

# How Does AVALON Solution Extend My Business Online?

## What We Do

Avalon Solution is a Web Services company dedicated to growing your Online jewelry business. We understand the jewelry business and what it takes for jewelers to be successful online. Towards this end, we offer end-to-end solutions customized to your needs.

### Our Web Services Include:

- Creating a web presence with your own Online store and extending your brand to the internet.
- Professionally developed website and promotional email marketing services.
- Online support to make shopping easier and convenient for your customers.
- All the tools you need to build a strong, prosperous business on the internet.

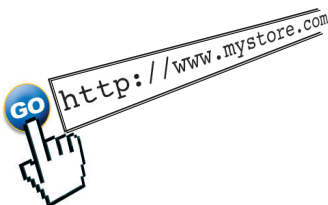
## Our Technology

Avalon Solution has partnered with GoDaddy - one of the world's largest Domain Name Providers and RackSpace - the Industry Leader in Web Hosting Services. We use the latest proven web technologies such as Microsoft .NET, Web Services, ASP, Java, Ajax, Macromedia Flash and Microsoft SQL Server as a robust back-end database to make your website come alive.

## Our Benefits

### The Benefits of our Web Services Include:

- Showcase your jewelry on the web for your customers to browse anytime and anyplace at their convenience. Let them print, email and save their selections to their personal Wish List and share with their family & friends.
- Lively and vivid Flash based ECatalog presentation of your ASHI Flyer, with browsing, zooming, emailing, printing and many more online features.
- Online Chat & Live Help support to make shopping easy and convenient for your customers.
- Let prospective customers view your store location, get driving directions, obtain your contact information, your store hours and read about your store's history and personalized services.
- Large database of jewelry products along with advanced product search capability enables your customers to find what they are looking for quickly and easily.
- Enable your Customers to create their own personal accounts so that you can collect their contact information online and use it for targeted email marketing and promotions.



## Our Benefits

- Links to your Designer Jewelry & Watch Brand Collections.
- Option to change product prices at any time for your promotional purposes.
- User friendly Admin section to customize your website, update your store information, special promotions, product pricing and customer emails.
- Your own personalized domain name emails hosted on Google Apps.

## Domain Registration

Choose a domain name to match your store name and we can book it for you along with your server space, helping you create your online brand instantly! Or we can help you transfer your existing domain name. Creating and registering the right domain name is one of the central elements in building your online presence.

## Web Hosting

### AVALON Solution Provides Three Web Hosting Solutions:

- **Basic Plan:** For retailers who already have a website, this plan gives them a link to a vivid Flash based ECatalog presentation of their ASHI Flyer Program.
- **Standard Plan:** For most retailers, this plan includes your own branded ECommerce Website, Jewelry Products, Flash ECatalogs, Wish List, Designer Jewelry & Watch Brand Collections, Live Help, Map Us, About Us, Choice of Website Templates, Personalized Emails on Google Apps and much more...
- **Advanced Plan:** Includes everything in the Standard Plan and is meant for aggressive web retailers and marketers.

## Value Added Services

### AVALON's Current Available Value Added Services include:

**Map Us:** Let prospective customers find your location and map directions to your store via MapQuest, Google Maps & Yahoo Maps.

**Live Help:** Let customers Chat or Call you from your website if they have any questions via Google Talk & Chat, Meebo and Google GrandCentral.

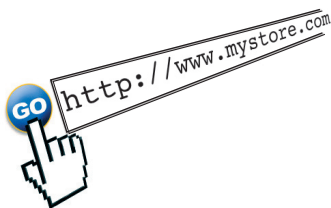
**Google Apps Email Accounts:** Personalized Email Ids with your own domain name to enhance your communication and brand image.

**Google Web Analytics:** Get daily detailed reports of the visitors to your website and their browsing history and preferences.

**Search Engine Optimization:** SEO - Help search engines search & crawl your website to improve search engine page ranking. We will place the critical html codes, meta data, keyword tags and sitemap to properly optimize your website.

**Search Engine Submission:** SES - Help improve your search engine page ranking. A critical service, as today most buyers first search for the products and retailers online before making a buying decision. A good search ranking ensures that your site will be noticed and most likely visited. We can submit your website to Google, Yahoo, MSN & Ask search engines via XML sitemap protocols.

**Advertising:** We will integrate your TV & Cable Commercials, News Paper & Magazine Print Ads, Billboards, Posters and other Marketing materials into your Website.



## Upcoming Features

### AVALON's Range of Web Services will soon include:

**Choice of Website Templates:** You will have the choice of different Website Templates & Flash Introductions & Color Themes to suit your brand and the image that you want to project.

**Search Engine Marketing:** SEM - Reach out and target your prospective customers with the proper keywords and internet marketing campaign. We will help you implement your search based marketing program on Google Adwords, Yahoo SM, and MSN AdCenter. Reach people actively looking for information about your products and services online.

**Local Map Submission:** Map your business to your geographical location and precisely target your local market and customers. We will help you to submit your store and website to local maps on Google Local Maps, MSN Live Local, Yahoo Local Search, CitySearch and InfoUSA.

**Promotional Email Marketing:** Emails designed to broadcast your own personalized promotions, offers and new product introductions to your customers.

**ECommerce:** Customers can make online purchases using a secure shopping cart and pay by Credit Card, Pay Pal, Google Checkout or Bill Me Later. We will integrate an online shopping cart with your choice of merchant services with SSL Security & Certification.

**Advanced Admin Section:** User friendly Admin section to customize your website content, update your store information, special promotions, product pricing, customer emails, targeted promotional emails, designer jewelry & watch brand selections and customized website templates.

**Your Jewelry Collection:** You will have the ability to upload and display your products on your website.

**Larger Jewelry Collection:** Your customers will have access to thousands of ASHI styles on your website to browse from.

**Website Holiday Promotions:** Let us create flash and html themes & effects on your website homepage for seasonal and holiday promotions.

**Website Customization:** We can create your own customized intro page & home page with graphics & flash animations.

**Loose Diamond Database:** We can integrate your website with a loose diamond database from industry leading diamond portals like Idex, Rapnet or Polygon.

