

**EFFECTIVE E-COMMERCE
DEVELOPMENT, MARKETING AND
DESIGN THROUGH BIZATOMIC'S
SEO E3 E-COMMERCE**



Presented by:

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EXECUTIVE SUMMARY

SEARCH ENGINE FRIENDLY, EASY-TO-USE, AND AFFORDABLE

Unlike most firms, BizAtomic doesn't just launch your online store. We continually improve the E3 Ecommerce software and we provide design, SEO, marketing, and programming services to help you achieve your business objectives. Put succinctly, our focus is on you.

We are a true consultative development firm that takes extreme pride in listening to our clients and understanding their individual needs be it large or small. The process begins with our eBusiness team. They will take the time to work with you, discuss the details of your project, and determine your needs. From our personalized packages to custom site development, we will make it happen.

Once your requirements are addressed and development begins, you will work intimately with our award winning design, project management and development team to translate your ideas and message into solutions that will meet your needs and exceed your expectations.

Most importantly, once your site is launched, we continue by providing in-depth training, ongoing Search Engine Optimization consultation and unmatched hosting support. We consider you a partner not a customer. Your success is our drive!

E3 Ecommerce Key Features and Benefits

- ◆ Search Engine Optimized – Drive Targeted Customers to Your Website
- ◆ Google Base Integration
- ◆ All-in-One Solution – Everything You Need to Sell Online
- ◆ Easy to Use – Save Time and Money
- ◆ Fully Managed Hosting & Backups – You Have Time to Sell
- ◆ Free Technical Support – Your Questions are Answered by Experts
- ◆ Free Trainings & Videos – Learn to Manage Your Storefront When You Want
- ◆ No Transaction or Hidden Fees – Increase Your Profit
- ◆ Unlimited Products
- ◆ Completely Web Based Administration - No Software to Install, Manage Your Store in Your Web Browser

RECOMMENDATIONS

In the following information you will find my recommendations for your eBusiness. This will be detailed out into 3 sections.

- ♦ Some of the Functionality of the E3 Ecommerce Solution. - Page 3
- ♦ Training, Support and SEO - Page 8
- ♦ Services that will be provided to by BizAtomic- Page 11

Then in the final section you will find your Line Item. This will detail out your pricing for the full website design and development. Please feel free to call me at any point of going through the proposal with any questions you may have or to see the Full functionality of our E3 Ecommerce solution. My number is 1-800-942-9475.

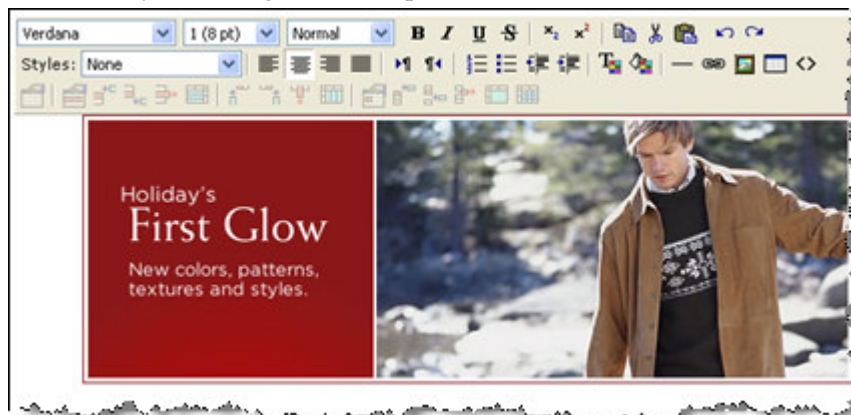
E3 Catalog Solution

The BizAtomic E3 Catalog Solution is a secure, easy to manage Catalog website solution with an integrated shopping cart, website management, and order management. E3 is designed for small, medium and large Catalog websites. BizAtomic hosts on our managed servers; you do not need to install any software on your computer. This leaves you free to concentrate your efforts on selling your products online.

E3 is full of useful features to make shopping easy for your customer and managing your website easy for you.

Web Based Rich Content Editor

The built-in web based WYSIWYG HTML editor allows you to easily add rich content to your categories and products.



The professional and attractive product descriptions, which you can easily create with the web based editor, help to attract and retain customers.

Configurable Website Elements

Powerful “website elements” are built-in features that allow you easily customize your website to meet your unique needs. You can easily turn element on and off, moved them to new positions and even display only certain elements based on the customer using your website.

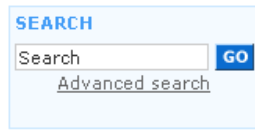
Website Element List

The look and feel (colors, text, borders, etc.) of the website elements are customized by your BizAtomic design team. You can use these elements to create a unique and enticing customer experience.



