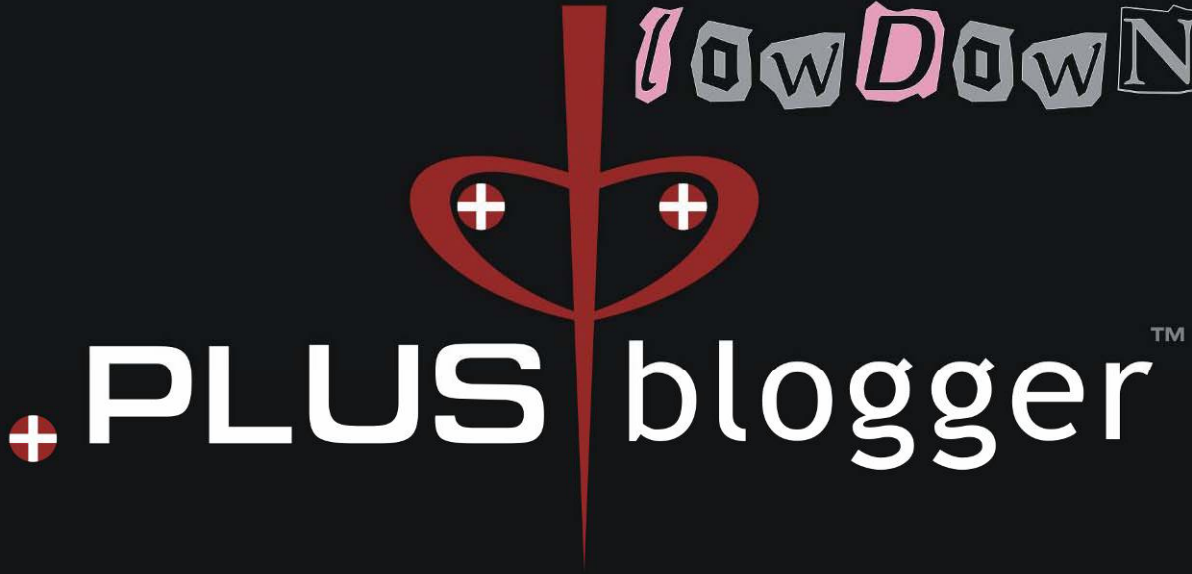


LowDown



PLUS blogger™

performance **BLOGS** for business

Plusblogger™ creates benefit-driven web solutions for businesses. Features you would normally expect to pay more for, come as standard with our websites ...

Self-Publishing Interface

Superior Accessibility

Search Engine Friendly

Completely Integrated Services

Cost Savings

Marketing Savvy

Plusblogger™ Support

**Continue reading for a full list of features and benefits!**

# Performance Blogs For Business

## Who is Plusblogger™

Plusblogger™ are expert consultants, developing websites and *performance blogs* for businesses.

We deliver customised '*Blogger*' websites featuring a self-publishing interface based on our professionally designed templates.

## Your Plusblogger™ website ...

Your Plusblogger™ website is seamlessly integrated with a full suite of '*Google*' solutions to achieve professional, attractive results that are search engine friendly.

Your Plusblogger™ website delivers functionality and features far beyond expectations.

**Most importantly, you really can easily manage your site independently.**

You can easily control the look of your site with the most user friendly, self publishing interface we have ever seen. You can add, edit and delete content from any computer, without special software.

**Plusblogger™ provides you with a holistic web design solution while saving you time and money.**

## Why choose Plusblogger™

**Our service is completely unique, unmatched and amazing value for money**

- ⊕ You receive a professional, easy to manage website, to your specification, on deadline and with no hidden extras!
- ⊕ You receive exclusive access to our dedicated member's centre where support and help links are at your fingertips
- ⊕ Plusblogger™ solutions deliver considerable savings on cost and offer superior functionality

## Other Important Services You May Need ...

Plusblogger™ offers a range of associated services including graphic design. We are happy to provide these services to our clients if required, however **we understand that you may already have a preferred provider.**

