



design portfolio:// bernadette lee demao

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oakland, california 94603***

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m: 707.694.1166  
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design:// project

design

@

**Project Scope:**

ActivCard wished to build a secure extranet for their channel partners and resellers, as a means to build brand loyalty and promote partner sales. The design was to be similar to that of the new corporate web site, however, there needed to be a clear aesthetic division between the two so visitors would not be confused as they navigated through them both simultaneously. Deliverables included several Dreamweaver template files based on PHP includes for simple site-wide updates, as well as a back-end application for rotating banner advertisements throughout the site. A cross-browser JavaScript was implemented to offer up to 3rd level drop-down navigation, as well as a MySQL database for collecting user feedback. Project delivered on time and within budget. Smartcard authentication in progress.

www.activcard.com/portal\_staging/



project:// www.activcard.com/portal

## design:// project

# design



### Project Scope:

As the co-founder of beHosting.com, LLC, I was responsible for all graphic and web production for our web site. We implemented a cross-browser DHTML drop-down navigation menu, allowing customers and visitors to access information quickly. In addition to a web-based application to update server status and company news via any browser, ecommerce functions included secure transactions as well as affiliate tracking.

project:// www.behosting.com

www.behosting.com

The screenshot shows a web browser window displaying the beHosting.com website. The browser's address bar shows 'www.behosting.com'. The website has a dark blue header with a navigation menu: Home, Sign-up, Services, Design, FAQ, Tools, Library, Partners, Contact. A dropdown menu is open under 'Contact', showing 'Customer Service' and 'Tech Support'. The main content area features a large graphic of three people sitting on a globe, with the text 'sign-up today for hosting at \$10 a month! beHosting.com'. Below this, there are three sections: 'Happy New Year To Our Hosted Family!', 'Announcement: Mailstart', and 'Safe and Secure'. On the right side, there are three smaller sections: 'Outstanding Customers!', 'Did you know?', and 'She's a DIVA!!!'. The browser's taskbar at the bottom shows the Start button and several application icons.

# beHosting.com

sign-up today  
for hosting  
**at \$10**  
a month!

## beHosting.com



### Happy New Year To Our Hosted Family!

We would like to take a moment over this holiday season to personally thank all our friends and family for the continued support and faith you have given to beHosting, whether you are a customer or just an avid cheerleader. (although we know for a fact that a good deal of you are both :o) Please know that all of you have been an integral part of our success and remain to be the glue that allows us to continue to grow as strongly as we do. We hope to bring you even more in 2001 with more hosting options, a revamped website and the continued customer support that you have come to expect from the beHosting team.

### Announcement: Mailstart

It has come to our attention that Mailstart, the web-based email service, is now asking for a \$6 yearly fee to use their service more than once a week. As an alternative for those who do not wish to subscribe, all full hosting accounts that have a control panel may also use their "user panel" to check your mail. You may do this simply by typing <http://yourdomain.com/up/> and logging in. If you would like to move your account to a new server so you have access to a control panel, you may do so by sending a request [here](#). (Control panels are not available for parked or forwarded/redirectioned domains.) We apologize for any inconvenience this may cause, and hope you enjoy the benefit of the new user panel for your account!

#### Outstanding Customers!

[Curehodgkins.com](#) is Matt Terry's highly acclaimed site that offers support, insight and resources for those touched by Hodgkin's Disease.

[Forpawc.org](#) is the website of a Corgi rescue league that saved the lives of 60 dogs last year alone!

#### Did you know?

Did you know that beHosting accounts come with a full control panel that allows you to configure your own email, install FrontPage extensions, view your stats, upload files and more?!

#### She's a DIVA!!!

Congratulations to beHosting co-founder Erica Kuntz. Erica was recently welcomed as a member of the phenomenal [Digital Divas](#).

#### Safe and Secure

We are proud to be a VeriSign secure site. Please click [here](#) or on the graphic below to view our certificate info.



design:// project

design



**Project Scope:**

As a full time web producer for WR Hambrecht+Co, I was responsible for all graphic design work including timely home page promotions featuring current initial public offerings and analyst research reports.

