

# Introducing some Webfirm Quality Services

A web marketing focus beyond the ordinary - Offering you control.

## Options & Features

In the following pages, you can view options Webfirm offer you to incorporate in your website plus some features offered for free!

You'll understand our commitment to:-

- **Reliable, High Speed Hosting**
- **Website Content Management Systems (CMS)**  
(you can choose to take control of information inhouse)
- **Statistical Tracking of Website Visitors**  
(free daily market research information)

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# Website Hosting ~ High Speed • High Reliability

Webfirm ensure your website remains consistently visible to the world !

## Customers expect it FAST

Time is a precious commodity on the Internet where attention spans are short and customer **patience** is even shorter (16 seconds!)

Webfirm's website hosting capabilities ensure that your site is **reliable, secure** and **fast** to load – delivering your online business to your customers at **maximum speed** (less load time - more view time).

## Hosting must be Reliable

A website is only as reliable as the server that hosts it. At Webfirm we **don't take risks** with your business – we guarantee the most reliable website hosting possible by using a dedicated hosting service connected directly to the **Internet Backbone**.

Your site is operated in a secure environment that runs on the latest burst technology to guarantee your website is always **stable** and **accessible** no matter how heavy the site traffic.

## Peace of Mind

To ensure you sleep soundly at night, we back up all websites daily and have multi-level built-in redundancy in our hardware, upstream links & power.

Webfirm even contract **external auditors** to regularly test the integrity of our systems to protect our clients from 'hackers'.



As part of our website hosting package we offer:-

- + two email accounts
- + free webmail
- + free anti-virus protection\*
- + free anti-spam protection\*
- + quick response times to hosting support requests
- + e-mail and telephone support
- + technical advice
- + search engine marketing advice
- + daily backup of your site
- + domain name management/transfers
- + WebSite Hosting
- + PHP 4.2.3, CGI, Perl 5.6, ASP
- + MySQL and SQL database support
- + comprehensive website performance tracking with our **statistics package**
- + SSL Certificates for secure online shopping
- + 99.7% Server Uptime

\* Webfirm offers the latest in virus and spam protection software without charge to its website hosting clients. These software packages are designed to filter out the maximum quantity of spam emails and to protect against viruses entering your computer system and network. Due to the rapidly-evolving nature of viruses and spam, Webfirm cannot guarantee total protection and is unable to accept any responsibility for loss or damage caused by viruses and/or spam.

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Fast • Reliable • Backed-up • Secure • Economical

# Content Management Systems (CMS)

Control content in your own Website 24/7 - **NO Uni Degree Required!**

## Easy

With your personalised **User Manual** and following a quick personal **training session** (*often less than 20 minutes required*), Webfirm have businesses Australia wide keeping key content in their websites up-to-date.

- **Product Catalogues** • **Latest News**
  - **Staff Profiles** • **Download Centres**
  - **Photo Galleries** • **Event Calendars**
  - **Specials** • **Frequently Asked Questions**
- ... or devise your own customised requirement

## Update 24/7 - Worldwide

Your Content Management System, can be accessed through the back-end of your website

- **24 hours** a day
- **7 days** a week at **No Extra Cost**
- Using **standard Browsers** (eg Explorer / Firefox)
- **Worldwide** from any internet connected computer
- All you need is your **login password**

No University Degree required. Our CMS systems are not 'technical' - they're easy to use and all about keeping your focus on 'marketing'.

## Fast & Responsive

Clients seek the latest information and products faster every day. Your inhouse CMS gives the ability, to react fast. Any hour of the day or night you can update your latest info and send it live.

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**webfirm**  
Business Solutions

**Introduction**

Welcome to your individually customised Content Management System.

Your Content Management System allows you the flexibility to control the content in various predetermined areas of your website. You can add new content, update previously supplied content, and remove content no longer required as often as you like, when ever you like, from where ever you like. You now have complete control.

