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UBG Services

Optimization Packages

Marketing Optimization

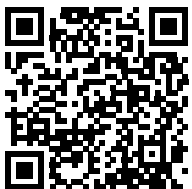
Competitive Analysis
Customer Profiles
Market Segmentation
Social Media Strategy

Website Optimization

Performance Testing
SEO Strategy
Site Analysis
Content Planning

Optimized Website Starter

Complete Website
Web Hosting
Web Analytics
Domain Management



Scan for Web Version

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Optimization Packages

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Marketing Optimization

Who This Is For:

- Small businesses with limited marketing knowledge
- Larger organizations needing additional marketing resources

I. Competitive Analysis

UBG begins its Marketing Optimization package with a systematic analysis of the top three competitors in your marketplace. This essential strategic tool provides a clear and thorough understanding of your competition's strengths and weaknesses.

II. Customer Profiles

We will create complete descriptions of the three main types of customers your business is targeting. Demographic information including user habits, cognitive priority, and purchasing urgency give vital insight into customers' buying behavior.




III. Market Segmentation

Your customer profiles, together with proprietary UBG tools, are used to identify the most desirable segments of your targeted markets. These market segments serve as the focal points of your business's marketing initiatives.

IV. Social Media Strategy

UBG will take your social media beyond isolated Twitter and Facebook accounts. We provide you with the roadmap to understanding how your business can properly integrate and utilize this fast-changing, essential form of communication.

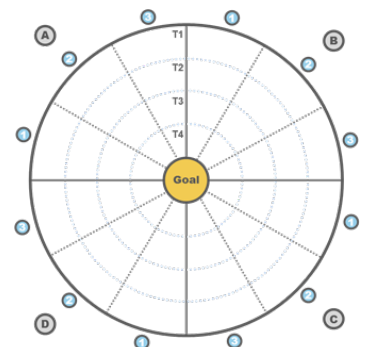
| Product | AdSense Connect/Pre | AdSense Connect/Post | AdSense Connect/Pre & Post | Check Analytics | Check Analytics | Check Analytics | Check Analytics |
|-----------------------------------|---------------------|----------------------|----------------------------|-----------------|-----------------|-----------------|-----------------|
| Rating | X | | | | | | |
| Optim. Av. Of 100% | 80% | 80% | 80% | 80% | 80% | 80% | 80% |
| Maximum Users | 100 | 20 | 20 | 20 | 20 | 20 | 20 |
| App Size | | | | | | | |
| Web Browser Support | Flash 10 | Flash 10 | Flash 10 | Java | Java | Java | Proprietary |
| Screen Resolution | 1024x768 | 1024x768 | 1024x768 | 1024x768 | 1024x768 | 1024x768 | 1024x768 |
| Color of link text | | | | | | | |
| Customized branding | | X | | | | | |
| Navigation | | | | | | | |
| Content integration | | | | | | | |
| Security | | | | | | | |
| Responsive | | | | | | | |
| Category Score (Out of 10) | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| Platforming | | | | | | | |
| Shipping Method | | X | | | | | |
| Hosting Platform | | | | | | | |
| Document Content | | | | | | | X |
| Hosting Provider | X | X | | | | | X |
| Category Score (Out of 10) | 6 | 6 | 11 | 6 | 6 | 6 | 6 |

| |  |  |  |
|-------------------------------------|--|--|--|
| USER TYPE | Business Owner (hands-on) | Business Owner (hands-off) | Owner/Operator/Chief |
| DEMOGRAPHICS | <ul style="list-style-type: none"> • Male or Female • Age Group: 25-50 • Business Owner: \$1-\$25M sales • S Corp or LLC • First time and repeat business owner | <ul style="list-style-type: none"> • Male or Female • Age Group: 25-50 • Business Owner: \$1-\$25M sales • S Corp or LLC • First time and repeat business owner | <ul style="list-style-type: none"> • Male or Female • Age Group: 25-50 • Family owned business • Focused on day-to-day business not in order • Seeking an assessment of current decisions |
| PC ACCESSIBILITY/PROFICIENCY | <ul style="list-style-type: none"> • No significant impairment • Typical business computer user | <ul style="list-style-type: none"> • No significant impairment • Typical business computer user | <ul style="list-style-type: none"> • No significant impairment • Very little free time |
| GENERAL GOALS | <ul style="list-style-type: none"> • Find trust and confidence in a professional service • Affirmation of their business decision • Increase sales, decrease expenses | <ul style="list-style-type: none"> • Assessment of the business • Increase value | <ul style="list-style-type: none"> • Receive a sincere sense of understanding and empathy • Growth or EOI—either complexity or to a new venue • Increase cash flow |
| WEBSITE GOALS | <ul style="list-style-type: none"> • Priority 1: Increase sales • Priority 2: Name recognition • Priority 3: Promotions | <ul style="list-style-type: none"> • Priority 1: Increase profitability | <ul style="list-style-type: none"> • Priority 1: Increase sales • Priority 2: Name recognition • Priority 3: Promotions |