www.wrhambrecht.com

**WRHAMBRECHT+CO**

Home | Brokerage | Offerings | Research | WRH+Co

**OpenIPO**  
**ARISTOTLE**  
 Now Accepting Bids  
[\[ Click for more info \]](#)

**DIRECTOR OF RESEARCH JEFFREY LOGSDON**  
 Initiates coverage on the entertainment industry  
 DISNEY P I X A R VIACOM

**Updates**  
**ON24** Senior Analyst Kris Koerber on ON24: Watch Click and Mortar Companies [\[More\]](#)

**New Research**

- 09.12.00 **Efficient Networks:** Tim Savageaux discusses positive announcements from Covad and their impact on Efficient [\[More\]](#)
- 09.12.00 **VA Linux:** Prakesh Patel reports on VA Linux's attack on the high margin storage market and reiterates Strong Buy [\[More\]](#)
- 09.12.00 **Next Level:** Tim Savageaux reviews Next Level's announcement of a major Korean order for its VDSL and ADSL systems and N3 Residential Gateways [\[More\]](#)
- 09.11.00 **Breakaway Solutions:** Greg Gore reiterates Strong Buy rating for Breakaway and reduces price target to \$35 [\[More\]](#)
- 09.11.00 **Scient:** Greg Gore reduces price target and reiterates Buy rating for Scient [\[More\]](#)
- 09.11.00 **NextCard:** Jonathan Fayman reviews NextCard senior management team's positive presentation at WR Hambrecht headquarters [\[More\]](#)
- 09.08.00 **eOn Communications:** Johnny Svoren

**Current Offerings**

- OpenIPO**
  - Aristotle International, Inc.
- Traditional**
  - Vyvo, Inc. (Follow-On)
- Private Investments**  
 Accredited WRH+Co account holders can [login](#) to view current venture capital offerings.

**Forbes** rates WRH+Co best of the web

**WRH+Co Net Index**

Name	Last	Change
WRHIX	4820.48	-89.13
NASDAQ	3849.48	-46.87
Russell	532.45	-1.17
SP500	1481.98	-5.87

**WRH+Co weekly**  
 Receive the WRH+Co Weekly by email. Just provide your email address:

design:// project

design



**Project Scope:**

The following images are some examples of feature graphics produced for WR Hambrecht+Co. The majority of our home page promotions were contained within a very small space, while adhering to our strict schematic rules concerning corporate color and typography.

www.wrhambrecht.com

Homepage Features

**DIRECTOR OF RESEARCH Jeffrey B. Logsdon**  
initiates coverage on  
the **GAMING** sector



**VerticalNet**  
- Initiating coverage  
FROM ANALYST  
**Derek Brown**  
[ More ]

[ View Reports ]

**eWireless**  
industry report  
[ More ]

Homepage IPO Series

**NOGATECH**

**Nogatech OpenIPO Auction results are in.**



[ view results ]

**NOGATECH**

**OpenIPO Auction now closed. Bids no longer accepted.**



**NOGATECH**

**Auction participants must confirm their bids by 3:45 pm EDT, May 17.**



[ more info ]

**eNetwork Technologies**

**SENIOR ANALYST Jim Liang**



**JIM'S TOP PICKS::**  
• Altera  
• DSP Group

**SECTOR INFO::**  
• Analyst Bio  
• eNetwork Tech Coverage

**eWireless**

**SENIOR ANALYST Peter Friedland**



Peter discusses consolidation speculation in the wireless sector.

[ View Video ]

**PETER'S TOP PICKS::**  
• Sprint PCS  
• Phone.com

**eWIRELESS INFO::**  
• Analyst Bio  
• Sector Coverage



Section Graphics

**OpenBook**  
bond auction



**OPEN AN**  
account



**eNetwork Infrastructure**

**SENIOR ANALYST Tim Savageaux**



Tim discusses voice services over DSL.  
[ Click here to view article ]

**TIM'S TOP PICKS::**  
• Sonus Networks  
• Efficient Networks

**SECTOR INFO::**  
• Analyst Bio  
• eNetwork Inf Coverage



**Trace A. Urdan**  
initiates on  
**DigitalThink**

[ More ]

**OPEN**  
a **WRH+Co**  
brokerage account

[ More ]