The Content Management System is designed in such a way as to allow all users, even those with extremely limited computer skills, full functionality. Essentially, if you can turn on a computer and use a mouse, you can use the Content Management System. The majority of the user interfaces rely on point and click methodology. While the usability is friendly, the look and feel of the technology is designed to the highest standards to ensure a pleasant user experience.

If you have any queries concerning the operation of your Content Management System please contact your Webfirm Account Manager.

**PRODUCTS**

- ▶ Maintain Products
- ▶ Maintain Categories

**ORDERS**

- ▶ Maintain Orders
- ▶ Order Reporting

**GIFT VOUCHERS**

- ▶ Maintain Gift Vouchers

**GIFT WRAPPING**

- ▶ Maintain Gift Wrapping

**MEMBERS**

- ▶ Maintain Members

**CURRENCY CONVERSIONS**

- ▶ Maintain Currency Conversions

**BABY NAMES**

- ▶ Maintain Baby Names

**FAQS**

- ▶ Maintain FAQs
- ▶ Maintain Categories

**NEWS**

- ▶ Maintain News

**CHARITY**

- ▶ Maintain Charity

**CUSTOMER FEEDBACK**

- ▶ Maintain Customer Feedback

**PAGE TEXT**

- ▶ Maintain Page Text

**MAILING LIST**

- ▶ Maintain Members
- ▶ Maintain Standard Newsletters
- ▶ Maintain Product Newsletters

**ASSET LIBRARY**

- ▶ Maintain Images
- ▶ Maintain Files

**BANNERS**

- ▶ Maintain Banners

**BACK-END**

- ▶ Maintain Admin Users

**Easy • Fast • Update 24/7 • Worldwide • Responsive**

# Content Management Systems (CMS)

So easy to use - upskill a number of your staff - not just your IT Guru

The pictures to the right offer you a view of an easy to use customised CMS - the top being for a **Product Catalogue** item - the bottom a **Latest News** Item.

## Take Control on Your Terms

The Webfirm team worked closely with each of these clients to identify their **specific needs**. Both the 'front-end' design that the website visitor sees AND the CMS fields required to display their unique information were custom designed.

## Easy to Operate

As you can see - it's not about being a 'techno guru' yourself - for a **News Headline**, simply type your chosen headline alongside the 'Headline' prompt. **It's that easy**. It's all about marketing. Focus your attention on the best wording and pictures to display. No distraction & frustration understanding Web Development programmes.

## All Sorts of Info

You can easily upload **Photos & Images**, further information **Downloads**, build in **links** to other websites and/or within your own site.

**Create your own Categories** to group your Products / News Stories etc to **logically display** them for your customers, meaning you will assist them in speedy navigation of your website. Help them find what they want **FAST**.

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The screenshot displays two sections of a Content Management System (CMS) interface. The top section, titled 'Maintain Products', includes a 'Product : Edit Record' header and a list of categories such as 'Accessories - Activity Mats', 'Accessories - Baby Memories', 'Accessories - For Mum', 'Accessories - Kids Bags', and 'Accessories - Out & About'. The product details for '100 Slip Photo Album' are shown, including stock number 'SMA206', size, color 'Pink,Blue,Lemon', weight, dimensions, and price '\$18.95'. There are also fields for start and end dates, and various status options like 'On Special?', 'Show Size Guide?', 'Have Stock?', 'Featured?', 'New Product?', 'Favourite?', and 'Is a Gift?'. A rich text editor contains the text: 'A beautiful album perfect for all those baby photos. Choose from pink, blue and lemon. Also matches baby memory box. Why not match the set and send as a gift?'. The bottom section, titled 'Maintain Latest News', shows a 'Latest News : Edit Record' header with a category dropdown set to 'News', a date field set to '28 / 11 / 2006', and a headline 'FREE GO Road Raffle Every Month'. It also has status options for 'Leading News?', 'Local News?', and 'Archive?'. A rich text editor contains the text: 'Next time you are shopping along Glen Osmond Road at any of the following shops, don't forget to ask for your FREE Raffle Ticket in our monthly prize draw.' followed by a bulleted list of shop names: 'Arkaba Newsagency', 'Arkaba One Hour Photos', 'Arkaba Fruit Market', 'Art to Art', 'Brochure Display Systems', 'Botanica Medical', 'Crystal Rose Jewellery', 'Cuzco Brothers Seafood', 'Eastwood Community Centre', 'Eastside Clearance', 'Foodland Frewville', 'Frewville Newsagency', 'Innerware', 'Pagoda Restaurant', and 'Table 8'. At the bottom, there is an 'Existing File:' field with 'Arkaba\_Fruit\_Market.jpg' and an 'Image #1' section with a 'Browse...' button. A note at the bottom states: 'Please Note: Images must be in GIF or JPEG format (.gif, .jpg or .jpeg extensions)'.

