



**Complete Swine  
Informational Website**

**2012  
Media Kit**

## **Internet Technology Development Services**

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### **Website Development and Design:**

Swineweb.com Professional Services offers website design and development/programming services. Utilizing a powerful back-end website management framework, we've rethought how content editors, developers, and designers should build and manage websites.

### **Website Development Overview:**

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- Sales focused, interactive, and dynamic web design
- Flash design development, Graphics, logos and photo editing
- Simple, intuitive, and user-friendly
- Includes full blog capabilities, Scalable from 1 page to a million
- Standards compliant. Fully XHTML compliant
- Template freedom. No restrictions on the look and feel of your site
- Cross platform. (Windows/Linux/Mac) and easy to install (PHP based)
- Supported. Professionally backed by our development team
- Search engine submission, online forms, code development
- Customized product web stores
- Website service plans for continuous technical/web maintenance

### **Website Hosting:**

Swineweb.com Professional Services provides fast, reliable web hosting solutions for small, medium and large scale corporations. Dependability, excellent customer service, innovative products and services is what stands us out from the competition.

- General Hosting Plan: **\$250 Yearly** 10 GB Space Unlimited Bandwidth 50 Email Accounts
- Deluxe Hosting Plan: **\$500.00 Yearly** 150GB Space Unlimited Bandwidth 100 Email Accounts

### **Search Engine Optimization:**

Save hours every day with an SEO toolset designed specifically for your website and your business.

### **Targeted SEO Package:**

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- Overall SEO score and commentary
- Competitive site audit
- Home Page speed comparison
- Google® Page Rank comparison over time
- Pages indexed in each search engine
- Deep link ratio
- Inbound link quantity comparison
- Rate of link growth
- Keyword research and competition
- On-Site SEO advice and SEO monitoring

## **Public Relations and Marketing Services**

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### **Web Tracking and Statistics Management Consulting Reports:**

Swineweb.com Professional Services will monitor and manage statistic tracking initiatives and provide detailed reports that track: archived daily web traffic, percentage increases, cost per click analysis, country data, length of visit of website, plus much more:

- How many people visited your site, keywords used, and how often they come back
- Pages which are looked at and pages which are not looked at
- What percentage of your visitors turn into customers

### **Custom Corporate Newsletter Creation:**

Swineweb.com Professional Services can create custom corporate newsletters for your business. Detailed design for e-targeting direct to your customer through focused newsletter content development, as well as project management and coordination. Swineweb.com can provide rental of the Swineweb.com e-list each time (8500 subscribers).

### **Social Media Management and Creation:**

Swineweb.com Professional Services would create, maintain, manage and build social networking accounts. This is an opportunity to promote positive messages and engage viewers regarding key products and information about your company to a targeted audience.

- Swineweb.com Professional Services would create and manage **Facebook** and **Twitter** accounts
- Provide content, increase followers, publish company information, and drive additional traffic to your website as well as set goals and objections for social media outcomes

### **Public Relations and Corporate Communications:**

- Target public relations programs to help you generate leads and sell your product/services
- Send your news release to over 4000 leading editors, broadcasters and online writers who report on the **Agriculture Industry**
- Editorial and journalism services (successful article placement, feature story writing, news releases, newsletters. News releases can be written and distributed to newspaper and media outlets)

### **Targeted Agriculture Demographic Rentals:**

- Database enhancement and management | E-Newsletter database services, targeted list rentals
- Email lists rentals: Target city, job title, and consumers/business. **Over 20,000 emails available**

### **Marketing and Business Consulting:**

- Developing new markets and sales promotion opportunities for your existing products
- Brand positioning, market research, marketing and business plan development
- Media and advertising planning/consultation with full graphic design services available