

# DESIGN, DEVELOPMENT, HOSTING, SEO & ADVERTISING FOR **YOUR** INTERNET

*Shift Your Business into **High Gear**,  
with an **Online Facelift**.*

9449 Briar Forest Drive  
Unit 5707  
Houston, TX 77063

Toll Free: 888.295.3866  
Houston: 832.476.0943  
Fax: 832.519.1674



# The *ThrottleWeb* Difference.

The people make the difference. In this vast ocean of technology and techno-development, there are many who possess the skills required to address your immediate needs, but in the long run, it takes pride, commitment and product ownership to drive a project to a successful deployment. ThrottleWeb does not send you a warm body with a resume to manage. We manage your project internally to ensure that it is produced flawlessly, on time and on budget. ThrottleWeb is determined to secure your future business with outstanding work and excellent service. We look to build your trust into a long-term relationship, where our people take care of your people. Hire our team and see what a difference people can make.

Operating under JLM Systems, Inc. ThrottleWeb is a boutique, results-oriented, full-service technology company specializing in a multi-dimensional process aimed to develop leading edge online solutions. We enable our clients to leverage brand power via the Internet and other interactive technologies to generate the highest possible return on investment. The company offers affordable technology, building and maintaining completely custom and dynamic websites and systems. ThrottleWeb also provides marketing services and hosting for a variety of companies, small and large.

ThrottleWeb offers affordable, dependable, robust dedicated servers for every business need. We provide colocation and scalable load-balancing solutions that will grow with your business needs. Put our 10 years of web hosting experience to work for your business.

ThrottleWeb looks forward to the opportunity to provide services to your company. We keep a strict project control to ensure that adherence to all deadlines and site integrity are maintained over the course of the project. Once completed, we remain devoted to fulfilling all client requests on a timely basis.

## *Our People Make the Difference.*

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We appreciate you taking the time to review this brochure and would be happy to answer any additional questions you might have about the company, and other work we have produced.

### **ThrottleWeb Contact Information**

ThrottleWeb.com  
ICO: JLM Systems, Inc  
9449 Briar Forest Drive  
Unit 5707  
Houston, TX 77063  
832-476-0943

www.ThrottleWeb.com  
sales@ThrottleWeb.com

Primary Contact:  
James Marcey  
jm@ThrottleWeb.com



# ThrottleWeb Products.

## Turnkey Website Systems:

ThrottleWeb's turnkey business sites are custom built to order with a series of predefined modules and systems, designed to be up and running in a relatively short period of time. Many sites can be running in less than a week. More complicated sites may take a bit longer and require some third party interaction, such as financial and security systems to do online credit card collection.

## Shopping Cart System:

ThrottleWeb's E-Z Cart is designed to make e-commerce an easy addition to any established website. Just install, load your items and begin to sell. E-Z Cart comes complete with a full backend system that allows easy administration for items, customers and orders.

- EZ to use on Windows or Linux.\*
- Integrates to any HTML or PHP template.
- No third party software required.\*
- Includes Web based administration.
- Works with most payment processing gateways.
- UPS Shipping Tools supported.\*\*
- FREE 10 day setup assistance.
- 24 Hour-a-day email support.

\*Requires PHP installed

\*\*Requires UPS account

## Content Management System:

Once installed, this is a simple to use no programmers required, web based content management system. Add new pages and create new modules quickly and easily on the fly. This system can be modified for the specific needs of any type of site, such as e-commerce or membership based to make content management a breeze.

***Our Intuitive Product Line Saves You Time and Money.***

## Web Servers:

Rest assured, whether shared, virtual or dedicated, your server is secure and located in a secure, private data center in Green Bay, Wisconsin, where top of the line equipment is used, from the core to the outer fringes of the network. ThrottleWeb also offers something even more unique in the web hosting industry. FREE annual hardware upgrades!

Each dedicated server in our datacenter enjoys secure VLAN segments, free web-based DNS management and clear, helpful support and the stability of our own, private datacenter with a level 3 staff to respond to any issues directly at any layer including the software, hardware and network layers.

## Site Templates:

Do you need a web presence? Purchase one of our fashionable website templates, and in just a couple of hours, have the site up and running with your brand and content. ThrottleWeb also provides installation services for people that do not have the technical knowledge of Flash, Swish or HTML, which is required for many template systems.