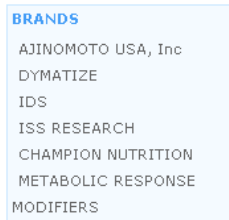
Browse By Price

You can define any number of “price ranges” which allow your customers to browse your products by price.



Product Search

Quick and easy access to the built-in product search engine.



Browse By Brands

This side element gives your customers yet another method to easily find the products they're looking for.



Bestsellers

This “side element” promotes your best selling products. Customers simply click a product to purchase



Recently Viewed Products

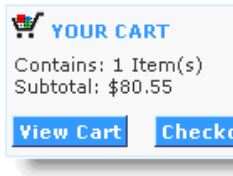
Recently viewed products provide an easy navigation aide for your customer. This side element automatically keeps track of products the customer has viewed, you can control the number of products displayed.



Newest Products

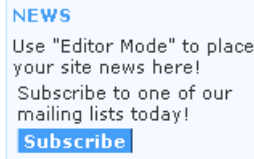
This side element keeps your customer informed of new products by automatically displaying a list of recently added products. It even provides Web 2.0 RSS Feeds and quick link so that visitors can quickly add your product feed to their favorite web portal!

Mini Cart



The familiar mini-cart allows customers to always see what's in their cart and provides each access to "checkout".

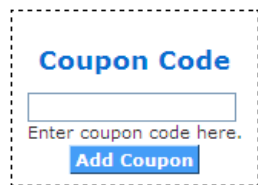
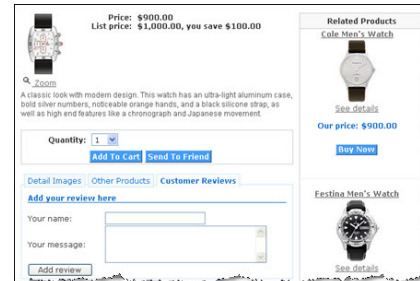
Newsletter



Easily edit site news and entice your customer to join one of your mailing lists.

Built-In Marketing Tools

"**Related Products**" creates powerful cross-selling and up-sell potential. **Integrated customer reviews**, "**send to friend**" viral marketing, and a newsletter engine enable you to seamlessly maintain a dialogue with your customers.



A comprehensive **Coupon System** enables you to strategically target particular customer types for promotions. Quantity discounts (price breaks), configurable by customer type, allows you to recognize and reward frequent purchase customers.

E3 enables your customers to order **Gift Certificates** and allows you to manage them. You can view, change the status, and issue gift certificates.

Gift certificate



FREE E3 Module: Flexible Pricing

All E3 Products will have the ability to sell each product at different price to different customers through BizAtomic's Flexible Pricing module. With this module, you may define an unlimited number of "price groups". Each price group can be assigned to a shopper and thus can be password protected. Each shopper then sees a custom price for each product on a per-product basis. Price groups can only see their prices. Common uses for this module include separate wholesale/retail pricing and members-only pricing, though many other applications are possible.

Real-Time Shipping Quotes



Real-Time shipping quotes from FedEx, DHL, UPS and USPS ensure an accurate shipping rate which increases sales and saves you money. Additional shipping methods and surcharges are easily

configured to meet virtually any shipping requirements.

Streamlined Checkout Process

A streamlined checkout process helps reduce cart abandonment and increase sales and customer retention.



The E3 checkout allows registered users to login and use the information in their profile to quickly complete their purchase. The process for new users is simplified with a clean, straightforward, single step to gather contact and shipping information. Users may choose to register during checkout so they may utilize the expedited "Returning Customer" process.

Payment Options



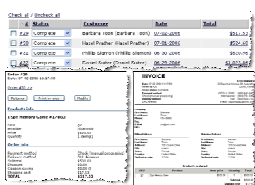
Your customers can use virtually any form of payment including real time and offline credit card processing. PayPal® and PayPal Pro®, checks, purchase orders, and phone orders are also accepted. Over 50 credit card gateways including Authorize.net, LinkPoint®, VeriSign®, and Bank of America® is supported.

Easy to Administer Web Based Back-Office



You will be able to manage your E3 Store and client account from your BizAtomic web based Client Control Center. **You have complete control of your merchandise including how it is categorized, priced, displayed, marketed and more.** In addition, the E3 has a built in content management system. This allows you to easily add and edit content throughout your website, add new content areas to any page, and create entire pages.

Integrated Order Management



A powerful order search feature allows you to quickly find and update order statuses. Configurable order email notifications keep your customers and staff informed as an order is received, processed and shipped. Inventory

management with "low limit" email notification to ensure you keep your hot sellers in stock and ready for purchase.