UBG's Marketing Optimization Tools

UBG utilizes its own proprietary software tools in its Marketing Optimization services including:

- Competitive Analysis App
- Customer Profile Documents
- Customer "Wants" Matrix™
- Segment Planning Wheel™



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Website Optimization

Who This Is For:

- Small organizations without sufficient Web know-how
- Larger businesses in need of additional Web resources

I. Performance Testing

Websites that are slow or tend to crash result in lost customers and opportunity. UBG provides Website Performance Testing and Recommendations to determine and resolve Website limitations before problems plague your business.

II. SEO Strategy

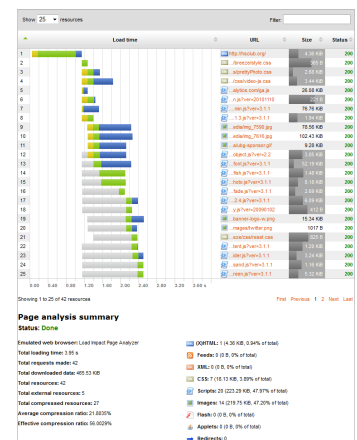
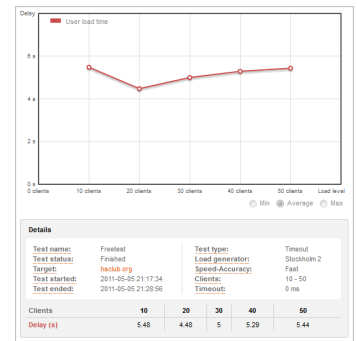
UBG can provide your business with an integrated and results-driven strategy for search engine optimization. This includes reliable, effective, and legitimate techniques for optimal site structure, page creation, link building, and keyword selection.

III. Site Analysis

Can your Website attract and retain desired audiences? Is it able to convert visits into sales? Does it create value for your business? UBG's Site Analysis will evaluate your business's Website to reveal areas needing modification as well as identify gaps in content or functionality.

IV. Content Planning

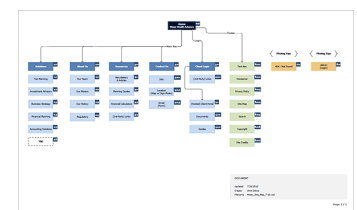
Web content is now viewed as a key indicator of what your business can do for people. A productive and sustainable relationship with your target audiences relies on a properly organized plan showing precisely what type of content needs to be created, on what schedule, and by whom.



UBG's Website Optimization Tools

UBG utilizes a mix of enterprise class and proprietary software tools in its Website Optimization services including:

- Load and Stress Testing
- Keyword Research
- Site Analysis and Mapping
- Content Inventory



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Optimized Website Starter

Who This Is For:

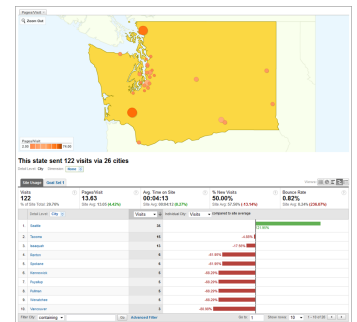
- Small businesses lacking in-house Web expertise
- Independent professionals in need of additional resources

I. Complete Website

UBG will provide you with a fully optimized and performance tested Website featuring a clean design, custom graphics, and intuitive navigation. You also get your own easy-to-use content management system so you can update Website text, images or video at any time.

II. Web Hosting

High-performance hosting is essential for an optimized Website. Our Starter Package makes no compromises and includes one full year of top quality Web hosting. UBG gives you peace of mind knowing that your Website is being properly monitored and managed.

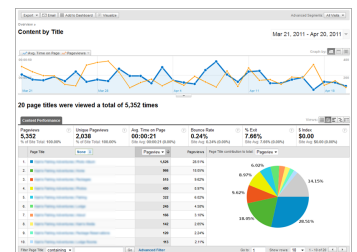


III. Web Analytics

The Starter Package includes complete setup of Google Analytics for your Website. With the power of Web Analytics, you can clearly understand what Website content your visitors are interested in, where they came from, and how they found you.