Quick to Learn • Train Multiple Staff • Fast to Update

# Website Visitor Statistics

Understand your client visits to SEE how well your website is performing!

## Accountability

Many new Webfirm clients comment they had previously operated a website for years, but never really known if it worked.

Not so with a Webfirm site! Every client has free access to operational statistics, updated daily, that measure detailed visitor specific information to enable you to make ongoing informed decisions.

- These statistics make our clients' websites accountable to their businesses.
- These statistics also make Webfirm's efforts accountable to YOU, our client !

We encourage all clients to regularly view their stats - as we also do ourselves.

## Easy to Use

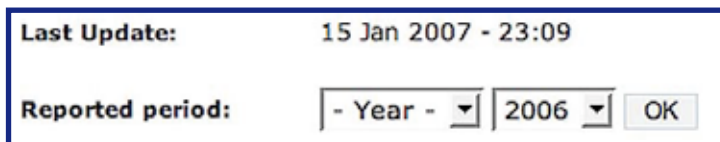
Just a few minutes training will have you and your team totally up to speed on accessing and reading your stats. They're very 'user friendly'.

Access your statistics using most common Internet Browsers such as **Internet Explorer; Firefox; Safari etc** - from any internet connected computer, worldwide, **24 hours a day, 7 days a week.**

Totally responsive.



*Secure password access to safeguard your website statistics and your valuable business planning information.*



*Compare your visitor statistics **Month by Month • Year by Year** back to the day it went live. Track trends. View growth patterns. Simply select the month and/or full year you wish to analyse. Statistics update daily to display each 24 hour period's activity.*

Accountability • Free Market Research

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# Website Visitor Statistics

How Many clients visiting? Are they Exploring? What do they want?

Summary					
Reported period	Year 2006				
First visit	01 Jan 2006 - 03:25				
Last visit	31 Dec 2006 - 12:04				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<= <b>32362</b> Exact value not available in 'Year' view	<b>41930</b> (1.29 visits/visitor)	<b>246892</b> (5.88 pages/visit)	<b>3258965</b> (77.72 hits/visit)	<b>19.25 GB</b> (481.33 KB/visit)
Not viewed traffic *			<b>290445</b>	<b>338136</b>	<b>4.19 GB</b>

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

*Colour Coded statistics make understanding a breeze.*

**Unique Visitors (orange)** - 1st time visitors to your website. In this case - 32,362 people for this whole year.

**Total Visitors (yellow)** - Is both 1st time AND repeat visitors - 41,930 people for this whole year, showing that 29% of 1st time visitors are returning to the website again!

*These are important figures to analyse that your website is encouraging people to return.*

**Pages (dark blue)** - For each visitor, on average, they are viewing here 5.88 pages each. The firm's visitor are exploring, not simply finding the website and clicking off. They're encouraged to look around.

**Hits (light blue)** - A common website misconception is that a HIT is a VISITOR - but it is **NOT SO**. A 'Hit' is simply the individual computer files going down the phone line to build the website image on screen. Visitors (above) are important to marketing planning. Hits are important to our Techno Gurus to keep speed up!

