



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 has become easier. Strategic thinking, top designers, personal attention, competitive prices, real world results.

NexLynx has hosted and built top-quality websites since 1995, and in this business, that makes us veterans. Our home base is in Topeka, Kansas, but we host and develop sites 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 several 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, Flash animation design, 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.rmhc.topeka.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 web 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 high-end Linux servers inside a 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.

SiteBuilder Basic ¹
• 2 e-mail accounts
• 100 MB e-mail storage (per account)
• 20 MB web space
• 5 GB monthly bandwidth
• SiteBuilder
• No FTP Access

\$7.95

Standard
• 15 e-mail accounts
• 100 MB e-mail storage (per account)
• 300 MB web space
• 20 GB monthly bandwidth
• 5 mySQL databases
• Mailing lists ²
• SiteBuilder

\$19.95

Mini ¹
• 2 e-mail accounts
• 100 MB e-mail storage (per account)
• 20 MB web space
• 5 GB monthly bandwidth
• SiteBuilder

\$9.95

Power
• 30 e-mail accounts
• 100 MB e-mail storage (per account)
• 500 MB web space
• 30 GB monthly bandwidth
• 5 mySQL databases
• Mailing lists ²
• SiteBuilder

\$29.95

Business Starter
• 5 e-mail accounts
• 100 MB e-mail storage (per account)
• 100 MB web space
• 10 GB monthly bandwidth
• 1 mySQL database
• Mailing lists ²
• SiteBuilder

\$14.95

Premium
• 50 e-mail accounts
• 100 MB e-mail storage (per account)
• 1 GB web space
• 50 GB monthly bandwidth
• 5 mySQL databases
• Mailing lists ²
• SiteBuilder

\$39.95

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

² Bandwidth and usage limits apply.

- Additional 1GB e-mail storage - \$2 per month.
- Exchange Active Sync add-on - \$5 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 8.6 Web Administration Control Panel, Web-based e-mail by SmarterMail Enterprise, Domain Backup & Recovery, SSL, 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
- Red Hat Enterprise Linux Server
- 30 Day Money Back Guarantee



Email Features

- Web-based E-mail by @Mail
- POP before SMTP Relaying
- Unlimited E-mail Aliasing
- Additional E-mail POP or Forwarding Accounts at \$2.00 each²
- Mail Groups
- Account Auto Responder



Web Site Management Features

- Plesk 8.6 Web Administration Control Panel
- Advanced Traffic Statistics by AWStats
- 24 hour unlimited access through FTP
- Web User Accounts (www.yourdomain.com/~webuser)
- Sub Domains (<http://sub.yourcompany.com>)
- Domain Parking (www.yourcompany.org & www.yourcompany.net--> www.yourdomain.com)
- File Manager, Domain Backup and Recovery, and Protected Directories using Control Panel
- Customized Error Documents



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



Application and Tools

- Application Vault – A collection of dozens of FREE applications and tools.³
- SiteBuilder – Browser-based WYSIWYG application for creating and editing websites.



Recommended Add-ons

- GFI MAX MailProtection Spam Filtering and Virus Scanning Quarantine Services (\$2.00/mo.)⁴
- ListMail Powerful e-mail marketing manager (\$15/mo., \$65 install, a \$195 value)
- Exclusive IP Address (\$5.00/mo.)
- FREE Anonymous FTP (requires exclusive IP address)
- InstantSSL 128-bit Certificate (starting at \$79.95 per year, requires exclusive IP address, \$65 set-up fee at yearly renewal)⁵

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 If your domain requires more than 10 e-mail POP accounts, NexLynx charges an additional one-time setup fee of \$2.00 per additional account.

³ Refer to the Application Vault Page for more detailed information. Some applications may require a one-time setup fee.

⁴ Spam Filtering and Virus Scanning services hosted by Postini or Katharion. A \$2.00 fee per POP account per month applies. Visit Postini.com or Katharion.com for more information.

⁵ NexLynx recommends the InstantSSL 128-bit Certificate starting at \$79.95 per year. See InstantSSL.com for more information. An SSL certificate requires an exclusive IP address.

FIGHT SPAM AND VIRUSES WITH NEXLYNX

“We estimate spam will cost [for 2009] a total of \$130 billion worldwide, of which \$42 billion is in the U.S. alone. That’s a 30% increase over our 2007 estimates, which themselves were a 100% increase over our 2005 figures.” *

NexLynx has partnered with GFI, 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 from your organization.



MAX MAILPROTECTION

\$2⁰⁰/MONTH

GFI MAX MailProtection offers numerous advantages compared to other solutions:

- **Inbound SPAM and Virus protection.** Over 90% of viruses are transmitted through e-mail. Improve productivity of servers and employees by reducing the volume of junk mail getting through any existing anti-spam solution.
- **Intuitive Web-Based Control Panel.** The aggressiveness of the SPAM filter can be tuned company-wide or on a per-user basis. One-click release mechanism for any legitimate or potentially legitimate mail – assuring that no messages are ever lost. Organizations can choose to take advantage of MAX MailProtection’s sophisticated features, such as configurable multiple daily digests of detected spam messages, full delivery logs search for all inbound or outbound messages, and much more.
- **Network Defense.** Almost all spam and e-mail threats can be blocked before they reach your network – reducing risk, freeing up network bandwidth and easing mail server load.
- **E-mail Continuity.** You can continue accessing, responding to, and sending e-mail messages, even in the event of an on-premise mail server or network outage; mail is automatically queued by MAX MailProtection, and users can continue accessing or responding to those messages via the control panel.
- **Ease of implementation.** MAX MailProtection was designed with simplicity in mind. No need to install or learn any new software or hardware, or change the way you use your e-mail. Your e-mail doesn’t need to be hosted with NexLynx. Works with any operating system or mail infrastructure including Exchange and other mail servers.
- **Outbound SMTP Relay and Filtering.** Low cost option to improve e-mail deliverability, provide searchable delivery logs, and prevent inappropriate messages or attachments from being sent from your network,

*Ferris Research, “The Cost of Spam, 2009”.

