

2000 Web Site Plan

Consider the company's web site the most visibly interactive form of advertising our products, services and technology. Therefore the primary goal for the site's evolution is to support sales as a key marketing tool; a direct customer conduit.

The site must not only promote our products and services, but our "brand image" as well. Currently, our site has served an initial goal of giving us Internet presence and a visible method to host our products and services. We need to use our site as an example of how well we can provide our services to our customers. Looking long-term, the corporate site will need a major transformation to produce the functionally interactive marketing "tool" the company needs for long-term growth and prominence as a key player in the industry. It will essentially become one of our major competitive differentiators.

Web Site 1.0 (Current Site)**Short-term enhancements****Proposed completion date: June 22, 2000** (Exception dates are noted)

Search-engine Submission/Optimization 7/14

- Secure blind “key word composed” domain names
 - Point address searches to site 6/15
- Submission/ Optimization: Target live 7/14
 - Consultant service: Avatar/Paul Johnson contract start 6/1/00
 - 8 month contract for services –
 - Submission - ongoing with contract services
 - Optimization – Avatar to develop blind pages for search – 6 weeks 6/1 start

Clean up Meta tags on site

- Remove all capitalization and placements of like words
- Add words to all pages throughout site – min. 4 levels deep

Include NEW Pre-Qual/MapInfo Section:

- Submit information - response form for sales follow-up

Mini Corporate Identity Standards Section (Logos on-line; includes basic rules)

Include, update or edit administration policies:

- Copyright and Trademark Notice
- Privacy Statement
- Site Content and Information Disclaimer
- Service Availability notice
- Safe Harbor Statement (Private Securities litigation Reform Act of 1995)
- ConnectSouth Web Site Practices

Update Press Area

- Direct Contact Information/link – page hit tracking
- News Releases and Press Kit materials (separate pop-up)

Site content

- Enhance product and services information

Links:

- Industry Sites/related industry (DSLPrime, etc.)
- Partner sites (Paradyne, Cisco, Tri-Tek)
- Regional Affinity/business association sites (rec. through sales)
- ‘Live market’ Chamber sites (as available) (Post CSouth on New Market Chamber sites prior to market launch)

Web Site – Version 2.0

Proposed version completion date: August 1, 2000

New corporate design: look and feel

- New content layout – more magazine style
 - Solution orientation to content
 - Solution oriented FAQs section
 - Sticky, interactive
 - Includes photos, animated graphics
- 2.0 enhancement is ‘smaller-sized’ site for faster download and browser compatibility
- New architecture - built for growth, easier changes and facilitates CSMetro split (future growth of sites)
- Site Search

Enhanced PR “Communications Room”

- Expanded, more user friendly, interactive
- Secure area
 - Feedback link
- CSouth background and White Papers

Enhanced Pre-Qual/MapInfo:

- On-line mini application

Enhanced Corporate Identity Section

- Tracking logo usage

On-line Customer Service (Retention)

- On-line Customer Account
 - Check order status
 - Trouble Ticket/Remedy
- On-line Satisfaction Survey
 - Customer participation incentive
 - Links to customer retention person for tracking
- Opt-in e-mail services:
 - Customer newsletter
 - New products
 - Industry news

ConnectSouth General Store:

- Contracted vendor for application and inventory
 - Vendor procured inventory
- Debit style on-line store for promotional items and marketing materials
- Features:
 - Security Access
 - Personal selection and individual shipments
 - Departmental bulk orders and drop delivery
 - Individual user link to personal page
 - Personal account report
 - Departmental account report (Manager access)

Proposed enhancements - Web Site Version 3.0
Proposed version completion date: Sept 1, 2000:

On-line corporate video

On-line enhanced application

Dynamic educational area:

- Animated diagrams
- Service comparisons
- Customer Testimonials/Case Studies

Agent link/Extranet:

- Agent on-line newsletter