**Bandwidth (green)** - Again, important to our Techno Gurus to keep you website's speed FAST! You just need to be confident that Webfirm track the combination of all of our client's required bandwidth (data being sent down the phone line) collectively. In doing so, if the total quantity required starts to get closer to filling up the 'Internet Pipe' carrying the data - it's a message to us that it's time to install a bigger pipe to enable us to carry more bandwidth to keep your website FAST and RELIABLE.

*Speed is everything in this day and age with browsing clients, where patience is low and expectations are high.*

Track Visitors to your website - New & Return

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# Website Visitor Statistics

## Months : Days : Hours - Understand when your clients Visit Most Often

Fine Tune your OFF-line Marketing - Save \$\$

Analyse the timing of your website visitors.

For many businesses, this can be an invaluable tool to assist in planning traditional advertising to maximise Return on Investment.

Yes - Your website helping you plan your traditional Advertising Spend!

**Months** - track growth rates month by month.

Compare a month in one year to another.

See how your Search Engine Optimisation promotions are growing new visits continuously.

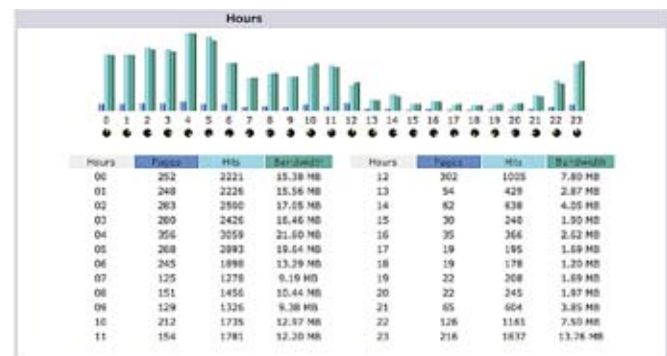
**Days** - learn which days bring the highest quantity of visitors to you - perhaps that's your best timing for those radio commercials you're considering.

Air ADs on days people are looking for your products, then ensure your ADs mention your website address.

Track the effectiveness of that radio campaign - Did your website traffic SPIKE when the ADs aired?

**Hours**- Similar to days, you can even help fine tune those Radio Commercials by airing them in the best hours. Plan your staffing to coincide with the expected increase in contacts at certain times.

We've only scratched the surface of what could be possible for your own business. We take your own individuality into account during training, to assist you to glean info for your business to take best advantage of this real-time valuable market research data.



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# Website Visitor Statistics

Where do your visitors come from? Which pages are they looking at?

Domains/Countries	Pages	Hits	Bandwidth	
Australia	au	2129	19564	136.89 MB
Network	net	622	6125	43.36 MB
Unknown	ip	557	4608	31.70 MB
Netherlands	nl	191	191	1.41 MB
Commercial	com	113	860	6.47 MB
United Kingdom	uk	11	132	1.09 MB
Turkey	tr	9	67	457.53 KB
Germany	de	8	87	639.73 KB
Singapore	sg	7	36	262.67 KB
Canada	ca	4	39	280.72 KB
Others		24	196	1.55 MB

Some businesses benefit greatly from identifying **Countries of Origin** their website visitors originate from. Webfirm have clients who have developed focussed marketing strategies to offer their overseas visitors more reason to do business with an Australian company with huge success.

15 different pages url	Views	Average size	Entry	Exit
/index.asp	3787	11.15 KB	2567	1787
/profile.asp	1257	14.30 KB	420	327
/menus.asp	1228	9.95 KB	50	106
/jspop.asp	1122	1.05 KB	8	95
/downloads/ContentMenu.pdf	810	45.09 KB	34	188
/buying-group.asp	778	13.32 KB	75	164
/gallery.asp	742	10.64 KB	39	102
/newsourced.asp	724	11.00 KB	99	123
/nutrition.asp	721	11.40 KB	62	139
/contact.asp	659	21.17 KB	58	269
Others	696	36.41 KB	116	234

Identify which pages / sections customers are viewing most frequently. Also find which pages people enter your website on (generally through Search Engines) and then which pages they leave from. All can help you understand your clients' paths through your website and therefore your business. Which sections / products / services are most sought after. Research and identify areas of your business to expand - the products / services viewed the most.