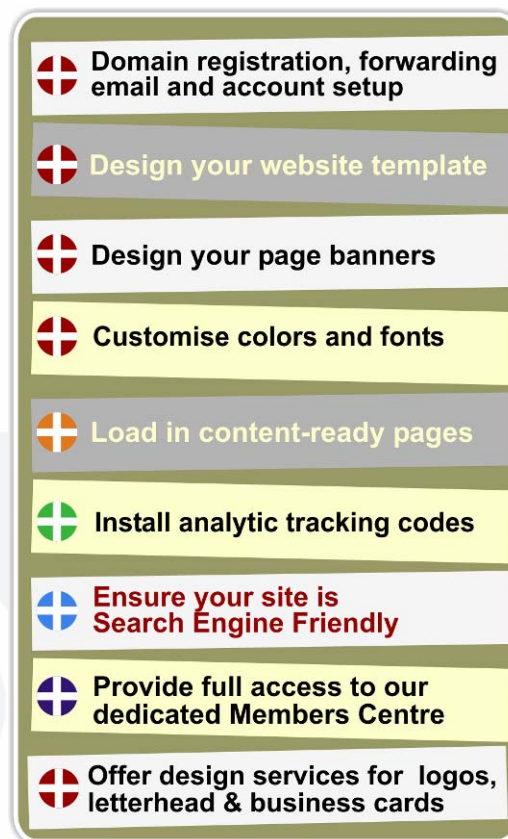
| Services offered...            | Prices* from... |
|--------------------------------|-----------------|
| Search engine and blog listing | \$395           |
| Press releases (online)        | \$395           |
| Logo design                    | \$495           |
| Electronic letterhead          | \$495           |
| Business card design           | \$995           |

**Please contact us for more information about these services.**

**We can provide you with a special information pack.**

\* Prices quoted, Australian dollars ex' GST

When we build websites these are all the design and technical activities we take care of ...



## In Summary ...

- ⊕ Plusblogger™ websites offer superior accessibility with an easy-to-use, self-publishing interface. Underpinning architecture ensures that your Plusblogger™ website is search engine friendly
- ⊕ Plusblogger™ websites are integrated with a variety of other services including email, photo-management, document creation tools and much more
- ⊕ Plusblogger™ solutions deliver considerable savings on cost and offer superior functionality
- ⊕ Our clients receive exclusive access to our dedicated member's centre

## Where To From Here?

- ⊕ Fill in the attached order form and fax it back to us or place your order online at [www.Plusblogger.com/orders.html](http://www.Plusblogger.com/orders.html)
- ⊕ We will send you a quote for approval (Sites cost \$2,000 on average)
- ⊕ You approve your quote, confirm your order and make payment
- ⊕ In no more than 14 days, we send through your test link
- ⊕ You receive your 'WELCOME PACK', including all your access details for your site and member resources



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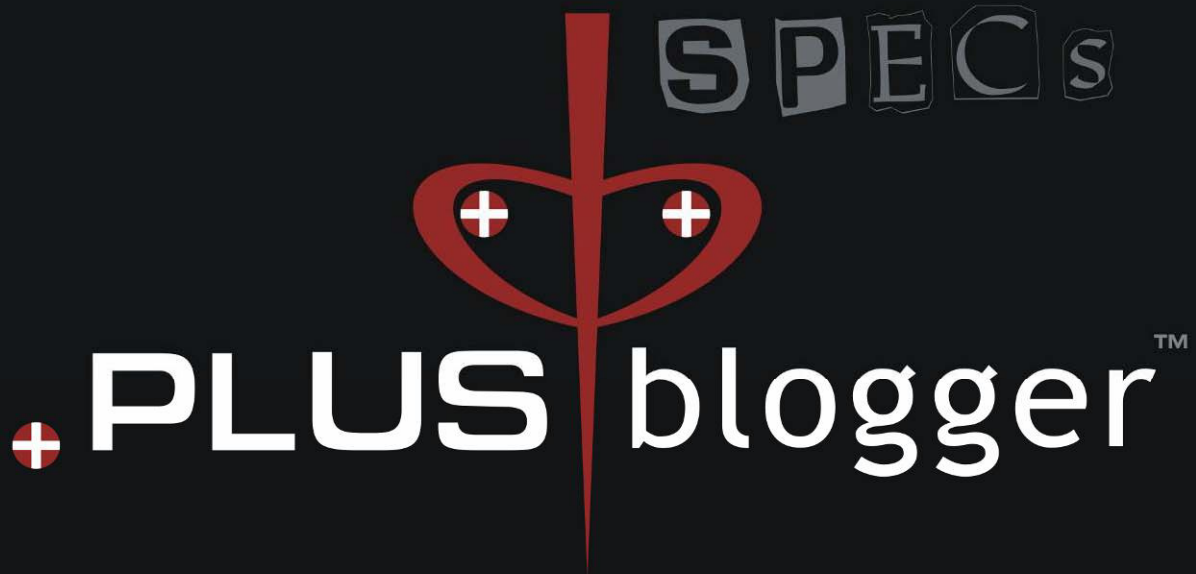
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S P E C S



performance **BLOGS** for business

Plusblogger™ creates benefit-driven web solutions for businesses. Features you would normally expect to pay more for, come as standard with our websites ...

