



- New Media
- Website Design
- Print Design

# Website Design With Impact

## Web Design

We're confident we can deliver a professional looking design(s) with proposed functionality to match your concept. We have several URLs, which we deem professional and we'd like to show them to you. We believe something to these standards will match the professionalism of your concept.

## Branding & Identity

## SEO/SEM/Internet Marketing

At **Macratech** we have a fully equipped and enthusiastic team of web developers & designers, programmers and Analysts having expertise in the following areas: Custom Web Applications, B2B e-commerce, B2C e-commerce Web Based CRM, WAP, Database Development. Our developers have skills in HTML, DHTML, C#, ASP.NET Cold Fusion, ASP, XML, PHP, Visual C++, Java, Visual Basic, Servlets, JSP. We work on the Windows NT, UNIX, and LINUX.

## Paid SEO Activities

## PPC

## Print Design

We use the following databases MSSQL 2000, Oracle 8, MySQL, Access, Paradox. Our Designers have the expertise in Adobe Photoshop, Illustrator, Macromedia Flash, Dreamweaver, and Generator. Why us? Having implemented over 100 web projects in the last 2 years, we believe we can leverage our rich experience to help you meet your business challenges and get more customers.

## Maintenance

## Application Development

There are potentially many factors involved in the design and implementation of your web site that make it difficult to have set rates. The following price chart will give you a reasonable idea of what your web design will cost. To obtain a more accurate cost,

## Ecommerce Solutions

## Logo Designs

**Macratech** believes in approximating the cost of our web design services before finalizing a quote. We know that your time is valuable; up front website design pricing allows you to quickly assess different options and choose the best value for your needs. Please keep in mind that, although this quote will approximate the cost of your web design, the actual price of your web site design must be confirmed after looking into the specifications.

\$ Website Design Parameters	Low Complexity	Moderate Complexity	High Complexity
Small	\$225	\$350	\$785
Medium	\$400	\$650	\$1,795
Large	\$785	\$1,675	\$3,200

## Reasons to Hire Macratech

**Macratech** believes in developing and maintaining a long term relationship with a select client base geared up for long term development, and recognize that it's only through giving you, our customers, outstanding value and service, that our own interests are fully served.

We value our customers, and believe that a 'win-win' scenario is the key to business success.

### Specialization

Website Development and Marketing is **Macratech** only business. We are a company founded by, formed of and managed by IT professionals. So you can be assured that our number one focus is to create the best possible products.

### Growth & Stability

**Macratech** was incorporated in 2000 and since then it has grown at a high annual growth rate. Our clients can derive confidence from partnering with a growing company that is here to stay. This stability represents our ability to provide sustainable partnership for our clients.

### Comprehensive Portfolio of Offerings

Our portfolio of services includes comprehensive suite of IT Consulting including Onsite, Offsite and Offshore resources. Our Project Solutions group offers development of a small prototype of one-month to delivery of large complex projects.

### Excellent Customer Support

We offer between 10 and 11 hours of support per day Monday through Saturday, depending on season, and 12 hours of per call weekend support

### Training and Guidance

We can provide training on our Ecommerce and SEO products to help make it easier for you to get up and running quickly. All this can be done over the internet so it's fast and there are no traveling expenses.

### A Commitment to Satisfaction

Though we've grown over the years, we've never lost the personal touch, and you can be assured that all your dealings with us will be marked by that commitment to personal satisfaction. This has enabled us to become one of the Charleston (US) leading web development vendors in the market.

### Lower Costs

We charge a very reasonable fee. Our Charges are flexible and customer friendly.

macratech.com  
636-G Long Point Road #27  
Mount Pleasant SC 29464  
843-388-0991  
(910) 352-3493

## Custom Website Solutions

### Web Design

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**Macratech** can create a custom website solution for your business. We make every effort to add features to the system regularly but occasionally a business will need unique features or options that our system can not provide.

Most businesses can be satisfied with a custom template. Custom templates allow for unique pages, additional pages and your own custom graphics. Custom templates are only \$199.00 to \$299.00 one time fee and any website can have multiple custom templates that can be changed on one simple click. The entire website can be redesigned for a sale or promotion for as little as \$199.00 and the template remains for future use at anytime.

