallery.com

A major site overhaul to complement the subject of the website... art. This site encompasses the sister business of a frame shop, designed in the same style as the art gallery, and includes a small e-commerce store, which showcases local artists.



American Dermatology Associates

www.kcdermatologists.com

A site redesign with heavy emphasis on search engine optimization. Results are a Google page one ranking for "Kansas City dermatologist".



Heirloom Portraits

www.heirloomportraits.biz

This small town photographer wanted a web presence and the ability to update photo galleries himself. The website uses a simple application embedded in the code for easy updates.



Midwest Bruins

www.midwestbruins.com

Local recruiting baseball team needed a website they could maintain themselves. The site was designed using a Content Management System, that allows updating schedules, results and player stats with ease.

Please see our website for more examples of our web design.