Self-Publishing Interface

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Search Engine Friendly

Completely Integrated Services

Cost Savings

Marketing Savvy

Plusblogger™ Support

**Continue reading for a full list of features and benefits!**

## Self-Publishing Interface

| Features   | Benefits   | Value proposition  |
|--|--|--|
| <b>User friendly self-publishing interface (wysiwyg)</b> | A member of your admin staff can be responsible for making changes, adding and deleting pages/images and content from your site. | ⊕ <b>Save money</b> ... Save \$80 - \$200 per hour in web design and programming contractor fees by maintaining and developing your own website. |

## Superior Accessibility

| Features                         | Benefits   | Value proposition   |
|----------------------------------|--|---|
| <b>Web-based account</b>         | Login to your site from any computer with an internet connection.                        | ⊕ <b>Save money</b> ... you don't need to purchase FTP software or learn any new skills to publish content to your website. You simply need to login to your account.   |
| <b>Dashboard</b>                 | Login to all your 'Google' accounts with the one username and password.                  | ⊕ <b>Save time</b> ... only record one username, password and web address. Access all your 'Google' accounts through your dashboard.  |
| <b>Password recovery</b>         | If you ever forget your login and/or password, you can click on a link to recover them.  | ⊕ <b>Easy to use</b> ... the password recovery feature will email your password to you in the event you ever forget or misplace your details.   |
| <b>Mobile updates</b>            | You can add text and pictures to your site using your mobile phone. <sup>1</sup>         | ⊕ <b>Flexibility</b> ... you don't even need access to a computer and internet connection to add text to your site. You can simply use your mobile phone.   |
| <b>Email updates</b>             | You can add text and pictures to your site using your email. <sup>2</sup>                | ⊕ <b>Flexibility</b> ... by sending an email to your dedicated address you can create a new page in your website. The subjects of your emails become the title of your page, and the body of your email forms the body text of your page. |
| <b>Cross browser</b>             | Your site will work with a number of different web browser applications.                 | ⊕ <b>Visibility</b> ... ensure your content is accessible to a maximum number of visitors from all over the world <sup>3</sup> .  |
| <b>Permissions based authors</b> | You can give permission for nominated people to write and publish content for your site. | ⊕ <b>Share the workload</b> ... nominate a team of people to maintain your website.   |
| <b>Permissions based viewing</b> | You can restrict site viewing access to people you have given permission to.             | ⊕ <b>Save money</b> ... develop a private membership based site without the usually high costs. No need to invest in expensive databases and password/login scripts.  |

<sup>1</sup> Mobile updates are not yet available to all mobile carriers. Visit <http://help.blogger.com/bin/answer.py?answer=42454> for full details.

<sup>2</sup> For full details visit: <http://help.blogger.com/bin/answer.py?answer=41452&query=email%20posts&topic=&type=f>

<sup>3</sup> For a full list of browser compatibility see <http://help.blogger.com/bin/answer.py?answer=42247>

## Search Engine Friendly

| Features  | Benefits  | Value proposition   |
|---|---|---|
| <p><b>Correctly named and titled pages</b></p> <p><b>Style sheets built in</b></p> <p><b>Integrated weblog notification system</b></p> <p><b>Metatags automatically generated</b></p> | <p>These features lay the foundation for search engine optimization. They ensure that search engines can correctly read and index your site. With hundreds of search engines indexing sites in numerous ways it is vital to cover these basics.</p> <p>Being search engine friendly increases the likelihood of people finding your site amongst extensive competition.</p> | <p>⊕ <b>Visibility</b> ... Get the edge over competitor's sites and achieve the results you desire. While paid advertising opportunities help your website to be found in short term, a more organic approach to search engine optimization will deliver visitors in the longer term.</p> |