FREE E3 MODULE: Advanced Order Management

The E3 Advanced Order Management module enables you to modify orders after they are placed by customers. It is also used for substitutions, exchanges, partial refunds, and returns. It is useful if a customer decides to change his/her order or has a special request after the original order has been submitted. Some features are:

Edit Ordered Products

- ◆ Add new products
- ◆ Delete products from the order
- ◆ Update quantities and options of ordered products
- ◆ Edit product prices

Edit Order Details

- ◆ Modify billing/shipping addresses
- ◆ Change delivery method
- ◆ Change payment method
- ◆ Update personal and customer information
- ◆ Edit Gift Certificate amount

Automatic recalculation of discounts, shipping costs, taxes, and order totals

Seamless Shipping Integration

You will have the ability to seamlessly integrate with 3rd party shippers including: UPS, FedEx and USPS. This feature allows you to quickly print shipping labels; it even updates the order with the tracking number returned from the shipper. No more cutting and pasting into your shipping software! To see more details <http://www.shipworks.com/shipworks/>



Detailed Reporting Tools

Detailed sales reports allow you to see: which products are most profitable, who your most valuable customers are, where your sales come from, and sales trends over time. Some examples of the Reports are:

Sales Reports (e.g., Sales Reports-By Products) from the Reports menu including:

- ◆ By Product.
- ◆ By Category
- ◆ Order Detail
- ◆ Monthly
- ◆ Yearly

Order#	Username	Date	Gross	Cost price	Profit
46	Jose Mahan (Jose Mahan)	03-31-2005 11:19:52	500.00	300.00	200.00
45	Larry Bell (Larry Bell)	03-31-2005 11:17:48	500.00	300.00	200.00
44	Paul Haffner (Paul Haffner)	03-31-2005 11:15:51	510.00	300.00	210.00
43	Thomas Vannov (Thomas Vannov)	03-31-2005 11:10:43	898.00	500.00	398.00
42	Rosemary Moelhaney (Rosemary Moelhaney)	03-31-2005 11:08:41	5358.00	3000.00	2358.00
41	Christopher Wynn (Christopher Wynn)	03-31-2005 10:54:40	3498.00	2000.00	1498.00
40	Patrick Slay (Patrick Slay)	03-31-2005 10:41:24	2698.00	1500.00	1198.00
39	Pamela Barnhart (Pamela Barnhart)	03-31-2005 10:37:02	638.00	400.00	238.00
38	Phillip Lilly (Phillip Lilly)	03-31-2005 10:29:56	150.00	90.00	60.00
37	Ronald Seger (Ronald Seger)	03-31-2005 10:03:25	60.00	40.00	20.00
36	Johnny Swafford (Johnny Swafford)	03-31-2005 10:00:57	25.00	20.00	5.00

Customer Reports (e.g., Customer Reports-By Products) from the Reports menu including:

- ◆ By Product
- ◆ By category
- ◆ By Order Total
- ◆ By Type
- ◆ By Location
- ◆ By Coupons

Username	Name	State	Order Total
Crystal Frances	Crystal Frances	Florida	33.86
Johnny Swafford	Johnny Swafford	Florida	48.86
Ronald Seger	Ronald Seger	Florida	85.88
Phillip Lilly	Phillip Lilly	Florida	173.86
anonymous?	Test User	Florida	187.62
Larry Bell	Larry Bell	Florida	517.53
Barbara Toon	Barbara Toon	Florida	517.53

And Much, Much, More!

Powerful Import/Export Features

With the Import/ Export Features in the E3 Ecommerce you will easily be able to manage:

- ◆ Product Information(Quick import of thousands of products including images and auto resizing)
- ◆ Customer Information
- ◆ Accounting Information

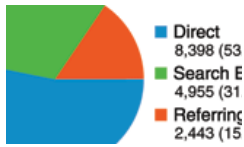


All via our state of the art Import/Export. You will be able to quickly manage new customer list, update accounting reports, and add new products to your Store!

Analytics Program – Sophisticated, Scalable, Easy, Free!

Google Analytics helps you find out what keywords attract your most desirable prospects, what advertising copy pulled the most responses, and what landing pages and content make the most money for you.

Keyword and Campaign Comparison



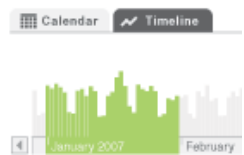
Track and compare all your ads, email newsletters, affiliate campaigns, referrals, paid links, and keywords on Google and other search engines.



Custom Dashboards

No more digging through reports. Put all the information you need on a custom Dashboard that you can email to others.

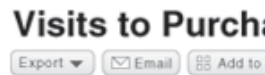
Trend and Date Slider



Compare time periods and select date ranges without losing sight of long term trends.

Ecommerce Tracking

Trace transactions to campaigns and keywords, get loyalty and latency metrics, and identify your revenue sources.



Funnel Visualization



Find out which pages result in lost conversions and where your would-be customers go.



Site Overlay

See traffic and conversion information for every link as you browse your site. (no download required).