design:// before

before

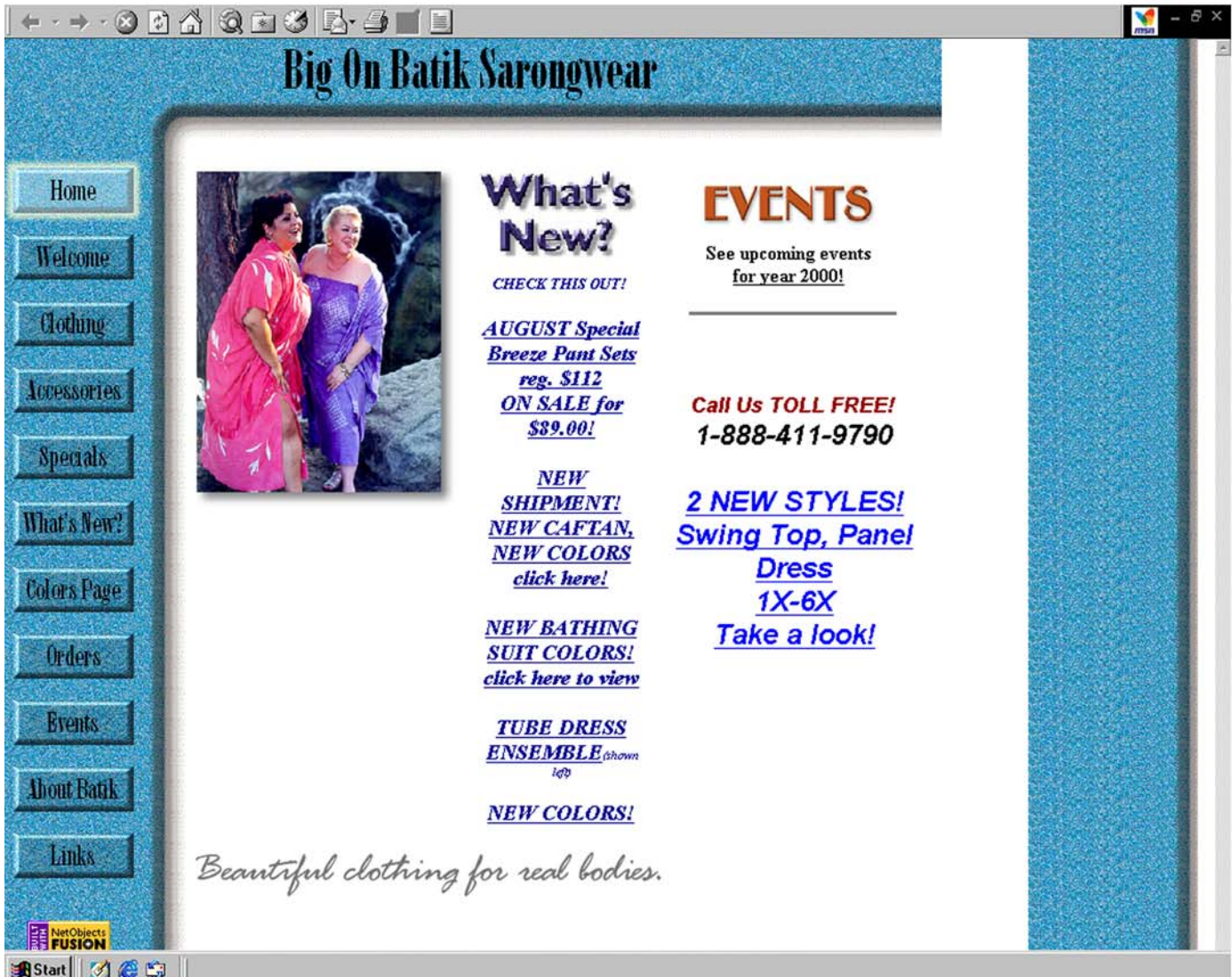


before:// www.bigonbatik.com

**Problem:**

Big On Batik looked to expand and develop their existing Internet presence in an effort to increase web sales while decreasing print production and toll-free order costs.