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# What *ThrottleWeb* Will Do For You.

## **Design and Development:**

Our number one process goal is to work with our clients to establish a clear line of thought, project scope and the desired outcome. We then define our optimal target audience, project requirements, budget and timeline, which ultimately help develop the look, feel and functionality.

We are software interface and functionality specialist, focusing on all aspects of Internet and Software development. We feel that our task is to create software and websites that enhance your company's efficiency, while maintaining brand integrity and strategic vision.

## **Server Management:**

Many of our hosting plans, some by default, come with some degree of server management. This means that in many cases, we maintain your server software, add and remove email addresses, set up FTP servers if needed and so on.

There is also the option of a Virtual Dedicated Server (VDS). Our VDS (virtualized dedicated server) is a unique to the industry platform providing killer flexibility to resell VPSes if you chose, while enjoying a managed server like our Linux VPSes. But, this is a private, dedicated server for only you and your clients. You can even consolidate some of your other remote servers into this VDS without compromising performance. Feel free to contact our staff if you have any questions concerning server management and the fees, if any, that are involved.

## **Online Marketing:**

Companies benefit from a comprehensive Internet marketing campaign. To insure success, we help you to define your online goals, plan, monitor and optimize your campaign for the highest ROI possible. We use an integrated approach, which can include keyword marketing, behavioral targeting, rich

media, banners, content sponsorships and eCRM (electronic Customer Relationship Management).

## **SEO:**

Our SEO technology allows us to optimize every web page within your site to ensure optimal indexing and listing in all leading search engines. Through the strategic placement of keywords, website structure, link building and web page submissions, we will ensure that you have the greatest opportunity to achieve high listings in unpaid search results.

## **Print:**

As with our web design process, our number one goal is to work with the client to establish a clear definition of the project scope and the desired outcome for printed pieces.

## **Web Hosting:**

ThrottleWeb offers several types of fast and reliable web hosting. Servers are setup for dedicated, virtual or shared hosting, and all can be purchased with the features listed below.

- T-3 hosting on Linux or Windows Platforms.
- 99% Uptime guarantee.
- Individual and Corporate accounts.
- IP based SSL sites available.
- 3.0+GHz Servers.
- UPS Power Backup.
- Daily data backups available.
- Turnkey Business Sites available.
- 24 Hour a day message and email support.
- 30 Day money back guarantee.\*

***Affordable, Exceptional and Reliable, ThrottleWeb will come through for You.***

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# *ThrottleWeb* SEO Explained.

## ***What You Should Get for Your Money***

*Can we get your website a top ranking on the major search engines?* In most cases yes, but not always. It depends upon how competitive your profession is on the Internet. For example, specialty surgeons with limited competition with websites in the area, a top ranking should be easy. You are only competing with a few sites, and your competition is probably not optimized. This would also apply to any merchant in a small town where there is very little competition.

In contrast, if you are a hospital in a major metro area, where all of your competitors will have optimized websites, top ranking is more difficult and time consuming. A top ranking hospital will require a larger budget and frequent updates to keep the high rank once obtained.

National or Global listings are the most difficult, because they are not location based and require, not only SEO work on your site, but additional advertising, registrations, publishing, blogs and other marketing around the Internet. If your product is books, you expect to compete against the Amazons and Barnes and Nobles of the world, you should expect to spend advertising dollars as they do to stay on top of the heap.

A national or global listing only has value if you can sell your product long distance. A hair salon, nightclub or real estate agent in Dallas or Houston does not need to be listed first in Miami or London, but a Dallas or Houston art gallery may wish to be, since art is unique and can be shipped.

Phone book listings and paid ads (clearly marked as “sponsored listings”) are not search results, even though they are often displayed above or beside search results. Some SEO firms may buy you a “sponsored listing” at the top of the page.

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That is Pay Per Click (PPC) or Keyword Bid advertising, such as Google AdWords, not search engine optimization.

We work to improve what the search industry calls “organic” search results, which means the actual search results produced by each search engine’s algorithm. These are the real results. Fees are derived based on time and can be between \$1,000 and \$100,000 per website for the initial optimization and recommendations. Smaller local merchants can expect to pay between \$1000 and \$2000, while e-commerce sites should be prepared to pay \$5000 and up. Once the site has been optimized, you will need to maintain and update that optimization on a monthly basis, or you will lose the ranking.