A custom template is not just basic artwork. We work with you to create an identity, using your logo or building one for you, matching your website to your business so customers easily identify your product and recognize who you are.

Call us to schedule a free consultation and begin planning your project today

### *Industries We Have Served*

real estate  
industrial  
insurance  
high tech . . .

fashion  
entertainment  
contractors  
medical

service  
companies  
consumer  
brands  
adoption

## eCommerce Solutions

### Web Design

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**Macratech** provides a wide range of e-commerce web solutions to help your business generate new revenue and increase current sales numbers. We will design for you very high quality E Commerce web sites with optimum functionality. You will be able to add and delete items, pictures, as also prices easily, you're self, using the Admin Section designed by us. Wherever needed, suitable Data Bases will be designed and provided as well.

### Advanced Web Applications

We plan; design and build advanced database-driven web applications and e-commerce websites for people who want state-of-the-art solutions at down-to-earth prices.

### Internet based control panel:

- Easy to add/edit/delete products & categories
- View orders online, you receive auto e-mail notification
- No specialist technical skills required
- Download orders and product inventory (.CSV for Excel)
- Unlimited no of products
- Up to 10 levels of sub categories
- Choice of product & category layouts
- Product variations e.g. color, size
- Gift certificate purchasing and redemption
- Gift certificate purchasing and redemption
- Customers can pay with PayPal/Payment Gateways Seamlessly
- Specify no of products per page
- Stock control, auto "out of stock" message
- Display RRP / list price vs your price
- Coupon codes, special discounts
- Can remove 'buy' button
- Ideal for online catalogue site
- Specific login for wholesale / retail pricing
- "Remember me" option for returning customers
- Support for multiple currencies
- Integrates with Worldpay, Protix, Paypal + others

## Web Design

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## Complete Features

Easy-to-use, point and click, browser-based management.

Unlimited number of products.

QuickBooks software integration

Get alerts for each new order placed.

Unlimited number of online customers and customer accounts.

Customers can create favorites lists for future purchases.

Customers can save payment profiles for quicker checkouts

Create customer discount groups.

Create promotional codes.

Gift certificate purchasing and redemption

Live online customer support option for your customers

Allow customers to Pay-with-PO (Purchase Order) numbers

Give select customers tax-exempt status

Receive automatic low-inventory alerts

Customize and control store categories and sub-categories.

Place products in multiple categories.

Accept Visa, Mastercard, American Express and Discover (merchant account required)

Supports all merchant accounts and payment gateways.

Customers can pay with PayPal seamlessly

Real-time shipping prices from UPS, FedEx and Airborne Express.

Secure your site with VeriSign, GeoTrust or Thawte security certificates.

Export all data (orders, customers, etc.) to external databases or applications in real-time.

Detailed real-time reports.

No monthly or recurring fees.

Platform independent. Works with Linux, Windows, Solaris and OS X.

Runs on secure, stable SQL databases including MySQL, SQL Server, Oracle and DB2.

Browser independent. Works with Internet Explorer, FireFox, Mozilla, Safari, Netscape, AOL, MSN Explorer, Opera and Konqueror.

Import existing data in one step.

Promote products through branded e-mail.

Scalable for Small Business and the Enterprise.

## Payment Gateways

Shopping Carts Developed by Macratech works with all major merchant account and payment gateway providers.

Authorize.net

LinkPoint

Payflow Pro

Paynet

PayPal Website Payments Pro - new!

Skipjack

YourPay

and many others...

## Identity Design

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### **BRAND IDENTITY: COMMUNICATE WHO YOU ARE**

Your brand and corporate identity are much more than a logo to your customers. Brand identity anchors who you are as an organization, symbolizes what you stand for, and most importantly defines how you're perceived. At the Warren **Macratech**, we can help you define these intangibles while developing your distinctive brand identity.

Every time member-customers see, hear, and touch your brand identity needs to be clear, compelling, and consistent. Your member-customers are listening. Your brand identity is the key to recognition, recall, and action. We will hone your brand identity into a memorable, differentiated system of assets.