Study the length of time visitors spend on your website. As time progresses and your website builds diverse content + higher Search Engine recognition, you should notice a greater level of visitor retention for longer periods of time.

This would indicate that you are offering the right balance of information to entice those visitors to return and also tell their friends or colleagues about your business and website.

	Number of visits: 41939 - Average: 279 s	Number of visits	Percent
0s-30s		18202	43.4 %
30s-2mn		8486	20.2 %
2mn-5mn		3794	9 %
5mn-15mn		2764	6.5 %
15mn-30mn		1126	2.6 %
30mn-1h		964	2.2 %
1h+		724	1.7 %
Untracked		5870	13.9 %

Identify your most popular Products / Services

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# Website Visitor Statistics

See who is visiting your website - including which Search Engines!

Hosts (Top 10) - Full list - Last visit - Unresolved IP Address				
Hosts : 10680	Pages	Hits	Bandwidth	Last visit
msnbot.msn.com	6721	6915	607.09 MB	16 Oct 2006 - 16:14
dsl-61-29-101-10.request.com.au	4076	9809	156.38 MB	20 Dec 2006 - 05:45
np-proxy1.alwaysonline.net.au	2245	7251	80.12 MB	22 Dec 2006 - 02:07
67.108.223.130.ptr.us.xo.net	1136	1141	16.48 MB	16 Sep 2006 - 20:59
haf2.adsl.alwaysonline.net.au	855	5068	23.75 MB	14 Nov 2006 - 05:37
bl1sch4091309.phx.gbl	714	737	10.83 MB	15 Oct 2006 - 21:26
61-90-228-106.static.asianet.co.th	647	674	4.17 MB	25 Nov 2006 - 08:51
192.168.0.153	617	1632	8.70 MB	27 Jun 2006 - 00:05
smp.abc.net.au	615	5299	165.21 MB	25 Dec 2006 - 05:17
192.168.0.77	591	5245	15.10 MB	19 Oct 2006 - 00:58
Others	63110	552612	4.58 GB	

*Hosts can at times assist you to identify companies who may be looking at your website by identifying their own unique IP address. Some Webfirm clients have noted they've been able to proactively approach these browsing firms in advance. Imagine their surprise when our client walks through the door and says "We've noticed you've been looking at our website recently". Few companies would understand how you would know, often leading to them receiving you quite warmly for a chat (even if with a puzzled look on their face).*

Robots/Spiders visitors (Top 10) - Full list - Last visit			
33 different robots*	Hits	Bandwidth	Last visit
Googlebot	91801	1.72 GB	31 Dec 2006 - 12:05
The Web Wombat	70458	568.60 MB	31 Dec 2006 - 12:01
Inktomi Slurp	30812	725.23 MB	31 Dec 2006 - 11:57
Unknown robot (identified by 'crawl')	17012	323.95 MB	31 Dec 2006 - 12:05
MSNBot	14813	313.18 MB	31 Dec 2006 - 04:29
GigaBot	6166	116.71 MB	28 Dec 2006 - 06:42
AskJeeves	4914	102.38 MB	29 Dec 2006 - 18:55
MSIECrawler	4045	25.91 MB	02 Dec 2006 - 10:29
ASpider (Associative Spider)	1544	29.95 MB	22 Jul 2006 - 16:16
Unknown robot (identified by 'rebot')	697	18.58 MB	04 Dec 2006 - 13:27
Others	2296	40.03 MB	

\* Robots shown here gave hits or traffic "not viewed" by visitors, so they are not included in other charts.

*In a similar fashion, we can even measure which Search Engines are regularly indexing your website and remembering all the product & service descriptive key words your website offers.*

*We can also identify when each Search Engine last visited your site and overall, how much data they've sucked up to their database to remember what your business is all about.*

*For example, above, we can see that Google has remembered a substantial 1.72GB of data for this client.*

*We've also tracked Google closely for this client and know they visit this website just about every day to see if anything on the site has **changed**, been **added** or **updated**. Search Engines are very clever!*

*This of course also helps you track the success of Webfirm's Search Engine Optimisation campaign.*

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Be a Step Ahead of potential New Clients

# Website Visitor Statistics

Search Engines Deliver New Customers in droves! Here's the Proof.

