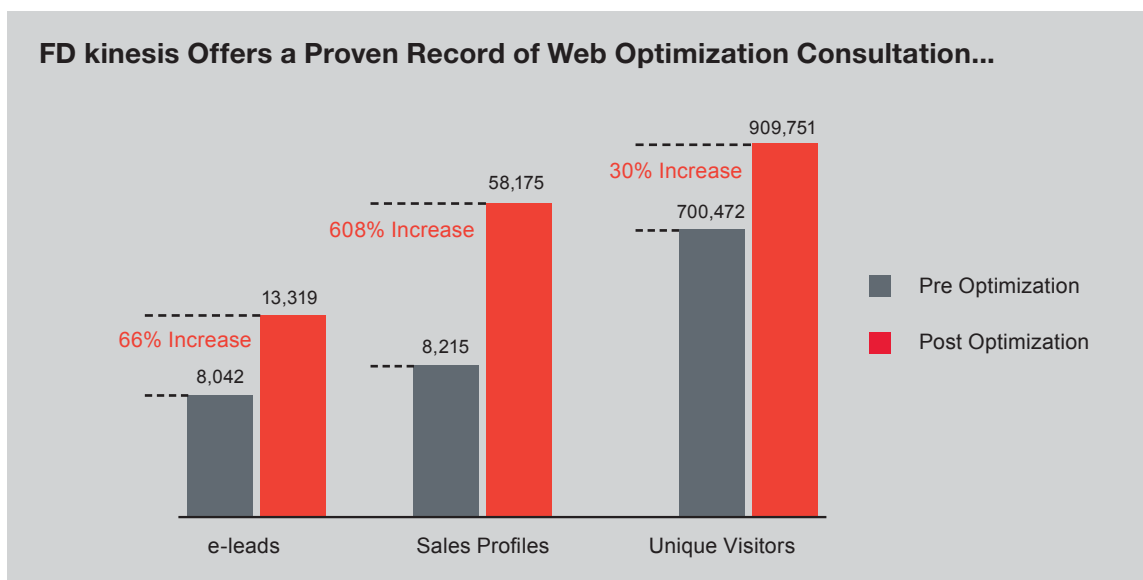




With business moving at the speed of the Internet, and ‘achieving more with less’ now a permanent requirement, you can’t afford to overlook opportunities to improve performance.

Now more than ever it is critical to have a comprehensive assessment of how the Web and other digital strategies are performing as part of your overall business and communications strategy, what the strengths & weaknesses are with your current approach, and what strategic and tactical opportunities are available for future success. We recommend a systematic audit of the entire digital communications enterprise to help answer 5 critical questions:

- Do your Web initiatives concisely and effectively meet your goals?
- Do you leverage new technologies and emerging strategies to lower your maintenance and ongoing costs?
- Are your Web efforts appropriately integrated with other communication initiatives to stretch the reach of your budgets?
- Can your Web initiatives replace other costly offline programs and initiatives and generate greater return?
- Do you have the right measurement tools to track your enterprise performance?



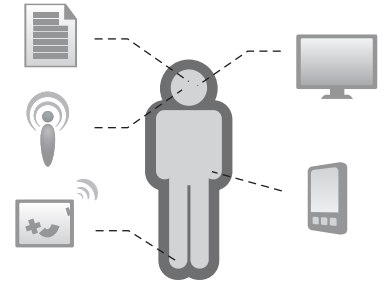
Who We Are

FD kinesis is the nationally recognized Design & Digital Communications practice at FD. Staffed by exceptional strategic planners, designers, writers and emerging media professionals, we provide custom-designed, strategically integrated creative solutions to clients who seek to generate business momentum.



What We Do

From strategic concept to tactical execution, we design, develop and help manage digital communications initiatives – including Web sites, internal and external communications campaigns, marketing productivity tools and programs that utilize all media platforms to message and influence audiences from employees to business trades, consumers to investors and key influencers. **Our clients’ business communications strategy is at the heart of everything we do.**



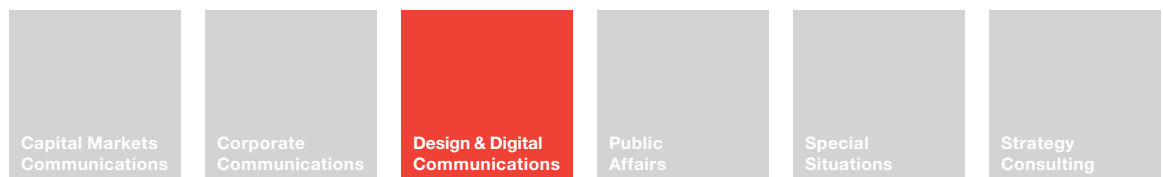
Who Can Benefit from a Web Optimization Audit

Any company or business unit that currently leverages the Web as a channel for communications, sales, marketing or simply brand awareness – at almost any level – can benefit from an optimization audit.

How the Audit Works

The overall process is divided into 3 specific areas:

Discovery	Audit	Report
<p>This initial step is about learning and benchmarking. We gather any and all available performance data, research, and documented learning. We will perform interviews with key stakeholders for additional information gathering, and will overlay our own proprietary insights and best practices to establish the foundation.</p>	<p>A cross-disciplinary team representing the Strategy, User Experience, Emerging Technologies and Media groups - functioning under the leadership of a Client Services Manager - will review and analyze the information from the Discovery process. Subsequent contact and follow-up sessions may be requested for further discovery</p>	<p>We believe in rapid, insightful and actionable reporting. Our recommendations and findings can be delivered in executive .ppt presentation format and, when appropriate, recommendations may be in the format of conceptual User Experience designs, wireframes, prototypes, etc.</p>



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