

## Services:

### eMarketing > eNewsletter Management

Opt-in email newsletters are an inexpensive yet highly profitable way to contact customers and prospects on a regular basis to announce company news, product launches, staff introductions, industry-related news, job openings and more, without the high cost of printing, postage and labor to process a printed newsletter version.

BuzzBoltMEDIA has partnered with Relevant Tools to provide custom web forms, online XML databases, auto responders, email merge management and response tracking. We can help you set up a spot on your web site for visitors to opt-in for your newsletter.

When a visitor adds their email address, they will see a confirmation page displayed after the form is completed. They receive a personalized email with your message. You receive an administrative email so you know immediately that the form has been completed by a visitor on your web site. All of the information entered on the form is available in your online database.

You can create and manage custom online databases, capturing data from online forms, or importing an existing database. Create and manage your personalized email campaign. You have complete control over selection of records for targeting email messages. Any field in your online database can be used to personalize each email message. Unsubscribe functionality is included.

Send email messages in any format including text, html, imbedded graphics and attachments. Monitor and analyze your email campaign with customizable reports. Learn who read your email and who clicked through to your website.

Get great results with email response tracking. Track and monitor your email campaign performance and web site traffic. Create custom reports to track email open, click through rates, forwarding rates and unsubscribes. Custom reports can be created on-the-fly or regularly scheduled for email delivery.

We provide access to everything you need to capture information from site visitors with custom web forms, manage data with online databases, send personalized emails, and monitor and track results.

## Services:

### eMarketing > Search Engine Placement

Our search engine specialists can optimize your site for specific keywords so that it will rise through the ranks. Our site referencing service ensures that your site can be found on relevant industry pages and directories all over the Internet.

Many web marketing companies talk about optimizing web pages by simply adding meta tags. Many search engines, however, don't rely on meta tags at all. Some use complicated tables that classify and count the frequency of words and their relationships; others rate links to your site. Some prioritize the first 120 words of actual viewed content. Others utilize keyword densities per page. Some use a combination of some or all of these attributes.

Other web marketing companies claim that submitting sites to search engines guarantees placement which often isn't the case. In fact paying Yahoo \$300 does not guarantee that they'll even list your site, let alone rank it favorably, and once it's in the directory, you're pretty much going to have to live with its placement where it is.

Because both principals worked at the Lycos Network of On-Line Properties, they understand why the search engines change their ranking formulas and how to optimize your web site for long term high ranking sustainability.

As part of our philosophy, we do not use cloaking software and we do not develop individual doorway or gateway pages specifically developed for travel by a specific search engine's spider. As the search engines continually change their ranking formulas, these doorway pages will continually need updating, costing you more in the long run. We believe in constructing high quality content pages specific to your keyword preferences, which are in the long run, easily sustainable.

## Services:

### eMarketing > Search Engine Optimization

Incorporating search engine friendly design and content strategies will improve your search engine rankings and drive more traffic to your site.

Optimization is the practice of refining and reworking individual HTML pages and graphic files in order to facilitate a search engine's spider software to evaluate your web site's contents as more applicable to certain keywords and categories. This includes optimizing titles, meta tags, alt tags, comments, and file names to add an increase in rankings. Elimination of frames is performed. Individual pages are tweaked for more specific phrases. Keyword density is measured and improved where possible. Site architecture is evaluated and reworked to assist the spiders in listing every page of your site. Many other proprietary tasks are done, all with the achievement of a higher ranking score as the goal.

## Services:

### eMarketing > Link Popularity

Link popularity assessment is one of the ways search engines respond to the challenge of continuously delivering relevant links to their users. The concept is based on the premise that the more quality inbound links a site has, the better the site must be.

The engines also rank the type of links you have to your site and all things being equal, will give an edge to site whose links are "quality", i.e., from a site with similar content. You can assume that a link from someone such as Microsoft will have much more significance than a link from your local elementary school's web site. Search engines tend to like link popularity as a part of their algorithm as it is much more difficult for a webmaster or web optimization company to manipulate than internal code factors.

For B2B companies, industry related portals, exchanges and associations regularly feature links to businesses and/or members. Researching these destinations gain additional opportunities for quality links. Other areas we research are Usenet and Newsgroups for pertinent industry-related listservs and bulletin boards which can also be utilized to establish long-lasting links when used in a non-commercial way.

BuzzBoltMEDIA uses a proprietary process to identify quality sites for inbound links. When done correctly, increasing your link popularity will:

- increase your traffic significantly
- improve your visibility in the search engines
- provide an added resource to your website
- save you on-line advertising money

There are additional opportunities cropping up on the web every day and having a forward-thinking on-line marketing agency working for you, watching for opportunities, constantly scanning the marketplace will work to your advantage.

## Services:

### eMarketing > Web Site Traffic Reporting & Analysis

BuzzBoltMEDIA staff have been actively involved in the traffic analysis of top tier web sites, assessing properties managing over 16 million page views per day. This expertise includes path analysis, referrals, spiders, search engine rankings, directory listings, browser and computer surveys, and so much more.