For very competitive keywords, and case where the competition has invested in search engine optimization, it may require more than just text and keyword optimization on the website. Other SEO strategies include link building, directory submissions, article writing and submissions and press release campaigns as previously mentioned.

Search Engine Optimizing is very time consuming and once complete can take upward of 90 days to begin seeing the fruits of the labor. If you want instant results, the alternative is Internet advertising. Call us for a specific quote for your website. We will look at your website, and your competition, to determine your specific needs.



# *ThrottleWeb* Accomplishments.

*ThrottleWeb past and present successes.*

Kelly Riedel, CEO  
University General Hospital  
kriedel@ughospital.com  
713-375-7100

Diron Blackburn, EVP, COO  
The Sybaris Group, Inc  
dblackburn@sybarisgroup.com  
281-768-6070

*"The Throttleweb Team is creative both from an artistic development standpoint as well as from a business development standpoint. Their fresh ideas and perspective on issues contribute positively to the strategic marketing function. I found them to be great team-players and dedicated contributors to advancing the brand and mission of our organization."*

*Laura Comer, VP, PR  
and Managed Care  
University General Hospital  
Systems, LLP*

Laura Comer, VP Public Relations and Managed Care  
University General Hospital Systems, Inc  
lcomer@uhsys.net  
281-768-6015

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# CREDIT APPLICATION\*

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Company Name: \_\_\_\_\_

Year Established: \_\_\_\_\_

Monthly Credit Anticipated: \$ \_\_\_\_\_

Business Type: \_\_\_ Proprietorship \_\_\_ LLC \_\_\_ Corporation

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

President: \_\_\_\_\_

Vice President: \_\_\_\_\_

Authorized to Sign Contracts: \_\_\_\_\_

Authorized to Purchase: \_\_\_\_\_

Sales Tax Exempt Number: \_\_\_\_\_

Are Purchase orders Required: \_\_\_ Yes \_\_\_ No

Bank: \_\_\_\_\_

Account Number: \_\_\_\_\_

Street: \_\_\_\_\_

P.O. Box: \_\_\_\_\_

City: \_\_\_\_\_

Officer: \_\_\_\_\_

State: \_\_\_\_\_

Telephone: \_\_\_\_\_

Zip: \_\_\_\_\_

## Credit References

1. Company Name: \_\_\_\_\_

3. Company Name: \_\_\_\_\_

Street: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

2. Company Name: \_\_\_\_\_

4. Company Name: \_\_\_\_\_

Street: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

I/We the below undersigned do acknowledge and accept JLM Systems, Inc/ThrottleWeb.com terms that all invoices are due and payable not more than ten (10) days from the date of invoice, unless otherwise agreed upon in writing and that interest may be charged on all past due, at the maximum rate allowed by law. It is expressly agreed that all obligations of the parties created herein are performable in Harris County, Texas. Further, all obligations sued upon as stated herein, shall have venue in Harris County, Texas. The applicant expressly represents that the goods and services purchased herein are not intended primarily for personal, family, household or agricultural use, unless otherwise designated in writing.

In the event of default and referral to an attorney or collection agency, I/we agree to pay all costs of collection including reasonable attorney fees.

Authorized Officer: \_\_\_\_\_

Date: \_\_\_\_\_

In consideration of credit being extended to the above named firm, I personally guarantee all indebtedness hereunder. I further agree that this guarantee is an absolute, completed and continuing one, and no notice of the indebtedness or an extension of credit already or hereafter contracted by or extended need be given. The terms may be rearranged, extended, and/or renewed without notice to me. That I will, within five (5) days from the date of notice that the account is past due, pay any past due amount.

(Signed Individually): \_\_\_\_\_

Date: \_\_\_\_\_

Salesperson: \_\_\_\_\_

Date: \_\_\_\_\_

Credit Approved: \_\_\_ Yes \_\_\_ No Limit: \$ \_\_\_\_\_

Terms: \_\_\_\_\_

\*Faxed copy to serve as original. Complete, sign, fax and mail original to:

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