View exactly how many people have arrived on your website from individual Search Engines.

For example here, **Google** in this one year delivered this business **7,991** individual browsers & potential customers.

In total, all Search Engines combined delivered **9,959** customers.

You can also tell how many people directly typed in your website address to arrive **without** Search Engine assistance.

Plus you can measure how many people arrived by linking from another website to yours, including which of those websites they came from.

Connect to site from				
Origin	Pages	Percent	Hits	Percent
<b>Direct address / Bookmarks</b>	<b>30809</b>	<b>37.8 %</b>	<b>48257</b>	<b>8 %</b>
<b>Links from a NewsGroup</b>				
<b>Links from an Internet Search Engine - Full list</b>	<b>9047</b>	<b>11.1 %</b>	<b>9959</b>	<b>1.6 %</b>
- Google 7831 7991				
- MSN 369 404				
- Google (Images) 341 515				
- Yahoo 321 861				
- Other search engines 120 123				
- AOL 18 18				
- AltaVista 15 15				
- Ask Jeeves 9 9				
- Netscape 7 7				
- Hotbot 5 5				
- Others 11 11				
<b>Links from an external page (other web sites except search engines) - Full list</b>	<b>812</b>	<b>0.9 %</b>	<b>6550</b>	<b>1 %</b>
- http://www.webfirm.com.au/client-portfolio.asp 101 101				
- http://www.lli.com.au/info/llines-corp.html 58 58				
- http://www.corporate.webfirm.com.au/clients.asp 33 33				
- http://www.urban.com/purchase/uf_dealers/international/ 24 24				
- http://64.233.179.104/translate_e 24 829				
- http://www.users.bigpond.com/jeff/pages/ 22 22				
- http://www.enco.com/new/Sales.htm 20 20				
- http://www.drm.org/suppliers/suppliers.php 20 20				
- http://www.webfirm.com.au/client-portfolio-search-results.asp 19 19				
- http://www.broadcastsupply.com.sg/brands2.htm 19 19				
- Others 472 5405				
<b>Links from an internal page (other page on same site)</b>	<b>40657</b>	<b>49.9 %</b>	<b>531611</b>	<b>89.1 %</b>
<b>Unknown Origin</b>	<b>2</b>	<b>0 %</b>	<b>6</b>	<b>0 %</b>

The left hand box below gives you a full list of every exact **Search Phrase** your customers have typed into a Search Engine to find your website. What fabulous **FREE** Market Research to get into the minds of your customers. Great information for business planning.

Search Keyphrases (Top 10)			Search Keywords (Top 10)		
Full list			Full list		
2970 different keyphrases	Search	Percent	1570 different keywords	Search	Percent
glen osmond road	138	2.5 %	adelaide	1645	8.8 %
prestige motors adelaide	86	1.5 %	osmond	1383	7.4 %
msnh	73	1.3 %	glen	1375	7.3 %
adelaide prestige motors	42	0.7 %	road	913	4.9 %
lula blu	38	0.6 %	motors	332	1.7 %
www.goroad.com.au	32	0.5 %	australia	331	1.7 %
highgate village	31	0.5 %	prestige	259	1.3 %
united motors adelaide	27	0.4 %	south	256	1.3 %
goroad	27	0.4 %	fullarton	250	1.3 %
highgate mall	23	0.4 %	in	222	1.1 %
Other phrases	4919	90.4 %	Other words	11638	62.5 %

The right hand box collects the key Words used by clients looking for you through Search Engines. Again, a prompt to allow you to further fine tune your website content and product / service provision levels. Perhaps include more reverence to these key items right up front on your Home Page to be immediately visible.

Search Engine Traffic • Key Search Phrases

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