## Completely Integrated Services

| Features  | Benefits   | Value proposition  |
|---|--|--|
| <b>Blogger is owned by 'Google'</b>             | Enjoy seamless integration with a full suite of free 'Google' solutions.   | ⊕ <b>Save money</b> ... you do not need to purchase expensive software or subscriptions in order to administer and publish supporting materials or monitor the performance of you website.                                 |
| <b>Shopping cart integration</b>                | Sell products online.  | ⊕ <b>Simplicity</b> ... no need to develop costly databases and interfaces. You can seamlessly integrate these services by using simple out-of-the box or subscription-based solutions.                                    |
| <b>Auto-responder friendly</b>                  | Deliver your online marketing strategy with commercial shopping cart and autoresponder packages <sup>4</sup> .   | ⊕ <b>Simplicity</b> ... no need to develop costly databases and interfaces. You can seamlessly integrate these services by using simple out-of-the box or subscription-based solutions.                                    |
| <b>Audio, movies and other popular plug-ins</b> | Include a variety of media elements in your site.  | ⊕ <b>Stickiness</b> ... get your message across to your visitors using a variety of methods. Take advantage of free solutions to develop an entertaining and informative website that will keep your visitors coming back. |
| <b>'Google' Video YouTube</b>                   | User friendly, seamless way to integrate videos in your site. It is also a great marketing strategy that can drive traffic to your site and improve your page ranking. | ⊕ <b>Save money</b> ... free hosting space for your videos and a free marketing tool.  |

<sup>4</sup> We choose to integrate our sites with accounts from 1ShoppingCart.com. We also connect our sites to free accounts made available by PayPal.com

## Cost Savings

| Features   | Benefits   | Value proposition   |
|--|--|---|
| <b>Your site seamlessly integrates with a complete suite of free 'Google' services</b> | 'Blogger' web hosting is free and reliable.  | ⊕ <b>Save money</b> ... No need to pay for expensive web hosting saving you between \$200 and \$2,000 per annum <sup>5</sup> .                                      |
|  | 'Gmail' – 'Google's' free email solution.  | ⊕ <b>Save money</b> ... No need to pay for expensive email accounts. This cost can save you up to \$350/year.   |
|  | 'Google' documents allow you to create a range of documents without additional software.   | ⊕ <b>Save money</b> ... No need to purchase expensive software to create documents saving you hundreds of dollars.  |
|  | 'Picasa' – 'Google's' free photo organizer is easy to use and produces high quality images.                                      | ⊕ <b>Save money</b> ... No need to purchase graphics software saving you saving you hundreds of dollars.  |
|  | 'Google' Analytics tracks your visitor's behaviors on your website.  | ⊕ <b>Save money</b> ... No need to purchase or install an expensive website statistics program. This cost can be completely removed saving you hundreds of dollars. |
| <b>User friendly self-publishing interface. (wysiwyg)</b>                              | A member of your admin staff can be responsible for making changes, adding and deleting pages/images and content from your site. | ⊕ <b>Save money</b> ... Save \$80 - \$200 per hour in web design and programming, contractor fees by maintaining and developing your own website.                   |

## Marketing Savvy

| Features                    | Benefits                                     | Value proposition  |
|-----------------------------|--|--|
| <b>'Google' web hosting</b> | Improved page ranking.                       | ⊕ Leverage off the perfect 10/10 page ranks of the domains, <a href="http://blogspot.com">http://blogspot.com</a> and <a href="http://www.blogger.com">http://www.blogger.com</a> <sup>6</sup> .   |
| <b>'Google' web hosting</b> | Faster indexing with 'Google' search engine. | ⊕ Whilst 'Google' maintains that they cannot make any predictions or guarantees about when or if websites will appear in the 'Google' search engine index, we have consistently found that our client's sites are being indexed within a matter of days <sup>7</sup> . |

<sup>5</sup> Indicative pricing taken from leading providers, current as at December 2006  
 (Melbourne IT - : <http://www.melbourneit.com.au/cc/web-hosting/index>, Web Central - <http://www.webcentral.com.au/websitehosting.php>, Big Pond - <https://my.bigpond.com/hostingandstorage/smallbusinesswebsitehosting/default.do>, Instra / Domain Directors - <http://www.domaindirectors.com.au/hosting/hosting.htm>

<sup>6</sup> Source: [http://en.wikipedia.org/wiki/PageRank#Buying\\_text\\_links](http://en.wikipedia.org/wiki/PageRank#Buying_text_links)

<sup>7</sup> Source: Google webmaster guidelines - <http://www.google.com/addurl/?continue=/addurl>

