



INTERNET SERVICES

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 locally and 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 dedicated web development firm, we pride ourselves on delivering a high level of personal service

Experience: As a company that has been around for over 17 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 11 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

THE OLDEST, LARGEST AND BEST HOSTING PROVIDER IN TOPEKA, KANSAS

Since 1995 NexLynx has hosted and developed top-quality websites and in this industry, that makes us veterans. Finding a professional Topeka-based web Hosting and Design Company is now easier. With strategic thinking, top designers, personal attention, competitive prices, real world results.

All hosting is provided on our own cloud and dedicated servers inside secure, state-of-the-art redundant data centers located in Texas, Washington and New York. NexLynx provides quality web hosting for businesses and individuals looking for full-featured shared hosting with industry-leading local support and reliable service from a company you can trust.

Starter

- 100 MB web space
- Unlimited monthly bandwidth
- No databases
- No installed applications

The perfect "Starter" hosting package for individuals and small businesses.

\$7.95

Standard / CMS

- 1 GB web space
- Unlimited monthly bandwidth
- 5 mySQL databases
- WordPress, Drupal or Joomla pre-installed

Our most popular hosting package providing the features required by most businesses.

\$12.95

Most Popular

Power / Ecom

- 5 GB web space
- Unlimited monthly bandwidth
- 5 mySQL databases
- Select e-commerce applications pre-installed*

When "Power" is needed for your online estore presence, this is the hosting package for you.

\$19.95



- Windows hosting available. Add \$10 to any package.
- Starter package requires annual billing plus \$25 set-up fee
- Standard and Power packages require \$50 set-up fee
- E-mail not included. Select from any of our MailLynx Managed E-mail Packages
- Custom packages available -- call us with your needs.
- All web hosting packages feature Plesk Web Administration Control Panel, Domain Backup & Recovery, PHP5, Python and Apache ASP script support.

* Select from our list of recommended ecommerce applications or bring your own.

WEB HOSTING FEATURES



Package Configuration

- Domain Name Registration/Transfer Assistance ¹
- CentOS Linux or Microsoft Windows Servers
- 30 Day Money Back Guarantee
- State-of-Art Security
- Local Phone and Email Support
- Multiple Daily Backups



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

- Email can no longer be considered a simple “free” add-on to web hosting. Email is critical to your business, it’s vitally important that it’s secure, stable, powerful, deliverable and always available. To provide you the highest level of service, NexLynx has created **MaiLynx**, our fully hosted cloud-based suite of managed email, security, compliance and marketing services.

Visit MaiLynx.com for current packages and pricing.



SaaS Application and Tools

- Select from over 100 APS ready-to-install Applications
- Including Joomla, Typo3, SugarCRM, WebCalendar, Moodle, Drupal, ASoft CRM One and OrangeHRM and many more.

Visit www.APSStandard.org to view current Application Catalog



Web Site Management Features

- Plesk Web Administration Control Panel
- Advanced Traffic Statistics by AWStats or Webalizer
- 24 hour unlimited access through FTP
- Domain Parking / Redirect
- File Manager, Domain Backup and Recovery, and Protected Directories
- Customized Error Documents



Recommended Add-ons

- MaiLynx Managed Email Services (see MaiLynx.com for available packages)
- 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)

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.



Even with the rise of social networks, email remains the cornerstone of modern communication. It's vitally important your email is secure, stable, powerful, deliverable and always available. NexLynx's cloud-based MailNyx Suite of services is built on best-of-breed industry proven products and solutions from Microsoft, SmarterTools, GFI and Interspire.

Fully hosted cloud-based Software-as-a-Service (SaaS) with no hardware or software to purchase or maintain.

MaiLynx SecureMail

Managed Email / Security / Continuity / Smart Host / Disclaimer

\$5 / month • \$2 / month Exchange Edition

Providing Exchange-level email functionality, reliability and features to small business, stopping email threats before they reach your inbox, always-on continuous email accessibility, even in the event of an email server outage, Smart Host provides cloud-based reliable email delivery and outbound email filtering, domain wide outbound email disclaimers to conform to your organizations policies.

MaiLynx Enterprise SecureMail

Managed Email / ActiveSync / 25 GB / Security / Continuity / Smart Host / Disclaimer / Recovery

\$10.00 / month

In addition to our MaiLynx SecureMail with MailBackup packages, this solution includes mobile device collaboration and two-way over-the-air synchronization with Microsoft ActiveSync and an enormous 25 GB online storage for your messages and shared files.

MaiLynx MailMarketer and Survey

A locally supported email marketing, auto responder, survey and CRM solution.

starting at \$14.95 / month

You need an affordable, profitable way to reach new customers and keep existing customers buying from you. Linking to your customers has never been simpler. MaiLynx MailMarketer is a true all-in-one communications platform and includes everything you need to create, send and track professional HTML emails, auto responders, events, contacts and survey forms linked to your email campaigns is incredibly easy to use.