### **Brand Identity Services:**

- Logos and identity packages
- Naming and tagline development
- Positioning and messaging strategy
- Brand Identity Prototype Designs
- Color and Typographic Systems
- New Naming or Revised Naming
- Tagline and Service mark Designs
- Photography and Image Systems
- Branding Guidelines and Standards

## SEO/SEM/Internet Marketing

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**Macratech** is one of the leading SEO companies offering outstanding Search Engine Optimization SEO services. SEO Consultant Services, Website Promotion, Link Exchange Services and Search Engine Placement

### SEO techniques actually helps you in multiple ways

Save money on marketing - compare PPC  
Improve your rankings during key phrase searches  
Increase your search engine traffic  
Strengthen your ability to attract your best audience  
Optimize your site for up to 100's of keywords

### Our Basic search engine optimization Service Includes:

Keyword Research  
Initial Search Engine Ranking Reports  
Spam Review  
Theme Analysis  
Web Design & Hosting Analysis  
Code re-structuring / optimization  
On-site content generation / deployment  
Content Development Suggestions  
Web Site Visibility Advertising  
Strategic Keyword Placement  
Meta Tag Optimizing  
Professionally Optimized Titles & Descriptions  
Crawler Accessibility Conformity  
Niche directory submissions  
Paid directory submissions  
Content / article generation and distribution  
General directory submissions  
Phone/Email Consultations  
Final Search Engine Ranking Reports

# Macratech SEO/SEM/Internet Marketing

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**Paid SEO Activities**

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## 100 SEO FACTORS THAT WE TAKE CARE OF IN OUR SEO CAMPAIGN

Excessive Flash	Efficient Tree Like Structure
Dynamic Website	Intra-Site Linking
Use of Frames	SEO Friendly File Size
Floating and DHTML menus	Hyphens In URL
Content Adequacy	Freshness In Pages
Excessive Images of Large Sizes	Freshness Of Links
Excessive Keywords in Existing Meta Tags	Frequency of Updates
Page Size	Listing of Website in DMOZ
Page Size	Listing Of Website in Look Smart
Excessive JavaScript	Optimizing Each and Every Page
Website Navigation Scheme	No Cloaking
Optimized Sitemap	Revisit Tag
Broken Links	Competitive Review
Link popularity	No Tiny text
Click popularity	No Invisible Text
Anchor Text Optimization	Keyword Stemming Review
Search Engine Saturation	Information Pages
Page Rank Value	Guide Pages
IN BOUND LINKS	Custom 404 Pages
Robots.txt	Guide/Landing/Smart Pages
Info.txt	Bold Text
Internal navigation Linking structure	Creation Of RSS Feeds
Web Page downloads time	Programming your site to be "crawler-friendly."
Keyword Prominence	Hosting of the Website
Keyword density	Forming and naming of files
Static Pages needed	Important hyperlinks are plain text links
Robots Meta tag	Leverage the power of your email Signature
Author Meta tag	Adding Articles Section
Cascading Style Sheet	Submitting Articles
Alt Tags, Anchor tags and Strong tags	Adding testimonials
HTML Validation	Write Articles or Free reports
XML Sitemap	Targeted Traffic from Shopping Portals
Submission of Site to 88 Google related servers	Ensuring the website optimized for Google's
Submission of Site to 1000+ Free Search engines	New Upcomng Data centers
Paid Submission for MSN Listing	Submitting the Website to category specific Directories
SEO Friendly Directory Structure	Establish relevant links from authoritative sites
Press Release Section	Avoiding use of remote search engine submission
News Section	Validating The Website code via W3C Tools
Unique IP ADDRESS	JavaScript links
Reciprocal Link building	Avoiding use of Sessions
Participation in Discussion Forums	Avoiding Redirects in the Code
Keywords In URL	Providing linking instructions
Keywords In Title/Description	Avoiding Duplicate Content
Keyword Density in Body Text	Keywords are not hidden inside JavaScript code
Keyword in H1, H2 and H3	Your important content is not contained in Flash files
Keyword Font Size	Every page of your website can be reached by search engine
Keyword Proximity	Relatively flat navigational structure
Keyword Phrase Order	
Keyword Prominence	
Keyword in Links	
Validating All Internal Links	

## PPC Services

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We build Google and Overture PPC campaigns from start to finish: Our full-service approach requires no work from our clients, allowing them to direct their attention to other areas of their business. We perform all pre-launch research, write all advertising copy, activate and continuously manage our clients' campaigns. Here are the steps we take in bringing a new client on board:

**1.** Find cost-effective keywords for your business by examining your site and the specific goals of your advertising. We compile information about relevant keywords and current bid prices, and then eliminate overpriced and ineffective words/phrases. Then, we dig deep for popular yet inexpensive keywords that remain "under the radar" of your competition. Because the more cost-effective keywords we find, the more low-cost traffic we deliver to your site.