www.bigonbatik.com



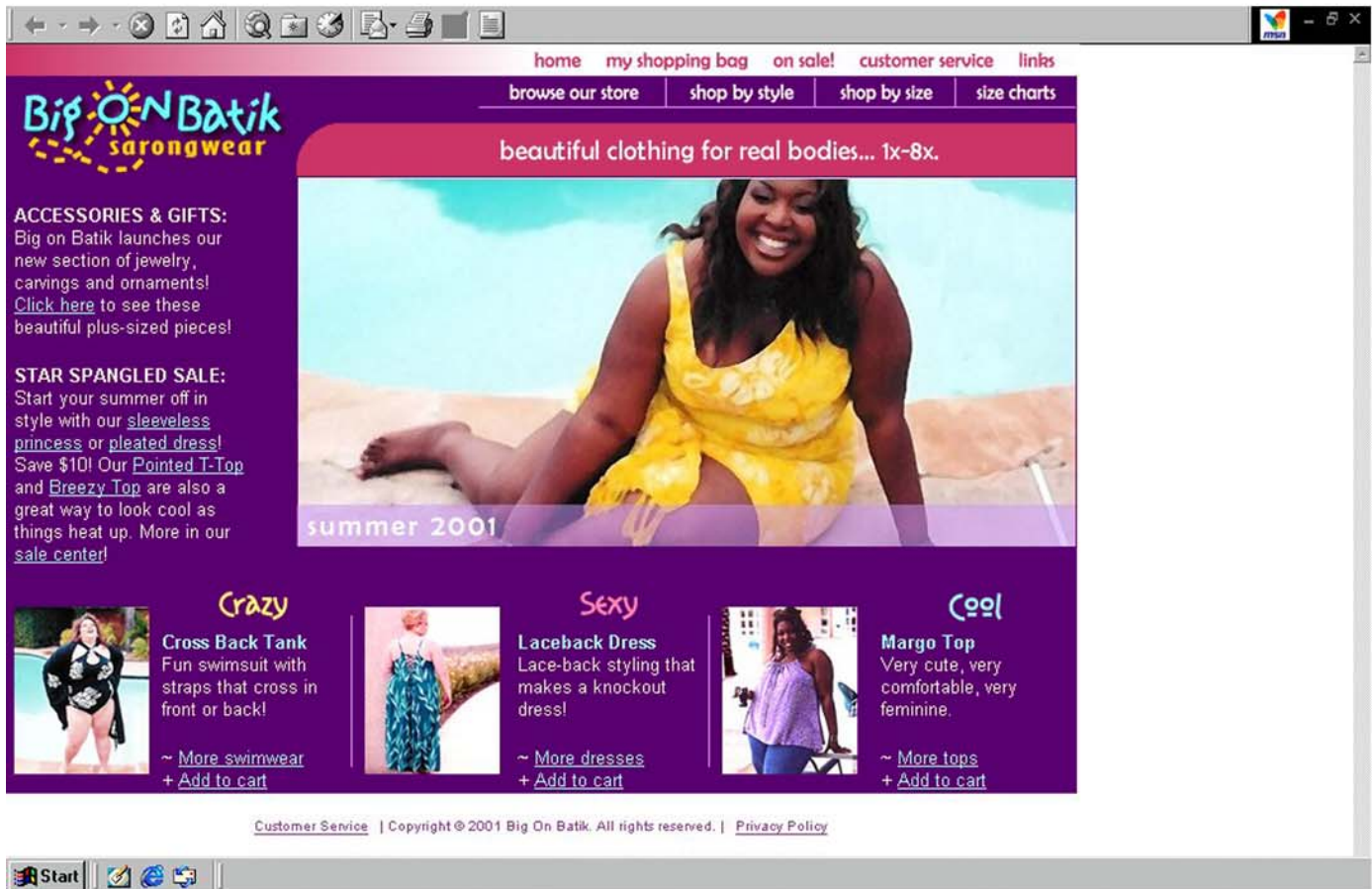
# design:// after after



### Solution:

Big On Batik launched a vibrant new site that accurately reflected the clothing and accessories they sell, while also integrating their new corporate identity and color scheme. A navigational structure was built upon the average customer's shopping habits, leading to a very significant increase in pageviews and session length. New product and sale announcements were placed prominently on the home page, as well as rotating feature items. The re-design was built around an upgrade of their existing shopping cart for secure ecommerce transactions. Since the 2001 launch, both Internet sales and unique visits have tripled. The new web site launched on time and within budget.

www.bigonbatik.com



# design:// after @

## Redesigning the redesign:

Big On Batik sought to improve navigation and web site usability, while also increasing dynamic content to correspond with their search engine optimization efforts. As a result, the 2003 line launch includes a re-structured architecture, in addition to new, more intuitive layouts for all sub-level pages. User-friendly features new for 2003 include a tell-a-friend product referral application, an online feedback form and a static shopping cart summary. Redesign currently in production and on budget.

www.bigonbatik.com v2.0

The screenshot displays the Big On Batik website homepage. At the top, there is a navigation bar with links for Home, View Shopping Bag (0 Items), Clearance Rack, and Plus Size Chart. The main content area is divided into several sections:

- shop by category:** Lists various clothing items such as Tops / Cardigans, Pants / Pant Sets, Dresses / Skirts, Swimwear / Cover-ups, Loungewear / Sleepwear, Jewelry / Accessories, Formalwear, Housewares / Linens, and Gift Certificates.
- our new spring fashions have arrived... with FREE SHIPPING\* throughout the store! START SHOPPING ►** A large promotional banner featuring a woman in a green swimsuit.
- a little bit about us:** A text block stating, "Since 1996, it has been our pleasure to serve the plus size community, providing fun fashions and all the latest styles of quality plus size clothing & accessories."
- receive coupons via email:** A form for entering an email address with a GO button.
- shop by specialty size:** Lists Plus Size Petites and Extended Sizes 7X+.
- this month's special:** Announces "\* FREE SHIPPING! Dive in to your new Spring wardrobe with free shipping on all U.S. orders during the month of April! More details..."
- on the clearance rack:** Lists discounts such as 75% Off Gypsy Dress, 75% Off Sky Jumper, 50% Off Swimsuit Cover-up, and 50% Off Abundant Ornaments.
- featured items of the week:**
  - Classic Swimsuit:** Flattering scoop neck & back. Comes with matching 4' x 8' sarong! 1X-6X. Includes a "View item" and "More swimwear" link.
  - Juliet Dress:** Trendy split sleeves, pointed empire waist & flared six-gore skirt. 1X-6X. Includes a "View item" and "More dresses" link.
  - Mandarin Shirt:** Fun, lightweight summer top. Matching tank & shorts available. 1X-6X. Includes a "View item" and "More tops" link.
  - Amethyst Ring:** Beautiful square-cut 6mm amethyst gemstone set into a sterling silver band. Includes a "View item" and "More jewelry" link.
- plus size community events:**
  - April 5, 2003:** BBN Ball, Atlanta. Includes a "Click for more info..." link.
  - July 25-27, 2003:** BBW Cruise 2003, NY. Includes a "Click for more info..." link.
  - August 5-10, 2003:** NAAFA Convention, LA. Includes a "Click for more info..." link.
- customer feedback:** A quote from a customer: "This is my second order. The first one came in last week and was so perfect I had to get a couple more things for the cruise I am taking right after the 1st of the month. I love your clothes. ~ Maggie"

At the bottom, there is a footer with navigation links for About Big On Batik, Shopping Tools, Customer Service, and Plus Size Links & Partners. A copyright notice at the very bottom reads: "All contents copyright © 2003 Big On Batik. All rights reserved."

design:// before

before

@


before:// www.bigonbatik.com

**Problem:**

Big On Batik's shopping cart had been in place for several years, however, the interface was poorly structured and confusing to many customers. While they did not want to abandon the application, there was a clear need for a new user-based, functional design. Shown below is the latest upgrade of the shopping cart application as installed out of the box. It served as the starting point for the new architecture and design.

www.bigonbatik.com v2.0 Shopping Cart

**Shopping Cart Contents:**

Item:	Description:	Quantity:	Each:	Total:
	Small \$40.00 Grey Clip +\$10.00	1 Change Remove	\$ 50.00	\$ 50.00
			S&H: (lbs) 1.00	
<b>Sub Total: \$ 50.00</b>				

**Sales tax: Select if you're a resident of:**  
California 7.75% = \$ 3.88

**Choose Shipping Method:**  
Standard UPS = \$ 5.95

**Choose Payment Option:**  
Secure Online Credit Card Transaction  
Purchase for \$ 59.83

**Remove all items:**  
Empty Entire Cart

**Optional feature:**  
Enter coupon or gift certificate number: "abc"  
ENTER

**Continue Shopping**

Dansie Shopping Cart <http://www.dansie.net>

design:// after  
after



**Solution:**

For 2003, we implemented a massive overhaul to the cart and all corresponding ecommerce functions. As a result, Big On Batik greatly reduced incoming support calls and cart abandonment, while increasing pageviews and per transaction web sales. Through several phases of user testing, the purchasing and check-out processes were greatly refined to meet the needs of the average user.

www.bigonbatik.com v2.0 Shopping Cart

**shop by category**

- Tops / Cardigans
- Pants / Pant Sets
- Dresses / Skirts
- Swimwear / Cover-ups
- Loungewear / Sleepwear
- Jewelry / Accessories
- Formalwear
- Housewares / Linens
- Fabric By The Yard
- Gift Certificates

**shop by specialty size**

- Plus Size Petites
- Extended Sizes 7X+

**summer separates sale**

- \$5 Off Shorts
- \$5 Off Tank Top
- \$5 Off Mandarin Shirt
- \$5 Off Straight Band Pant
- More Sale Items...

**on the clearance rack**

- 50% Off Taper Skirt
- \$5.00 Off Abundant Carvings
- More Clearance Items...

**Your Shopping Bag:**

Item:	Description:	Quantity:	Each:	Total:
Tank Top	1X Deep Purple On sale	1	\$ 30.00	\$ 30.00
		+ Change		- Remove
Shipping Total:				1.25 lbs
<b>(Select Shipping Location Below For Grand Total) Sub Total:</b>				<b>\$ 30.00</b>

**1 Step One: Sales Tax**  
**Sales tax: (7.75% = \$ 2.33)**  
 Check here ONLY if you're a resident of California.

**2 Step Two: Shipping**  
 Please [contact us](#) for International & Express shipping rates. Contiguous U.S. orders ship via UPS Ground (all others USPS Priority). [More shipping info...](#)

**Choose Your Shipping Location:**  
 Alabama = \$ 8.23

**3 Step Three: Payment Method**  
**Choose Payment Method:**  
 Secure Online Credit Card Transaction

**Big On Batik Proudly Accepts:**

**Enter Coupon or Gift Code**  
**Enter coupon or gift certificate code:**  
 Shipping is calculated before discount. Questions? [Ask us!](#)