MaiLynx SecureMail with MailBackup

Managed Email / Security / Continuity / Smart Host / Disclaimer / Recovery

\$6.50 / month • \$3.50 / month Exchange Edition

In addition to our MaiLynx SecureMail package, this solution includes continuous protection of your email from long term email server outages, corrupt or lost mail stores with MaiLynx MailBackup, 90-day email backup of all inbound, outbound and interoffice messages in a cloud-based secure backup.

MaiLynx MailArchive

10 year Compliant Archive / Backup / Recovery

\$3 / month • \$3 / month Exchange Edition

Solve your email compliance and regulatory requirements with MaiLynx MailArchive cloud-based secure archival, search and retrieval of all your inbound, outbound and interoffice messages. Continuous protection of your email in the event of long term email server outages, corrupt or lost mail stores. When disaster strikes your valuable email isn't threatened.

Exchange Editions

Doesn't require the Managed Email service

Even if you already have your own email server or service, your business can still benefit from each of our cloud-based MailNyx hosted services without our Managed Email option. One-time setup fee may be required.

MaiLynx ActiveSync

Two-way Real-Time mobile device over-the-air synchronization

\$3.00 / month

MAILYNX

MANAGED EMAIL, SECURITY, COMPLIANCE AND MARKETING SERVICES



Email is the cornerstone of modern communication. Even with the rise of social networks, email remains a vitally important communication tool that you require to be secure, stable, powerful and always available. Our cloud-based MailyNX SecureMail Enterprise Mail Server delivers Exchange-level services and features with the look-and-feel and full functionality of a desktop client.

- Massive 10GB Mailbox for Every User
- 100 Recipients per message
- Eliminate Costly Spam, Bulk Mail and Spyware
- Always Available with Email Continuity
- Supported Locally By Our Team of Experts



Eliminate the unprofessional look of a free email address

MailyNX MailProtection - Each account includes all the email protection and continuity features of our cloud-based MailProtection solution.

MailyNX MailRelay - Each account includes the fully managed and high deliverability benefits of our cloud-based MailRelay solution.

Email Continuity - In the event of a mail server outage messages are automatically queued allowing you to view and respond to those messages.

Ad-Free and Privacy Guaranteed - Unlike other hosted email services such as Google Gmail, Microsoft Live and Yahoo Email we don't read your email, and we never show you ads.



Access Your Email from Anywhere - With an intuitive webmail interface for both casual and power email users, MailyNX Mail provides access to email, calendars, contacts, notes, and tasks from any device with a Web browser.

Collaboration - Collaboration features designed to help users to create, manage, and share email, contacts, calendars, tasks, and notes with customers, employees, and partners.

Public and Private Online Storage - Upload and easily share large files with colleagues using embedded links.

Mailing Lists - Manage opt-in email lists and distribute email communications to large groups of people quickly and easily. Automatic detection and removal of bounced emails ensures greater efficiency in mailing list maintenance.

Local Email and Phone Support - Our support team is based here in Topeka. We can help you with your email configuration questions and you're welcome to contact us for ongoing email support.



Collaboration and syncing with your Android, BlackBerry¹, iPhone and Windows Phones is quick, easy and automatic with the addition of Exchange ActiveSync. The Exchange ActiveSync add-on is the only synchronization method that uses two-way over-the-air synchronization technology to ensure changes in email and collaboration items are automatically synchronized in your web client, desktop clients and mobile devices in real time.

¹: Blackberry devices do not natively support Microsoft ActiveSync. Purchase and installation of mobile application is required.

MAILYNX

MANAGED EMAIL, SECURITY, COMPLIANCE AND MARKETING SERVICES



A proven, highly effective, and reliable hosted cloud-based anti-spam, anti-virus and email continuity solution to help your business combat the increasing burden of junk email and eliminate the risk of email downtime.

- Incoming email is processed in real-time with leading-edge approaches to message analysis and customizable whitelists and blacklists
- Comprehensive and highly accurate spam filtering. Highly configurable enabling administrators or users to tune their spam filtering settings or simply “set it and forget it”
- Zero-hour antivirus protection
- Hosted Message Center allows individual users to easily review detected spam messages or opt for an automatically emailed summary of detected spam messages, ensuring no legitimate message is quarantined. Highly accurate, adaptive system blocks emerging junk mail.
- Full message logging and search capabilities for all messages in the past 10 days
- Works with any mail infrastructure including Exchange, Zimbra, QMail, Postfix, Sendmail and any other SMTP server with a simple DNS change. Threats are blocked before they reach your inbox and network.
- No software or hardware to download, install, configure, or maintain

Smart Host/SMTP Relay

included with every MailProtection account

Fully managed, high deliverability cloud-based Smart Host SMTP Relay for your outbound email. Solving your problems experienced when sending mail and email deliverability. When it comes to email delivery, Mailynx Smart Host is simply the best.

- Outbound email filtering can quickly alert organizations as to the presence of any infected workstations or ‘zombie’ machines
- Full message logging and search capabilities for all messages in the past 10 days
- Alternate port redirection to avoid ISP port blocking

Email Continuity/MX Backup

included with every MailProtection account

In the event of a mail server outage, not a single message will be lost. Incoming messages are automatically queued for up to 4 days, and you can view and respond to those messages using your browser or Smartphone. Adding Mailynx MailBackup will extend your message queue to 90 days.