IV. Domain Management

We also take care of the initial registration of your domain name (e.g. “mysite.com”) and pay your first year’s fee. UBG also helps find a SEO-friendly name benefitting your brand. Already have a domain name? We will update the records and renew it for one year.



The Starter Package includes all of the above, plus:

- Optimized WordPress CMS
- Homepage w/ jQuery Slider
- Contact Page w/ PHP Form
- 8 Pages for Your Content

We can also provide these additional services:

- Logo Design
- Copywriting / Editing
- PDF Brochure Design
- Web Video Creation / Editing



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UBG provides services in four packages including an Optimization Bundle combining Marketing and Website Optimization. We provide custom quotes for any Web Content Development or Web Design Services — please contact us with your request.

| UBG OPTIMIZATION PACKAGES ¹ | | | | |
|--|----------------|----------------|----------------|----------------|
| | MARKETING | BUNDLE | WEBSITE | STARTER |
| Competitive Analysis | X | X | | |
| Customer Profiles | X | X | | |
| Market Segmentation | X | X | | |
| Social Media Strategy | X | X | | |
| Performance Testing | | X | X | |
| SEO Strategy | | X | X | |
| Site Analysis | | X | X | |
| Content Planning | | X | X | |
| Complete Website | | | | X |
| Web Hosting | | | | X |
| Web Analytics | | | | X |
| Domain Management | | | | X |
| Cost | \$3,000 | \$4,800 | \$3,000 | \$3,750 |

Effective May 18, 2011.

¹Packages are subject to change at any time.

Sample Deliverable: Competitive Analysis

- Provided to a software company planning to develop a new niche product.
- Features category-specific review of 5 competing products with ratings, scores and percentile rankings.

Highlighted Client Benefit:

Company was able to identify specific qualities of the strongest competitor (i.e., WebEx; during meetings) as well as areas of greatest opportunity (i.e., post-meetings).

| Ratings X None ○ Poor ◐ Fair ● Good | Products | Adobe Connect Pro | Adobe ConnectNow Premium Plus (part of acrobat.com) | Cisco WebEx Meeting Center | Citrix GoToMeeting | Dimdim Pro |
|--|----------|---------------------------------------|---|----------------------------|--------------------|----------------------------------|
| | | Pricing | | | | |
| Options | | \$55/Mo, \$540/Yr, or \$0.32/Min/User | \$39/Mo, \$390/Yr | \$49/Mo, \$468/Yr | \$49/Mo, \$468/Yr | \$25/Mo, \$228/Yr |
| Maximum Users | | 600 | 20 | 25 | 15 | 50 |
| App Setup | | | | | | |
| Web Browser Support | | ● | ● | ● | ● | ● |
| Browser Plugin Requirement | | Flash 8+; Screen share add-in | Flash 10+; Screen share add-in | Java | Java | Proprietary (for screen sharing) |
| Ease of Initial Use | | ◐ | ● | ● | ● | ● |
| Customizable (Branding) | | ● | X | ○ | X | ◐ |
| Reconfigurable | | ● | ● | ◐ | ○ | ◐ |
| Outlook Integration | | ○ | ◐ | ● | ● | ◐ |
| Security | | ● | ◐ | ● | ● | ● |
| Support/Help | | ● | ● | ● | ● | ● |
| Category Score (Out of 21) | | 18 | 16 | 18 | 16 | 18 |
| Pre-Meeting | | | | | | |
| Scheduling Meetings | | ◐ | X | ● | ● | ● |
| Inviting Participants | | ● | ◐ | ● | ● | ● |
| Document Upload | | ○ | ● | ● | X | X |
| Meeting Reminders | | X | X | ◐ | X | ◐ |
| Category Score (Out of 12) | | 6 | 5 | 11 | 6 | 8 |
| Content Integration | | | | | | |
| Ad Hoc Documents | | ● | ● | ● | X | ○ |
| Live Video/Webcam | | ○ | ● | ● | X | ○ |
| Mobile Devices | | X | ○ | ● | ○ | X |
| Whiteboarding/Drawing | | ● | ● | ● | ◐ | ◐ |
| Chat | | ● | ● | ● | ● | ◐ |
| Social Networking | | X | X | ○ | X | ● |
| Category Score (Out of 18) | | 10 | 13 | 16 | 6 | 9 |
| Meeting Management | | | | | | |
| Document/Desktop Sharing | | ● | ● | ● | ● | ◐ |
| Attendee Status | | ● | ◐ | ◐ | ○ | ● |
| Presenter Reassignment | | ○ | ● | ● | ● | ● |
| Breakout Sessions | | ● | X | X | X | X |
| Polls / Surveys | | ◐ | X | ● | X | ○ |
| Recording Creation | | ● | X | ● | ● | ● |
| Category Score (Out of 18) | | 15 | 8 | 14 | 10 | 12 |
| Post-Meeting | | | | | | |
| Recording Edit & Use | | ● | X | ● | ● | ● |
| Meeting Minutes | | X | X | ○ | ○ | ○ |
| Analysis Tools | | ◐ | X | ● | ○ | ◐ |
| Category Score (Out of 9) | | 5 | 0 | 7 | 5 | 6 |
| Totals | | | | | | |
| Score (Out of 78) | | 54 | 42 | 66 | 43 | 53 |
| Percentile | | 69% | 54% | 85% | 55% | 68% |