Understanding who comes to your web site, from where, and what they do when they get there are crucial to evaluating whether your web projects are attaining your business goals.

Traffic logs identify who is visiting your site, what they are doing when they get there, where they came from, and how long they stayed. Some ISP services come with robust traffic reporting. If yours doesn't, get one that does.

Knowing where people leave can indicate interface or navigation challenges. Knowing which words visitors use to find your web site on a search engine can help you tweak your marketing <meta> tags. The traffic logs hold a wealth of information that can help you improve the overall quality of your site.

## Services:

### eMarketing > On-Line Media Campaigns

Once your site is launched, BuzzBoltMEDIA can help plan and implement an on-line marketing strategy to generate targeted traffic to your web site. BuzzBoltMEDIA senior management has direct and significant experience marketing and managing traffic for the Lycos Network, a pioneering web media model that includes three of the top ten web sites in the world.

On-Line Media Campaigns consists of the following fundamentals:

- On-Line Media Contacts Database Development
- On-Line Advertising Campaign Management
- On-Line Business Plan Development
- Advertising Concept Development
- Media Buying / Placement Services
- Web Site Sponsorships

Because both principals worked at the Lycos Network of On-Line Properties, they understand the intricacies of on-line advertising placements, how impressions are recorded, what works and doesn't work in digital advertising. Because they were involved in the vendor side of the transaction, they are uniquely capable of identifying the better opportunities available on the web today.

## Services:

### eReconnaissance

Electronic data has become a crucial technology in managing business processes and a principal means of archiving information.

BuzzBoltMEDIA is a full service computer evidence retrieval and analysis company. Evidence is sought in a variety of computer related issues involving computer crime, misuse of company property, theft of intellectual property and/or trade secrets. We provide an array of services regarding investigation of computer-related fraud and abuse, as well as email misuse. Whether a computer is integral or incidental to your problem, our investigators can assist you from initial fact finding to successful prosecution or disciplinary action.

BuzzBoltMEDIA helps law firms with litigation support through forensic computer research. We have a proven track record of recovering vital evidence that could not have been found using conventional techniques. Our investigators are frequently called upon to provide expert testimony in circumstances that require an objective and independent opinion on complex technical issues.

Our services include:

- Outlook® Password Cracking Services
- Offsite Data Recovery
- Erased Data Recovery
- eMail Search & Report Generation
- Forensic Data Analysis
- Trusted Third Party Services
- Litigation Support

## Services:

### eReconnaissance > Offsite Data Recovery

The number of criminal acts committed with the aid of computers continues to grow. Whatever the circumstances of the crime – fraud, industrial espionage, piracy or corruption – computer technology is often involved somewhere. BuzzBoltMEDIA will travel anywhere across North America to extract evidence where the computers are stored.

Evidence must not be damaged, destroyed or otherwise compromised by procedures used to investigate the computer, otherwise it may be rendered inadmissible. As experts in all areas of forensic computing, BuzzBoltMEDIA extracts hidden and erased data whenever possible so that it can be presented as evidence in a Court of Law.

BuzzBoltMEDIA has developed forensic procedures in conjunction with investigating authorities across North America. BuzzBoltMEDIA provides expert evidence gathering and analysis services and uses state-of-the-art hardware and powerful software tools. All our work is meticulously documented and our procedures are fully auditable.

We can extract text from most major office file formats. During this process, meta-data can be extracted as well. We have experience with complex searches and our search engine supports Boolean, Proximity, and Wild Card searching.



## Services:

### eReconnaissance > Erased Data Recovery

Hidden or deleted data can be found – quickly, reliably and efficiently. If computer evidence lies hidden, in system files, deleted or partially overwritten areas anywhere on the storage medium, BuzzBoltMEDIA will find it.

We comply with best practice guidelines for the capture of computer evidence. It integrates seamlessly with normal investigative procedures and has a proven track record in court. To ensure a successful prosecution, the target or suspect computer remains unaffected by the process and a full audit trail (procedural record) is automatically maintained.

## Services:

### eReconnaissance > Trusted Third Party Services

BuzzBoltMEDIA provides an extensive range of services in relation to the investigation and handling of computer related fraud, abuse, and email misuse. Whether a computer is integral or incidental to your problem, our experienced investigators can assist you from initial fact finding to successful prosecution or disciplinary action. We have a proven track record of recovering vital evidence that could not have been found using conventional techniques. Our investigators are frequently called upon to provide expert testimony in circumstances that require an objective and independent opinion on complex technical issues.

#### Benefits of Using a Third Party Provider

- Computer evidence is properly and secured using state-of-the-art forensic investigative retrieval methods.
- The original computer data is not altered in any form, insuring proper evidence security.
- Relevant evidence is securely retrieved and displayed in a clear and logical evidence packet.
- Evidence chain of custody is properly documented.
- All company issues related to the use of a computer forensics examiner are private and disclosed only to the proper people.
- Attorney/client information and other company proprietary information that is inadvertently discovered during the forensics process is ethically and legally respected and not divulged.