Disclaimer Management

included with every MailProtection account

Centrally manage, standardize and apply disclaimers to all outbound email on a company-wide basis.





Securely and easily archive inbound, outbound and internal email messages to hosted cloud-based geographically distributed datacenters for subsequent search and retrieval. Providing regulatory compliance and customer controlled policies for businesses that deal with confidential information, such as healthcare and financial organizations, which might be subject to strict regulatory conditions. No matter what type of business, adding MailLynx MailArchiver gives you quick access to your entire business' history of email, making both your emails and their attachments searchable within seconds.

“MailArchiver is extremely easy to implement, completely maintenance-free, attractively priced, and compatible with any email infrastructure.”

- 10-year secure message retention
- Customizable retention policies, tamperproof storage and full audit logs
- Manual or automated message tagging
- Simple and advanced search capabilities locate messages quickly and easily
- Messages can be exported to EML, MBOX, or PST formats
- Allocated 25 GB message storage space per account
- Unlimited cloud-based storage can scale to meet needs
- Delegated access controls
- Legal Hold to extend retention of selected messages
- Encrypted storage of all messages in multiple geographically distributed datacenters
- Enable archive for a full domain, or selected users
- Same simple and easy to use Message Center as MailLynx MailProtection
- One-time setup fee may be required for Exchange integration



All inbound, outbound and internal emails within an account are automatically added to the backup system and are available online for easy restoration. Search allows administrators and users to quickly find relevant messages based on date, sender, recipient, subject, body text, attachment contents and other criteria.

- 90 day secure message backup retention
- Centralized email backup and restore for your business
- Allocated 1 GB message storage space per account
- Backup the whole domain or selected users
- Messages can be recovered in EML, MBOX, or PST formats
- Retain a deleted account backup with migration to another account
- Same simple and easy to use Message Center as MailLynx MailProtection
- One-time setup fee may be required for Exchange integration.

MAILYNX MAILMARKETER AND SURVEY

MailMarketer 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.



MailMarketer – 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 MailMarketer 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 \$80 per hour for web designers and 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.
- Organic SEO, including optimal meta tags, title tags, alt tags and 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.rmhcotopeka.org

A website redesign for a non-profit organization, which was part of a global effort by RMHC global to cohesively brand all of the Houses throughout the world. The client can easily update their calendar and donation pages without HTML knowledge using a simple web-based interface.



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.



Kansas Medical Clinic Dermatology

www.kcdermatologists.com

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



U-ParkIt NA

www.uparkit.com

This global company hired us to develop a stronger web presence for them. Bold colors, efficient page organization, and solid content put this company back on the search engine map.



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.

LOCAL SEO

DOMINATE YOUR TARGET MARKET

Local Search is becoming the primary method of locating a business or product. Without Local SEO, your business is losing business and new clients.

Local Search Engine Optimization is designed for businesses serving local clientele in a specific geographical area. Also called geo-marketing, Local SEO can make your business **DOMINATE YOUR TARGET MARKET!**



Can your business be found on the Internet with a local search?



Simple Test. Open your favorite Search Engine – Google.com, Bing.com or Yahoo.com. Enter your product or service *plus* your city and state – example: “Plumbers in Topeka KS”. Does your website display in the results? If it does, congratulations! If not, call NexLynx today to **DOMINATE YOUR TARGET MARKET!**

WHY LOCAL SEARCH IS SO VITAL

As a business owner, you have a fantastic opportunity to reach a whole new set of customers! Search engines such as Google, Bing, Yahoo and others have recognized and revolutionized how we access information. Search engines have changed how we shop, how we research, how we spend our free time.

Technology experts around the world state the world of mobile search has taken off in 2011. With sophisticated devices like the iPhone, Android and Blackberry, mobile searches are primarily going to pull their results from Local Search Engines. In fact, 1 out of every 3 mobile searches has a local intent.

The important thing to know about local searchers is that they shop and research online with the intent of purchasing offline.



Local SEO Package

Add or update your listing on:

- Google Places
- Yahoo Local
- Bing / MSN Local
- YellowPages.com (YP.com)
- Yelp.com
- Local.com



Annual service with quarterly reviews and results reports; minor website modifications to optimize your Local SEO

**DOMINATE YOUR
TARGET MARKET
FOR ONLY**

\$195

quarterly

REQUEST YOUR FREE CONSULTATION

If you want your business to **DOMINATE YOUR TARGET MARKET**, contact NexLynx today to get started.



Local Search Engine Optimization is mandatory if you want to have success in Local Search results. NexLynx will help your website be there when people search local!

* Annual service fee of \$780 payable in 4 quarterly payments of \$195

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 fine-tuning a web page in accordance with current information regarding the three major search engines' ranking algorithms. Competitors' sites are also compared and analyzed.

Analysis Only Rate: \$400

Web Designer Rate for site modifications: \$80/hour



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 Local.

Rate: \$195/quarter with 1 year agreement.



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 starting from \$250.

