

Step 7 - Sample NavBar / Drop Down Menu Specs by URL

Color Key

Green is main NavBar Button copy

Blue is Drop Down Menu copy

Red is instructions to HTML designer

Black is description of NavBars and or page copy

1. Main [Top] NavBar Buttons & Drop Down Menu

- i. **First line** [left to right] of Main NavBar and Drop Down Menu [shown in indents in declining order]

1. Marketing Services

- a. [Services Home](#) [For specs see paragraph #8 below]
- b. [Web Design](#) [e.g. this is the first drown down menu link to the Web Design Home page.]
- c. [Campaigns](#) [this links to the Campaigns Home page].
- d. [Content Offers](#) [this links to the Content Offer Home page].
- e. [Whitepapers](#) [this links to the White Papers Home page].
- f. [Best Practices](#) etc. etc
- g. [Software Guides](#)
- h. [Product Guides](#)
- i. [Network Guides](#)
- j. [Business Plans](#)
- k. [Sales Tools / Training](#)
- l. [Technical Editing](#)

2. Web Design

- a. [Web Design Services Home](#) [For specs see paragraph #9 below] [This is the first item in the drop down menu]
- b. [Our Strategic Web Optimization™ Process](#) - [This is the second item in the drop down menu for the Web Designs Button. It links to the SWO paper which is also the T on the Web Designs Home page.]
- c. [New Website Design](#) Links to a NEW page with this copy
 - i. [NEW Website Design](#) for: www.palmcall.com – [This is an active link] Corporate positioning, HTML tags, visible copy, NavBar design, competitive HTML source code / back link analysis, interactive design.
- d. [Website Makeover](#) Links to a NEW page with this copy
 - i. [Website Makeover](#) for www.kabeelo.com - Five [5] NEW target markets, HTML tag copy, visible copy, NavBar design, competitive HTML source code / back link analysis, visible text, interactive design upgrade, URLs.
- e. [Extreme Website Makeover](#) Links to a NEW page with this copy
 - i. [Extreme Website Makeover](#): www.strategic-reports.com – Ten [10] NEW target markets, HTML tags, visible copy, NavBar design, competitive HTML / back link analysis, interactive design.
- f. [New Website Design](#) Links to a NEW page with this copy
 - i. [NEW Website Design](#) for: www.artvisionshawaii.com - Two [2] NEW target markets, HTML tags, visible copy, NavBar design, HTML / back link analysis, interactive design.
- g. [Website Makeover](#) Links to a NEW page with this copy
 - i. [Website Makeover](#) for: www.reactiontechnology.com - Seventy five [75] back links, two [2] pages of keywords, three [3] HTML tags each page, SEO report analytics.
- h. [New Page Design](#) Links to a NEW page with this copy
 - i. [“Success Stories” Pages](#). Case studies for Electronics Contract Manufacturer [ECM] [Bentek Corp.](http://www.bentek.com) San Jose, California.
<http://www.bentek.com/success.html>

- i. **New Website Design Links to a NEW page with this copy**
 - i. NEW Website Design for www.victimrightsinc.com, all strategic content, positioning, voter research and copy for ballot prop.
- j. **Website Coaching Service**
 - i. Website Coaching for: www.roadrampsystems.com, Steps #1, 2, 3, 5 and 6 of the Strategic Website Optimization™ Service plus general business and marketing consulting services.

3. Campaigns

- a. **Campaign Services Home** [For specs see paragraph #10 below]
- b. **Our ICM Optimization™ Process -** [This is the second item in the drop down menu for the Campaigns Button. It links to the ICM paper which is also top image [T] on the left NavBar. The file is found as the file “Eight Steps to Optimizing ICM” on the March 17 “For Joey CD.
- c. **“Word of Mouth” and SEO Campaign Links to a NEW page with this copy**
 - i. Word of Mouth Campaign for a Telecom Corporation: www.palmcall.com – SEO front-end planning, for “Word of Mouth” campaign, keyword baskets by market, back link strategic analysis, URLs, HTML title tags / description tags / keyword tags, visible text.
- d. **SEO and PPC Campaign #4 Links to a NEW page w/ this copy**
 - i. SEO and PPC Campaign: www.kabeelo.com - Nine [9] NEW Google AdWords PPC campaigns, NavBar and landing page alignment, competitor keyword list, URLs, HTML title tags / description tags / keyword tags, visible text and Google AdWords copy, campaign “dial in,”
- e. **SEO and PPC Campaign #3 Links to a NEW page w/ this copy**
 - i. SEO and PPC Campaign: www.strategic-reports.com – Twelve [12] innovative Google AdWords [“five-cent-keyword”] PPC campaigns, ten [10] NEW target markets, NEW top NavBar design, NEW left NavBar index, NavBar and landing page alignment, interactive design, campaign “dial in,” HTML title tags / description tags / keyword tags, visible text and Google AdWords copy, campaign “dial in.”
- f. **SEO and PPC Campaign #2 Links to a NEW page w/ this copy**
 - i. SEO and PPC Campaign: www.artvisionshawaii.com – Four [4] Google AdWords PPC campaigns, NEW double NavBar design with improved click through back link research, HTML title tags / description tags / keyword tags, visible text and Google AdWords copy, campaign “dial in,”
- g. **SEO and PPC Campaign #1 Links to a NEW page w/ this copy**
 - i. SEO and PPC Campaign for: www.reactiontechnology.com - Seventy five [75] back links, two [2] pages of keywords, three [3] HTML tags each page, PPC SEO monthly report.