Sample Deliverable: Customer Profiles, Page 1

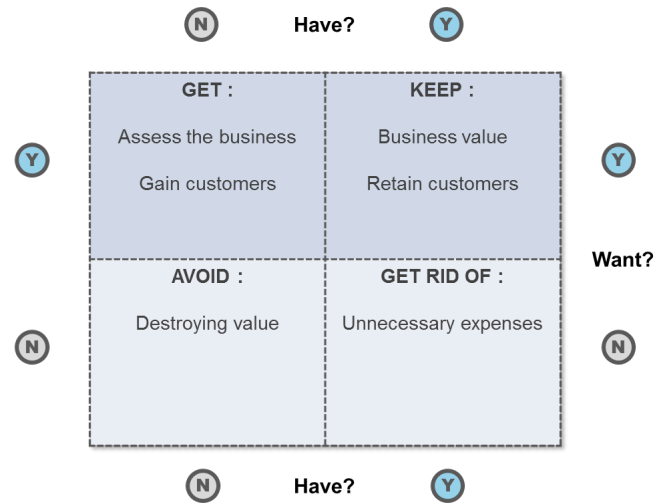
- Provided to a CPA firm with plans to extensively redesign their company's public Website.
- Page 1 of a multipage document.

Highlighted Client Benefit:

Firm realized the services and messaging they provided needed to better correlate to targeted audiences (i.e., Desired Prospects).

Moser | Website Customer Profiles – 11/2010

| | Primary | | |
|--|---|---|--|
| |  |  |  |
| USER TYPE | Business User | Retirement Client | Desired Prospect |
| DEMOGRAPHICS | <ul style="list-style-type: none"> • Male or Female • Age Group: 25-50 • Business Owner: <ul style="list-style-type: none"> - \$50k-\$50M sales - S Corp or LLC - First time and repeat business owner • <u>Or</u> an accountant • 1040 Client | <ul style="list-style-type: none"> • Male or Female • Age Group: <ol style="list-style-type: none"> 1. 50-60+ 2. 30-40 (early wealth) • 1040 Client | <ul style="list-style-type: none"> • Male or Female • Age Group: 25-50 • High income • Family owned business • Detail oriented; finances in order • Seeking an assessment of current decisions • 1040 Client |
| PC ACCESSIBILITY, PROFICIENCY | <ul style="list-style-type: none"> • No significant impairment • Typical business computer user | <ul style="list-style-type: none"> • Possible vision impairment, requiring larger screen fonts • Age Group 1 can browse the Web and email but generally not PC savvy • Age Group 2 is a typical business computer user | <ul style="list-style-type: none"> • No significant impairment • Typical business computer user |
| GENERAL GOALS | <ul style="list-style-type: none"> • Receive a sincere sense of understanding and empathy • Find trust and confidence in a professional service | (same) | (same) |
| WEBSITE GOALS | <ul style="list-style-type: none"> • Priority 1: <ul style="list-style-type: none"> - Easily access solutions - Get questions answered • Priority 2: <ul style="list-style-type: none"> - Use Website portal | <ul style="list-style-type: none"> • Priority 1: <ul style="list-style-type: none"> - Seek expertise • Priority 2: <ul style="list-style-type: none"> - Communicate with a professional | <ul style="list-style-type: none"> • Priority 1: <ul style="list-style-type: none"> - Confidence building - Stress reduction • Priority 2: <ul style="list-style-type: none"> - Communicate with a professional |
| FAMILIARITY WITH SUBJECT MATTER | Low-High | Low-Medium | Low-Medium |
| EMOTIONAL-COGNITIVE BALANCE | 50-50 | 50-50 | 50-50 |
| URGENCY | High | Low | Low |



Sample Deliverable: Market Segmentation

- Provided to an upscale restaurant wanting to improve their marketing strategy.
- Includes UBG tools used in the market segmentation process.
- Not shown are specific recommendations of marketing initiatives and related content.