Enter

**About Big On Batik** | **Shopping Tools** | **Customer Service** | **Plus Size Links & Partners**

[About The Company](#)  
[About The Fabrics](#)  
[Contact Big On Batik](#)  
[Our Privacy Policy](#)

[Your Shopping Bag](#)  
[Join Our Email List](#)  
[Request Our Free Catalog](#)

[Track Your Order](#)  
[Contact Customer Care](#)  
[Customer Service Info](#)  
[Shipping & Return Info](#)

[Plus Size Clothing Links](#)  
[Plus Size Community Links](#)  
[Link To Big On Batik](#)  
[Affiliate Program](#)

All contents copyright © 2003 Big On Batik. All rights reserved. Dansie Shopping Cart.

design:// before

before



before:// www.nebazone.com

**Problem:**

The National Electronic Billers Alliance aimed to boost sagging membership by increasing awareness about their organization and available services via their web site.



www.nebazone.com

**NBA**  
National Electronic Billers  
ALLIANCE

[About NEBA](#)  
[Home Study Program](#)  
[NEBATalk \(online discussion\)](#)  
[Members Only](#)  
[Membership Application](#)  
[Catalog/Order Form](#)  
[ET&T Clearinghouse](#)  
[HRS Exam](#)  
[HRS Recipients](#)  
[Sample Newsletter](#)  
[NEBA News Index](#)  
[Industry News](#)  
[NEBA Deals](#)  
[More Information](#)  
[Contact Us](#)  
[Lytecsoftware.com](#)

**Join our mailing list!**  
Enter your email address below,  
then click the 'Join List' button:

**Join List**  
LISTBOT

Subscribe  Unsubscribe

Powered by ListBot

*June NebaNews*  
*Members Click here*

**About NebaZone.Com**

What is Nebazone all about? Why Join Nebazone? What are the membership Benefits? Click here to have all your NebaZone.Com Questions answered.

**Not yet a NEBA Member?**  
Here is *sneak peek* of June 2000's NEBANews!

June 2000

**In this issue:**

- [Ten Minutes with . . . K & M Medical Services](#)
- Medicare Universal Prescription Drug Benefit Necessary
- Third-party Billers under OIG Scrutiny
- No Fee Policy for Provider Education Activities
- Medicare Extended Repayment Plan
- Physicians Required to Supply Diagnosis Information
- Physician Signature Requirements on the HCFA-1500
- Medicare Claim Submission Time Limits
- Questions and Answers
- Art Sobczak's "TeLE-Sales Hot Tips
- Web Sights

design:// after  




**Solution:**

The National Electronic Billers Alliance mission and service descriptions were brought forward to their home page, along with extended intuitive navigation that led to their specific programs and applications. The existing members only area was enhanced with a web-based username/password administration function to allow the site owner to easily grant access to new members. A web-based news function was also installed so the latest industry events and notices could be posted to the site without the use of HTML. NEBA membership forms were revamped and the order process was streamlined. The new web site launched on time and within budget.

www.nebazonline.com

The screenshot shows the NEBA website homepage. At the top left is the NEBA logo (National Electronic Billers Alliance). To the right is a 'Members Area' link with a right-pointing arrow. Below the logo is a yellow navigation bar with links for Membership, About NEBA, NEBA News, NEBA Resources, NEBA Talk, and NEBA Certification. On the left side, there is a 'Quick Links' sidebar with a list of links including NEBA Products, NEBA Updates, Testimonials, HRS Exam, HRS Recipients, Industry News, Discussion Forum, Sample Newsletter, Home Study Program, Membership Application, Catalog/Order Form, and Contact Us. Below the sidebar are links for Altapointsoftware.com and Lytecsoftware.com, a 'Sign up for our mailing list' button, and a 'Click to receive email when this page changes' button with a 'Mind-it' logo. The main content area features a 'welcome to NEBAzone...' heading, a photo of a woman, and a paragraph inviting visitors to explore the site. Below this is a list of five bullet points detailing membership benefits. To the right of the list is a 'June NEBA News Preview!' section with a list of links for 'In this issue:' including 'Ten Minutes with... Health Care Services', 'Medical Review Progressive Corrective Action (PCA)', 'Questions & Answers', 'Beat Your Competition Without Cutting Your Price', and 'Web Sights'. Below that is a 'Latest Industry News' section with links for 'Healtheon/WebMD to offer electronic processing of casualty claims', 'Deductions for the IRS', 'Lytec Medical 2000 Introductory Training Video', and 'NEBA Partners With New'. The browser window includes a standard Windows taskbar at the bottom with a Start button and several application icons.