4. Content Offers

- a. **Content Offer Services Home** [For specs see paragraph #11 below].
- b. **8 Steps to Optimizing ICM** [This is the first item in the drop down menu for the Content Offers. It links to the ICM paper which is also top image [T] on the left NavBar. The file is found as the file “Eight Steps to Optimizing ICM” on the March 17 “For Joey CD.
- c. **Storage Architecture Guide II** [Exists] This means there is already a page named this on the current site with an existing link] Any changes to the copy are in the hardcopy markup
- d. **Storage Architecture Guide I** [Exists] This means there is already a page named this on the current site with an existing link] Any changes to the copy are in the hardcopy markup

5. Whitepapers

- a. **Whitepaper Services Home** [For specs see paragraph #12 below].
- b. **Software Whitepaper Links to a NEW page w/ this copy**

- i. Software Whitepaper: Using Collective Intelligence Programming to Combat Telecom Fraud - A White Paper, Palm Call Inc. San Jose California.
 - c. e-Marketing Whitepaper #2 Links to a NEW page w/ this copy
 - i. e-Marketing Whitepaper I: The Benefits of a Formal Strategic Website Optimization™ [SWO] Campaign Planning Process. Download from www.strategic-reports.com (15 pages).
 - d. e-Marketing Whitepaper #1 Links to a NEW page w/ this copy
 - i. e-Marketing Whitepaper II: Tips for Implementing a Strategic Website Optimization™ [SWO] Campaign Planning Process for Large Enterprises. Download from www.strategic-reports.com (9 pages).
 - e. Compliance Whitepaper Links to a NEW page w/ this copy and an image of the first page of the
 - i. Compliance Whitepaper: How Application Optimized Storage Solutions from Hitachi Data Systems Help Companies Achieve Regulatory Compliance – A White Paper, Co-authored with John Harker and Carlos Soares, Hitachi Data Systems Corporation, Santa Clara, California, (39 pages).
http://www.hds.com/assets/pdf/wp_210_aos_and_compliance.pdf
 - f. Contributed Article Links to an existing page that is the current Press page
 - i. Contributed Article: Writing the Book on your Market: Creates a Competitive Selling Advantage, A Contributed Article to Marketing Profs. <http://www.strategic-reports.com/press.html>
 - g. Storage Whitepaper Links to a NEW page w/ this copy
 - i. Storage Whitepaper: Hitachi Application Optimized Storage™ Solutions for Aligning IT and Business Objectives, A White Paper. Co-authored with Peter Smails and Carlos Soares, Hitachi Data Systems Corporation, Santa Clara, California, (13 pages).
http://www.hds.com/assets/pdf/wp_164_01_app_optimized_storage.pdf
 - h. Performance Whitepaper Links to a NEW page w/ this copy. There is only a one page image link and no download.
 - i. Computer Performance White Paper: Computer Performance Tuning using Selective Placement of Relational Data on Cached and Non-Cached Storage Arrays, Co-authored with Walter Baker, Doug Miller, David Rodriguez and Jack Stephens, Zitel Corporation, Milpitas, California.
- ii. **Second Line** [left to right] of Main NavBar and Drop Down Menu [shown in indents]
1. **Best Practices** Paste Copy from Pubs List in the previous style of Sample Pages
 - a. Best Practices Guides Home [For specs see paragraph #13 below].
 - b. 8 Steps to Optimizing ICM This is the link name for E-1 on the Pubs List
 - c. Installing Hitachi DLM with IBM VIO This is the link name for E-2 on the Pubs List
 - d. SAN and NAS Convergence This is the link name for E-3 on the Pubs List
 - e. Fault Tolerant External Memory This is a link to I-6 titled New Product Proposal]
 2. **Software Guides** Paste Copy from Pubs List in Sample Pages Style
 - a. Software Solutions Guides Home [For specs see paragraph #14 below].
 - b. ECM, BPM and Compliance This is the link name for F-1 on the Pubs List
 - c. AgilePoint BPM This is the link name for F-2 on the Pubs List
 - d. Enterprise Change Management This is the link name for F-3 on the Pubs List
 - e. Software Solutions Guide - IV Europe This is the link name for F-4 on the Pubs List
 - f. Software Solutions Guide –IV US This is the link name for F-5 on the Pubs List
 - g. Software Solutions Guide III This is the link name for F-6 on the Pubs List