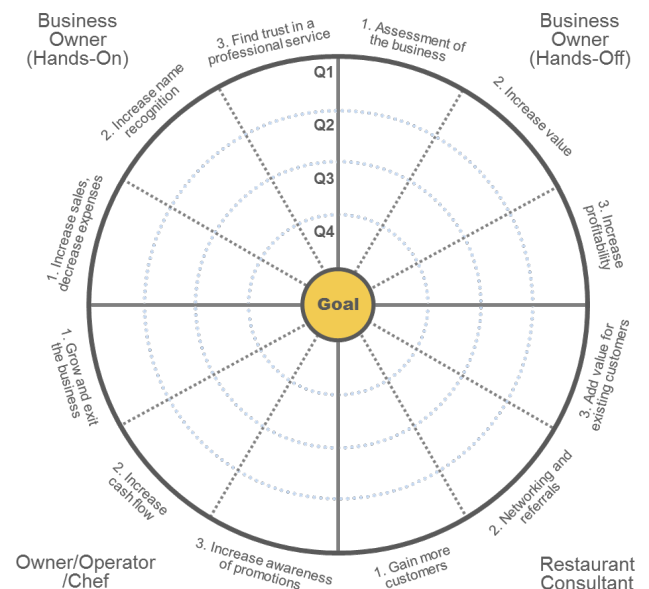
Highlighted Client Benefit:

Restaurant was able to prioritize the “wants” of their customers, identify specific segments to target, and define which marketing initiatives to pursue.

Profile B

Top 3 Customer “Wants” Per Profile

| | |
|-----------|---|
| Profile A | 1. Increase sales, decrease expenses |
| | 2. Increase name recognition |
| | 3. Find trust in a professional service |
| Profile B | 1. Assessment of the business |
| | 2. Increase value |
| | 3. Increase profitability |
| Profile C | 1. Grow and exit the business |
| | 2. Increase cash flow |
| | 3. Increase awareness of promotions |
| Profile D | 1. Gain more customers |
| | 2. Networking and referrals |
| | 3. Add value for existing customers |

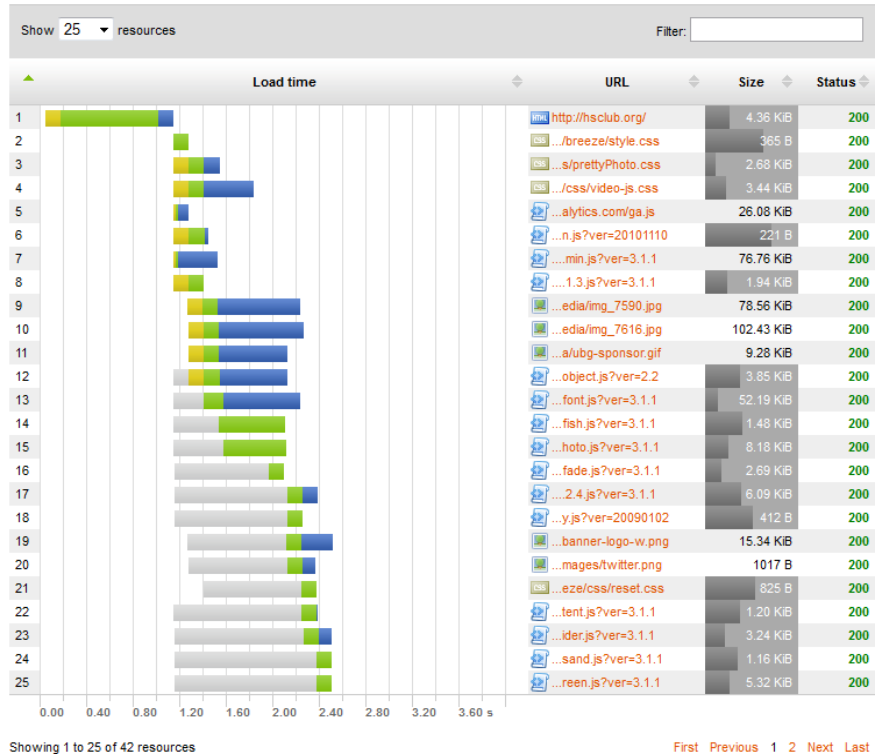


Sample Deliverable: Performance Testing

- Provided to a nonprofit organization to test its Website in anticipation of high traffic load.
- Testing was combined with specific recommendations for optimizing site assets including graphics, HTML, and scripts.