**2.** Create your Google and Overture campaigns once we've pinpointed the appropriate words and phrases. Effective, concise ads are important not only for attracting the right customers, but for repelling Web-searchers who are seeking something you don't offer (because every click costs money).

**3.** Activate the campaigns on Google and Overture. Once the ad campaigns are ready for the world's eyes to see, we use our premium Google and Overture account status to expedite the appearance of your ads on all major search engines: Google, Yahoo!, MSN, AOL, Lycos, AltaVista, Info space, Netscape, Earthlink and many more.

**4.** Monitor the positioning of your ads. If you're doing PPC advertising, you want to be sure your ads are getting the prominent placement you're paying for. Your competitors are bidding against you all the time. We make sure you stay in the position you want to be in.

**5.** Keep you within your budget. Google and Overture have some built-in functionality to control your daily and monthly spending, but human intervention is often still required.

**6.** Guard your account against the competition. Overture's bid system allows others to see your bids, opening you up to being "squeezed" by savvy competitors. Example: If you're bidding \$5 per click on a particular phrase, your competitors can bid \$4.99 on the same term, ensuring that you pay the full \$5 per click every time. While not illegal or against the rules, it's a practice that can cost you a lot of money, and that's what we guard against.

## Print Design

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**Macratech** can handle all of your printing needs. We are your custom publishing partners. Our relationships with the top printers in the country allow you to benefit from the best possible prices. Macratech will handle every detail for you.

### Print Catalogs

Turnkey  
Product management  
Photography  
Design  
Pre-press  
Distribution  
Circulation management

### Services available

Fact-checking  
Copy editing and proofreading  
Graphic Design and Print Management  
Design and art direction  
Photo editing, photo scanning and color corrections  
File conversions  
Direct-to-plate printing  
Press checks  
Preparation of files for client web site  
Distribution and Fulfillment  
Direct mail and list procurement  
Database management  
Postal regulations  
Circulation management

## Web Maintenance

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If you're too busy to maintain a website yourself, and don't want to hire a webmaster or train existing staff, let **Macratech** take over the maintenance of your web presence! Maintenance packages include:

- Search engine and directory submission
- Daily link checks
- Reciprocal links management
- Content updates (client must furnish content in text format)
- Software updates
- Daily validation checks
- Spam management

	Description	Hours	Monthly Price
Application Development	Basic Maintenance	2	\$150.00 (\$75/hr)
Ecommerce Solutions	Enhanced Maintenance	3	\$210.00 (\$70/hr)
Logo Designs	Extended Maintenance	4	\$280.00 (\$65/hr)
	Comprehensive Maintenance	5	\$350.00 (\$60/hr)

## Website Hosting

### Web Design

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**Macratech** provides enterprise-class website, email, and FTP hosting to provide our clients with *total website solutions*. Our chosen data center is a 22,000 square foot facility in downtown Dallas. Some highlights about the facility housing our servers include:

18,000 square feet of raised floor  
(12) 2-ton Data Air AC units

Very Early Smoke Detection Apparatus (VESDA)  
Simplex security badge on all doors to facility  
TXU fault-tolerant grid

2000 Amps of 480v input power  
1.5 megawatt generator

(2) 500KVA Powerware UPS units  
Fully meshed and redundant network  
11 backbone providers

Your company can gain access to our enterprise-class website hosting at one of three levels. Should your website's traffic increase, we are able to transition you to higher levels of service without delay or downtime.

Description	Storage	Bandwidth	Email	Price
Basic Hosting	200 MB	5 GB	100	\$19.99/mo
Enhanced Hosting	500 MB	10 GB	200	\$39.99/mo
Advanced Hosting	1 GB	50 GB	300	\$79.99/mo