after:// www.nebazonline.com

design:// before

before

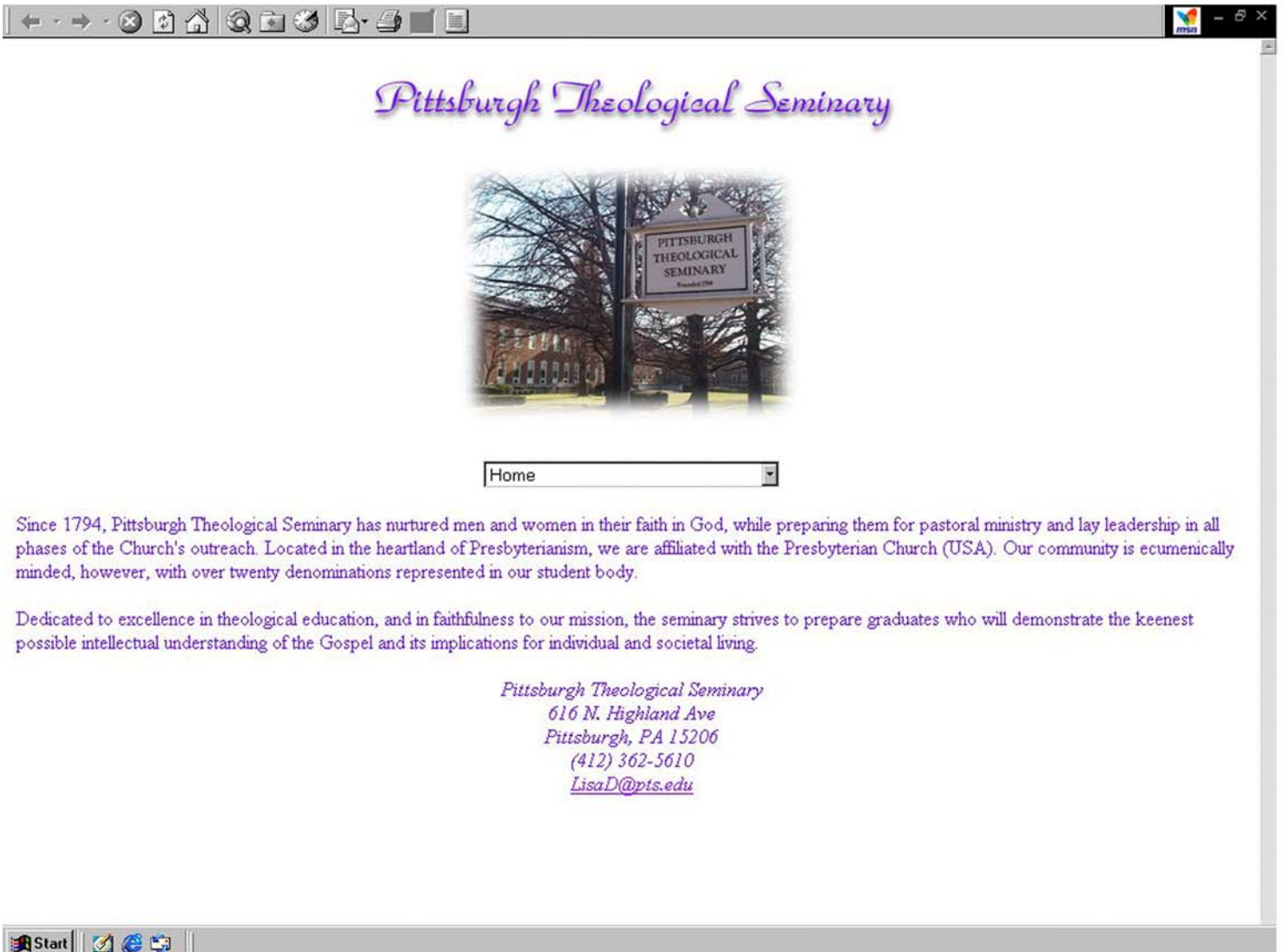


**Problem:**

The Pittsburgh Theological Seminary desired an update to their web site that not only reflected the university's new logo and school colors, but also offered access to in-depth information about their courses and campus.



www.pts.edu



Since 1794, Pittsburgh Theological Seminary has nurtured men and women in their faith in God, while preparing them for pastoral ministry and lay leadership in all phases of the Church's outreach. Located in the heartland of Presbyterianism, we are affiliated with the Presbyterian Church (USA). Our community is ecumenically minded, however, with over twenty denominations represented in our student body.

Dedicated to excellence in theological education, and in faithfulness to our mission, the seminary strives to prepare graduates who will demonstrate the keenest possible intellectual understanding of the Gospel and its implications for individual and societal living.