## Marketing Savvy (cont'd)

| Features                 | Benefits  | Value proposition  |
|--------------------------|---|--|
| <b>Email post links</b>  | Viral marketing tools are built-in. You may choose to allow you visitors to email your pages to their friends by simply clicking on a link. | ⊕ Your site can gain popularity by allowing others to distribute your content for you. You do not need to purchase expensive add-ons to increase your readership as this excellent viral marketing tool is built in.   |
| <b>Syndication (RSS)</b> | Gain a wider audience by attracting aggregate users <sup>8</sup> .  | ⊕ Your site can gain popularity by allowing others to leverage off your content whilst recognizing you as the source provider. You do not need to purchase expensive add-ons to increase your readership as this excellent viral marketing tool is built in.                                     |
| <b>Commenting</b>        | You may choose to allow your visitors to make comments about your content.  | <ul style="list-style-type: none"> <li>⊕ Expand your content, test marketing ideas, receive feedback and ensure the currency of your materials.</li> <li>⊕ Comment moderation<br/>This setting will let you view all comments and decide whether or not to publish them on your site.</li> </ul> |
| <b>Archiving</b>         | Automatically archive your content in a searchable index.   | ⊕ Demonstrate expertise, establish credibility and improve search engine ranking by including a searchable archive in your website. You do not need to develop expensive databases or purchase expensive services as this excellent marketing tool is built in.                                  |

## Plusblogger<sup>TM</sup> Support

| Features                                       | Benefits   | Value proposition  |
|--|--|--|
| <b>Plusblogger<sup>TM</sup> members centre</b> | A free, growing, online support site to help you manage your own site.   | ⊕ <b>Save time and money</b> ... Access our member's centre where guide sheets are available to help you through making changes and adding content to your site.   |
| <b>Extensive online help</b>                   | A free, extensive and growing online help directory is available.  | ⊕ <b>Save money</b> ... No need to pay for specialist courses or expensive professional tuition. Learn how to work with your site, by yourself, in your own time.  |
| <b>Public domain works</b>                     | The growing popularity of the 'Blogger' platform means that many individuals and organizations are publishing informative and useful guides. | ⊕ <b>Save time</b> searching for meaningful, credible information. Access our members centre. We've done the leg work for you. Read books, participate in discussion groups, even watch movies to increase your knowledge. |
| <b>Published works</b>                         | Access numerous expert publications in a variety of formats.   | ⊕ <b>Save time</b> searching for meaningful, credible information. You can purchase books from recognized publishers and even join professional associations.  |

<sup>8</sup> Syndication means that when you publish to your site, Blogger automatically generates a machine-readable representation that can be picked up and displayed on other web sites and information aggregation tools.



## To Place Your Obligation Free Order ...

**There are two ways to place your order with Plusblogger™.**

Both methods are secure, easy, fast and OBLIGATION FREE. And, if you experience any difficulty, all you need to do is contact us for help.

- ⊕ Order online at [www.Plusblogger.com/orders.html](http://www.Plusblogger.com/orders.html) ... **OR** ...
- ⊕ Print and complete the order form on the next page of this document
- ⊕ If you require assistance please send an email to [pulse@Plusblogger.com](mailto:pulse@Plusblogger.com)

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Simply fax these pages to +61 756 577 056  
and a consultant will return your query  
as a priority.



Your name: .....

Your business name: .....

Your ABN/ACN No: .....

Postal address: .....

Preferred phone no: .....

Fax no: .....

Email address: .....

**If you would like us to convert** an existing website into a Plusblogger™ site, please tell us the web address of your current site.

.....

**Do you need help registering your domain name and/or setting up email addresses?**

YES  no

**Will you be able to provide us with electronic versions of your logo?**

YES  no

**Would you like to include any of the following specialist features in your new site?**

Audio files

Pod casts

Custom graphics

RSS feeds

Downloadable forms or brochures

Shopping cart functionality

Electronic forms

Videos

Google Adsense

Other

Photo galleries

**What is your deadline for completion of this work?** .....

Simply fax these pages to +61 756 577 056  
and a consultant will return your query  
as a priority.



Please list the titles of the pages you would like to include.

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Please tell us about your vision for your site. Tell us about any preferences you have ... fonts, colors, pictures, layout. Also if you have seen any websites that you really like tell us the web addresses and what you like about them.

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Thank you for taking the time to complete our order form.

On average, sites cost \$2,000. We will be pleased to provide you with a full quote, which takes specialist features into consideration.