Highlighted Client Benefit:

The nonprofit identified and resolved performance issues (e.g., large image and script files) and tested load capacity before the onset of any potential problems (e.g., server down-time).



Page analysis summary

Status: Done

Emulated web browser: Load Impact Page Analyzer
 Total loading time: 3.95 s
 Total requests made: 42
 Total downloaded data: 465.53 KIB
 Total resources: 42
 Total external resources: 5
 Total compressed resources: 27
 Average compression ratio: 21.8035%
 Effective compression ratio: 56.0029%

(X)HTML: 1 (4.36 KIB, 0.94% of total)
 Feeds: 0 (0 B, 0% of total)
 XML: 0 (0 B, 0% of total)
 CSS: 7 (18.13 KIB, 3.89% of total)
 Scripts: 20 (223.29 KIB, 47.97% of total)
 Images: 14 (219.75 KIB, 47.20% of total)
 Flash: 0 (0 B, 0% of total)
 Applets: 0 (0 B, 0% of total)
 Redirects: 0

Sample Deliverable: Content Inventory

- Provided to manage the content for a Website requiring extensive amounts of new content.
- Was used in combination with a site structure map and implementation timeline.

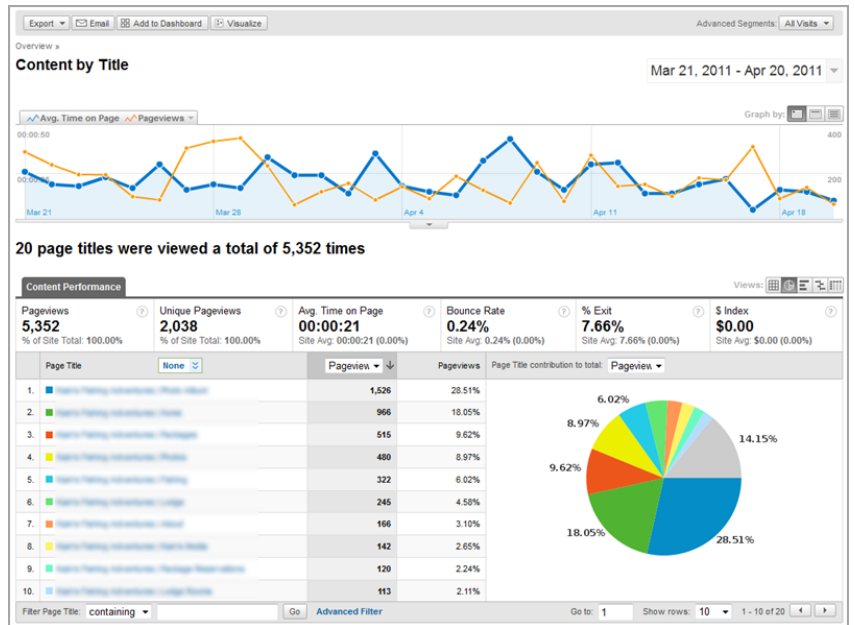
Highlighted Client Benefit:

Website owner was able to schedule all necessary resources to finish project on-time and within budget while providing valued content to audiences at the site's relaunch.