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.



Google Sitemaps enables you to communicate directly with Google to keep them informed of all your web pages and help improve your coverage in the Google index.



phpAdsNew 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
Boast Machine	an open source, state of art blogging platform
Coppermine	a multi-purpose, multi-language, fully-featured, and integrated Web photo gallery script with a MySQL backend
Crafty Syntax Live Help	a multi-user, multi-operator, multi-department live Help support chat system
Gallery	a web based software product that lets you manage your photos on your own website
Invision Power Board	an award-winning scaleable bulletin board system
Moodle	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 Open Chat	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
phpCollab	an open-source internet-enabled collaboration workspace for project teams
phpDig	a web spider and search engine written in PHP, using a MySQL database and flat file support
phpFormGenerator	an easy-to-use tool to create reliable and efficient web forms in a snap
phpMyFamily	dynamic genealogy website builder which allows geographically dispersed family members to maintain a central database of research which is readily accessible and editable
PHProjekt	modular application for the coordination of group activities and to share information and documents via intranet and internet. Components of PHProjekt: 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 Phoenix	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 extendibility 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

SITEBUILDER: WEB AUTHORIZING SOFTWARE

Parallels Plesk Sitebuilder is a browser-based website creation and editing application that provides class-leading ease of use and value. Sitebuilder is an easy to use, scalable web application designed to create and manage websites. This next-generation software can be integrated into any business process.



5 Easy Steps From the Web

Plesk Sitebuilder includes an easy to use 5 Step wizard. The easy 5 Step wizard interface provides an effortless way for you to create, modify and update your own website without any technical skills or HTML know-how.

In addition, the newly improved modules make Plesk Sitebuilder even more powerful and flexible. The modules included are: Blog, Image Gallery, Guestbook, eShop, SitePal, Forum, Feedback, Registration, RSS Reader, Voting, Script, Area Map, File Download, SiteMap, External Page, and Flash Intro.

Plesk Sitebuilder Advantages

- **Easy to Use Five Step Wizard** – Step by step wizard that allows end users to create the design, structure, edit the content, define parameters and publish a website.
- **Intuitive WYSIWYG Editor** – Allows end users to easily edit website content without any HTML skills or knowledge.
- **Hundreds of Quality Templates** – Plesk Sitebuilder already includes hundreds of high quality templates and tutorials on how to create and add custom templates and skins.
- **Fully Integrated Web Statistics** – The Web Statistics module makes it possible for end users to create extensive statistical evaluations of the traffic and pages of his/her website.
- **Site Owner Admin Panel** – Enables site owners to administer several websites by providing them with the capabilities to manage site statistics, create new sites, manage existing ones, manage eShop orders and more.
- **Photo Album Capabilities** – Easily set up a complete photo album on the Web with Photo Album Editor as a part of the edit step in the Plesk Sitebuilder Wizard.

Learn more at www.parallels.com/plesk/sitebuilder

WEB DESIGN CRITERIA



Having a professionally built web site 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 web site design, Flash multimedia, and graphic design. We design new web sites, re-design existing web sites, and offer ongoing maintenance of web sites. NexLynx is known for providing personal customer service to companies that require superior web site 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 web site. 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 web site is worthless if the code behind it is amateur. 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
- Collaboration between designers
- 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)
- Providing Alternate Tags for all images
- "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
- Format pages correctly for printing with default browser margins: .75in left and right.
- 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

*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.

WEB DESIGN PREMIUM SERVICES

At NexLynx, we take pride in bringing you professionally-designed sites that balance aesthetic qualities with high content and technical accuracy. We follow the Web Best Practices theory to ensure your website meets strict, international standards.

If you desire to take your website to the next level, we offer several premium services to enhance your quality website.

Search Engine Analysis

The Search Engine Analysis Report involves detailed research of the keyword(s) you would like to utilize for ranking in the search engines. Keywords are analyzed for their "supply and demand" and recommendations are made for use of stronger keywords and placement of these keywords on the web page. Optimization Reports provide suggestions for NexLynx on how to fine-tune a web page in accordance with current information regarding the three major search engines' ranking algorithms. Competitors' sites are also compared and analyzed. Rate: \$420



Local Search

Gone are the days of opening up the heavy phone book to find a business. The Internet has become most people's source for business information. Major search engines now offer new features for both searchers and advertisers alike. Local search is especially helpful for those people who do research online and plan to buy offline. NexLynx can update your listing with the local search engines to promote your website and increase your company's online presence. Submission to Yellow Pages, Ask Local, Bing!, Yahoo Local Search, and Google.

Rate: \$150 (Others available upon request for an additional fee.)



Professional Writing

Don't know what to say on your website? Not a writer? NexLynx works in conjunction with a professional communications services company to provide you with expertly written copy for your website. Web content is created to increase your search engine rankings so your customers, members, and donors can find you quickly, and motivate them to take action. Rates range from \$250 to \$600.