Search Engine Optimized

Search Engine Friendly (SEF) URLs entice search engines to index your products. E3 Ecommerce provides "Search Engine Compatible" product, category, and static page URLs.

In addition to SEF URLs, the HTML code of E3 has been strategically optimized to ensure top placement in search engine results. The E3 optimized page title and meta-tags based on your product content. In addition E3 uses proven techniques to "highlight" key product content on the page.



Service: Free Press Release

Once your site is built and ready to go live, BizAtomic will create a Press Release to announce your store online. BizAtomic's search engine promotion services usher your press release through:

1) Optimizing: We get to know your business and understand your target audiences, whether it's journalists, consumers, business-to-business customers, or investors.

- ♦ We edit your press release and optimize it with the relevant search terms to give it more staying power in the news search engines.
- ♦ We also build links from your press release to relevant content on your website.

2) Distributing: Our partner, PR Web, uses a variety of channels to distribute your press release to your target audiences.

- ♦ Your press release is distributed via opt-in email to PR Web's database of more than 100,000 media outlets, industry analysts, freelance journalists and newsrooms. You also have the option of using additional newswires.
- ♦ Yahoo News, Google News and other news search engines pick up your press release.
- ♦ Finally, your press release is archived indefinitely on PR Web's site, which gets over 8 million pages views a month.

Service: Interactive 1-on-1 Training Seminar

You will attend a 1-on-1 Webinar conducted by a BizAtomic corporate trainer. The trainer will utilize internet Webinar software to conduct the training; you will see the trainers' computer screen as you speak to them on the phone. The trainer will take you step by step through the features which are most important to you. Most importantly, the trainer will be using your actual website!

Unparalleled Ecommerce Hosting

Once your site is built, BizAtomic hosts it on our load balanced Linux server cluster located in our secure Tier-1 web hosting facilities.

All of the sites hosted on the BizAtomic server cluster are protected by an industry leading web application firewall. This cutting edge security tool actually intercepts, logs and denies access to web based attacks. A web application firewall will be a PCI requirement in 2008.

Web hosting services include annual domain name renewal, email for your company and nightly website backups.

FREE Customer Support

BizAtomic offers free customer support through a multiple channels. Our friendly, knowledgeable customer support staff is available to answer any questions you may have regarding using your website.

FREE 24/7 Technical Support

Our servers are monitored 24/7 by an independent monitoring service which alerts us the second a problem occurs. In almost all cases we know about an issue before you ever notice. You can rest assured with BizAtomic managed hosting.



Service: Dedicated Project Manager

To ensure your website project is properly managed, BizAtomic has a team of project managers to guide each project through the design and development process. You will be allocated a dedicated project manager who is your point of contact throughout the development of your new website. Your project manager will work closely with you answering questions and keeping you apprised of each stage of your project. They will ensure that you receive the individual components you purchased from your website package.

Your project manager will: assist you through the process, answer questions via email, and will help you learn how to work most effectively with BizAtomic. They will guide you to reference materials so that you can easily and successfully manage your new website. By working with BizAtomic, you will reap the benefit of our wide-range of experience to make the most of the Internet for your business. BizAtomic will provide a solution that will be delivered on time by our friendly and approachable team

Service: Consultative Web Design

You will speak one-on-one with your web designer and dedicated project manager so that we can create a unique web design to meet your specifications and goals. Upon completion of the design, it will then be fully integrated into your website. You will have a live telephone consultation with your designer to discuss your aesthetic goals. You will also provide them with any collateral materials that you may have (logo, colors, sites you like, etc...). Your designer will then, based on your specifications, develop "mock-up," of your unique design concept. The mock-up will be submitted to you for review, and if necessary the

designer will make the appropriate changes. (Keep in mind that you have an infinite amount of changes available for up to 45 days).

Service: Logo

A professional graphic designer will take your company name and slogan and utilize fonts and standard formatting techniques to develop a text logo that visually portrays the image you are trying to communicate within the physical limitations of a text logo.

Service: E3 Content Page Addition

In order to get your store "up and running" quickly BizAtomic will implement your Home Page Content to your website. We will also implement BizAtomic provided Contact Us, Privacy Policy and Terms of Use to your store!

Service: E3 Store Setup

The components of your E3 store are configured using the E3 web based back-office provided with E3. BizAtomic will configure your taxes, company info, merchant account and shipping information.

Additional Add-Ons you may Purchase

- ◆ Product Addition - \$3 per Product
- ◆ Product Import - \$500
- ◆ Integration to 3rd Party or any Custom Development – TBD

The Following Modules have descriptions here:

<http://www.bizatomic.com/e3-modules.html>

- ◆ AJAX Product Preview - \$250
- ◆ Layered Category Navigation - \$250
- ◆ Sales Order Entry - \$500
- ◆ Affiliate Program - \$500
- ◆ Gift Registry - \$500
- ◆ Product Builder - \$500