| Inventory | | | Metadata | | | | Owner | | | | Comments | |
|-----------|------------------------|--------------------------|----------|-------------------|--------------|------------------------|--------------------|------------|-----------------|----------------------|----------------|---|
| ID | Page Name | File / Location | Secure | File Type | Images Req'd | Content Type | User Type | Copy | | Design / Development | | |
| | | | | | | | | Initial | Maintenance | Initial | | Maintenance |
| 0.0 | Homepage | index.php | | Text, Image | 4 to 6 | Marketing | All Users | MarketFitz | Moser | Synergy | Synergy, Moser | Moser may do minor design maintenance |
| 1.0 | Solutions | solutions.php | | Text, Image | 1 or 2 | Marketing | All Users | MarketFitz | Moser | Synergy | Synergy | |
| 1.1 | Tax Planning | tax_planning.php | | Text, Image | 0 or 1 | Marketing | All Users | MarketFitz | Moser | Synergy | Synergy | |
| 1.2 | Investment Advisory | investment_advisory.php | | Text, Image | 0 or 1 | Marketing | All Users | MarketFitz | Moser | Synergy | Synergy | |
| 1.3 | Business Strategy | business_strategy.php | | Text, Image | 0 or 1 | Marketing | Business, Prospect | MarketFitz | Moser | Synergy | Synergy | |
| 1.4 | Financial Planning | financial_planning.php | | Text, Image | 0 or 1 | Marketing | All Users | MarketFitz | Moser | Synergy | Synergy | |
| 1.5 | Accounting Solutions | accounting_solutions.php | | Text, Image | 0 or 1 | Marketing | Business, Prospect | MarketFitz | Moser | Synergy | Synergy | |
| 1.6 | (TBD) | (TBD) | | | | | | MarketFitz | Moser | Synergy | Synergy | Page(s) to be added per need |
| 2.0 | About Us | about.php | | Text, Image | 0 to 2 | Marketing | All Users | MarketFitz | Moser | Synergy | Synergy, Moser | Moser may do minor design maintenance |
| 2.1 | Our Team | team.php | | Text, Image | 0 | Marketing | All Users | MarketFitz | Moser | Synergy | Synergy, Moser | Moser may do minor design or copy maintenance |
| 2.2 | Our Mission | mission.php | | Text, Image | 0 or 1 | Marketing | All Users | MarketFitz | Moser | Synergy | Synergy | |
| 2.3 | Our History | history.php | | Text, Image | 0 or 1 | Marketing | All Users | MarketFitz | Moser | Synergy | Synergy | |
| 2.4 | Regulatory | regulatory.php | | Text, Image | 0 or 1 | Marketing | All Users | MarketFitz | Moser | Synergy | Synergy | |
| 3.0 | Resources | resources.php | | Text, Image | 1 or 2 | Marketing | All Users | Web Host | Web Host | Synergy | Synergy | |
| 3.1 | Newsletters & Articles | newsletter.php | | Text, Image | 0 or 1 | Marketing, Technical | All Users | Web Host | Web Host, Moser | Synergy | Synergy | Moser may do copy maintenance |
| 3.2 | Planning Guides | guides.php | | Text, Image | 0 or 1 | Technical | All Users | Web Host | Web Host | Synergy | Synergy | |
| 3.3 | Financial Calculators | calculators.php | | Text, Image, App. | 0 or 1 | Technical, Application | All Users | Web Host | Web Host | Synergy | Synergy | Synergy, Moser may ADD tools |
| 3.4 | (3rd Party) Links | links.php | | Text | 0 or 1 | Marketing | All Users | (TBD) | (TBD) | Synergy | Synergy | |
| 4.0 | (Contact Us) | contact.php | | Text, Image | 1 or 2 | Marketing | All Users | MarketFitz | Moser | Synergy | Synergy | |
| 4.0.1 | Info | contact.php | | Text | 0 or 1 | Marketing | All Users | MarketFitz | Moser | Synergy | Synergy | |
| 4.0.2 | Location | contact.php | | Text, Image | 0 or 1 | Marketing | All Users | MarketFitz | Moser | Synergy | Synergy | Includes map and photo of sign |
| 4.0.3 | Email | contact.php | | Text (Form) | 0 or 1 | Marketing | All Users | Synergy | Synergy | Synergy | Synergy | |
| 5.0 | Client Login | login.php | | Text | 1 | Login | All Users | Web Host | Web Host | Synergy | Synergy | |
| 5.0.1 | (3rd-Party) Links | login.php | | Text | 0 | Marketing | All Users | Web Host | Web Host | Synergy | Synergy | |
| 5.1 | (Hosted) Client Portal | (TBD) | x | Text, File | 0 | Technical, Application | All Users | Web Host | Web Host | Synergy | Synergy | |
| 5.1.1 | Documents | (TBD) | x | Text, File | 0 | Technical, Application | All Users | Web Host | Web Host | Synergy | Synergy | |
| 5.1.2 | Guides | (TBD) | x | Text, File | 0 | Technical, Application | All Users | Web Host | Web Host | Synergy | Synergy | |
| | (Footer) | | | | | | | | | | | |
| 6.0.1 | Text Nav | (All Public Pages) | | Text | 0 | Navigation | All Users | Synergy | Synergy | Synergy | Synergy | Includes Contact link |
| 6.0.2 | Disclaimer | (All Public Pages) | | Text | 0 | Legal | All Users | (TBD) | (TBD) | Synergy | Synergy | Legal document needed |
| 6.0.3 | Privacy Policy | (All Public Pages) | | Text | 0 | Legal | All Users | (TBD) | (TBD) | Synergy | Synergy | Legal document needed |
| 6.0.4 | Site Map | (All Public Pages) | | Text | 0 | Navigation | All Users | Synergy | Synergy | Synergy | Synergy | |
| 6.0.5 | Search | (All Public Pages) | | Text | 0 | Navigation | All Users | Synergy | Synergy | Synergy | Synergy | |
| 6.0.6 | Copyright | (All Public Pages) | | Text | 0 | Navigation | All Users | Synergy | Synergy | Synergy | Synergy | |
| 6.0.7 | Site Credits | (All Public Pages) | | Text | 0 | Navigation | All Users | Synergy | Synergy | Synergy | Synergy | |
| 7.0 | 404-Not Found | (TBD) | | Text, Image | 0 | Administrative | All Users | Synergy | Synergy | Synergy | Synergy | |
| 8.0 | Admin | (TBD) | x | Text (Login) | 0 | Administrative | Internal Users | Synergy | Synergy | Synergy | Synergy | |