- h. [Software Solutions Guide II](#) This is the link name for F-7 on the Pubs List
 - i. [Wireless Change Detection Software](#) This is the link name for F-8 on the Pubs List
 - j. [Software Solutions Guide I](#) This is the link name for F-9 on the Pubs List
 - 3. **Product Guides** Paste Copy from Pubs List in Sample Pages Style
 - a. [Product Architecture Guides Home](#) [For specs see paragraph #15 below].
 - b. [USP-V Architecture Guide](#) This is the link name for G-1 on the Pubs List
 - c. [USP Architecture Guide](#) This is the link name for G-2 on the Pubs List
 - d. [9500V Architecture Guide](#) This is the link name for G-3 on the Pubs List
 - e. [9900V Architecture Guide](#) This is the link name for G-4 on the Pubs List
 - f. [Thunder Architecture Guide](#) This is the link name for G-5 on the Pubs List
 - g. [NS3000 Product Guide](#) This is the link name for G-5 on the Pubs List
 - h. [Lightning Architecture Guide](#) This is the link name for G-5 on the Pubs List
 - a. [NS2000 Product Guide](#) This is the link name for G-5 on the Pubs List
- iii. **Third Line**[left to right] of Main NavBar and Drop Down Menu [shown in indents]
 - 1. **Network Guides** Paste Copy from Pubs List in Sample Pages Style
 - a. [Networking Solutions Guides Home](#) [For specs see paragraph #16 below].
 - b. [Network Storage Controller](#) This is the link name for H-1 on the Pubs List
 - c. [FC-SAN vs. E-SAN Guide](#) This is the link name for H-2 on the Pubs List
 - d. [Wireless Change Detection Network](#) This is the link name for H-3 on the Pubs List
 - e. [Storage Network Architectures](#) This is the link name for H-4 on the Pubs List
 - f. [Software Development Network Guide](#) This is the link name for H-5 on the Pubs List
 - g. [Internet Architecture Guides](#) This is the link name for H-6 on the Pubs List
 - 2. **Business Plans** Paste Copy from Pubs List in Sample Pages Style
 - a. [Business Planning Services Home](#) [For specs see paragraph #17 below].
 - b. [PalmCall](#) Show Cover Only- Call me when ready] This is I-1
 - c. [Business Plan Update](#) This is I-2
 - d. [Reaction Technology 2004-2008](#) This is I-3
 - e. [Reaction Technology 2003-2007](#) This is I-4
 - f. [Business Development Plan Amdahl](#) This is I-5
 - g. [New Product Proposal](#) This is I-6
 - h. [Product Technical Specification](#) This is I-7
 - 3. **Sales Tools / Training** Paste Copy from Pubs List in Sample Pages Style
 - a. [Sales Tools / Sales Training Services Home](#) [For specs see paragraph #18 below].
 - b. [Integrated Campaign Marketing Paper](#) This is also the top image T
 - c. [IBM Scripted Poster](#) This is J-1
 - d. [Serena Tradeshow Poster](#) This is J-2
 - e. [NetManage Poster](#) This is J-3
 - f. [Hitachi Tradeshow Poster](#) This is J-4
 - g. [Sample Brochure](#) This is J-5
 - h. [Sales Training PowerPoint](#) This is J-6
 - i. [Competitive Features Comparison](#) This is J-7
 - 4. **Technical Editing**
 - a. [Technical Editing Home](#) [For specs see paragraph #19 below].
 - b. [Technical Editing – White Paper SOSS](#) This is a pdf file on the CD #1.
 - 5. **Customers** [For edits to this EXISTING PAGE see below and the HARDCOPY markup]
 - 6. **Contact Us** [For edits to this EXISTING PAGE see below and the HARDCOPY markup]