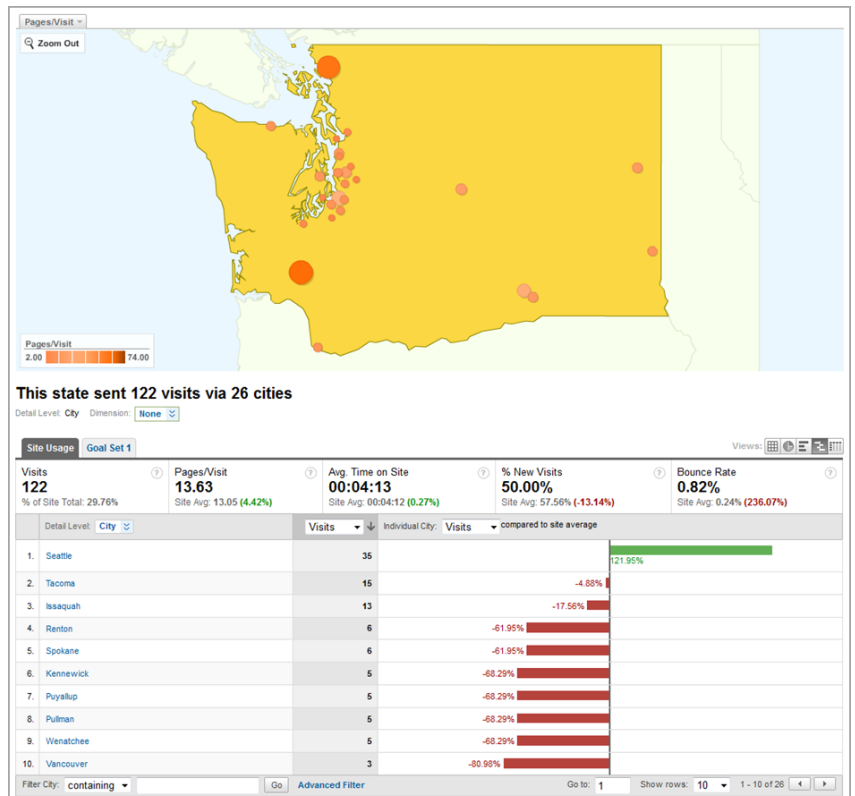
Sample Deliverable: Web Analytics Setup

- Performed for a leisure sports business wanting to measure the effectiveness of various service offerings to audiences.
- Coincided with the launch of their newly updated Website.



Highlighted Client Benefit:

Helped the business identify new opportunities in Washington State based on the level of interest in special offers within specific timeframes.

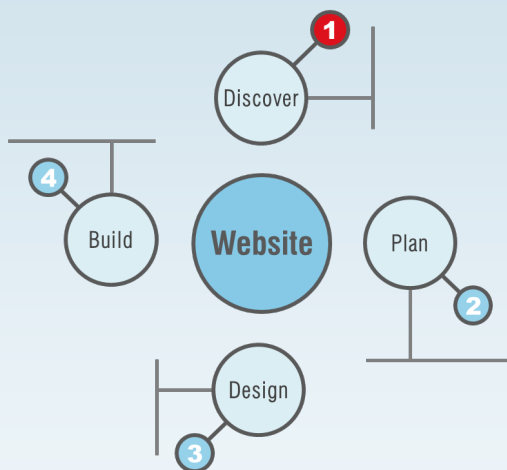


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About UBG



UBG provides consulting and training services focused on an integrated, performance-based approach to optimizing the marketing and Website needs of small and medium sized businesses.

We utilize a system based on key performance indicators (KPIs) that can be use to measure and monitor business process improvement.