*Pittsburgh Theological Seminary*  
616 N. Highland Ave  
Pittsburgh, PA 15206  
(412) 362-5610  
[LisaD@pts.edu](mailto:LisaD@pts.edu)

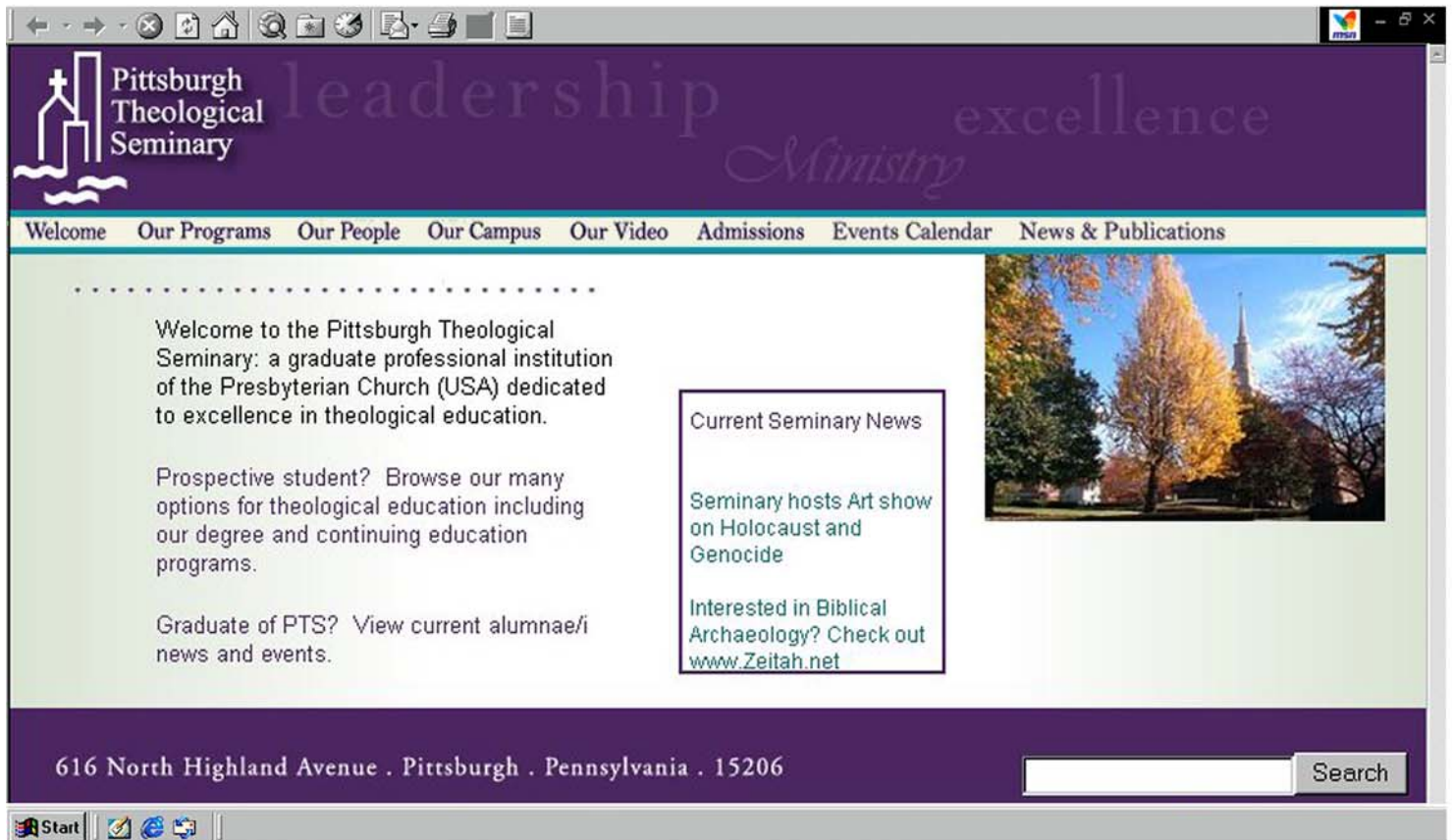
design:// after  
after



**Solution:**

In order to offer fresh and up-to-date content, a web-based events calendar and rotating java news applet were installed on the home page that could be updated by any member of the staff. The site architecture was split into two audiences for easier access to information: prospective students and alumni. Admissions information and accompanying forms were posted to promote enrollment, as well as streaming video campus tours and extensive academic program descriptions. In addition to a full staff directory, distinguished faculty members were also invited to post their latest research and publications. The new web site launched on time and within budget.

www.pts.edu



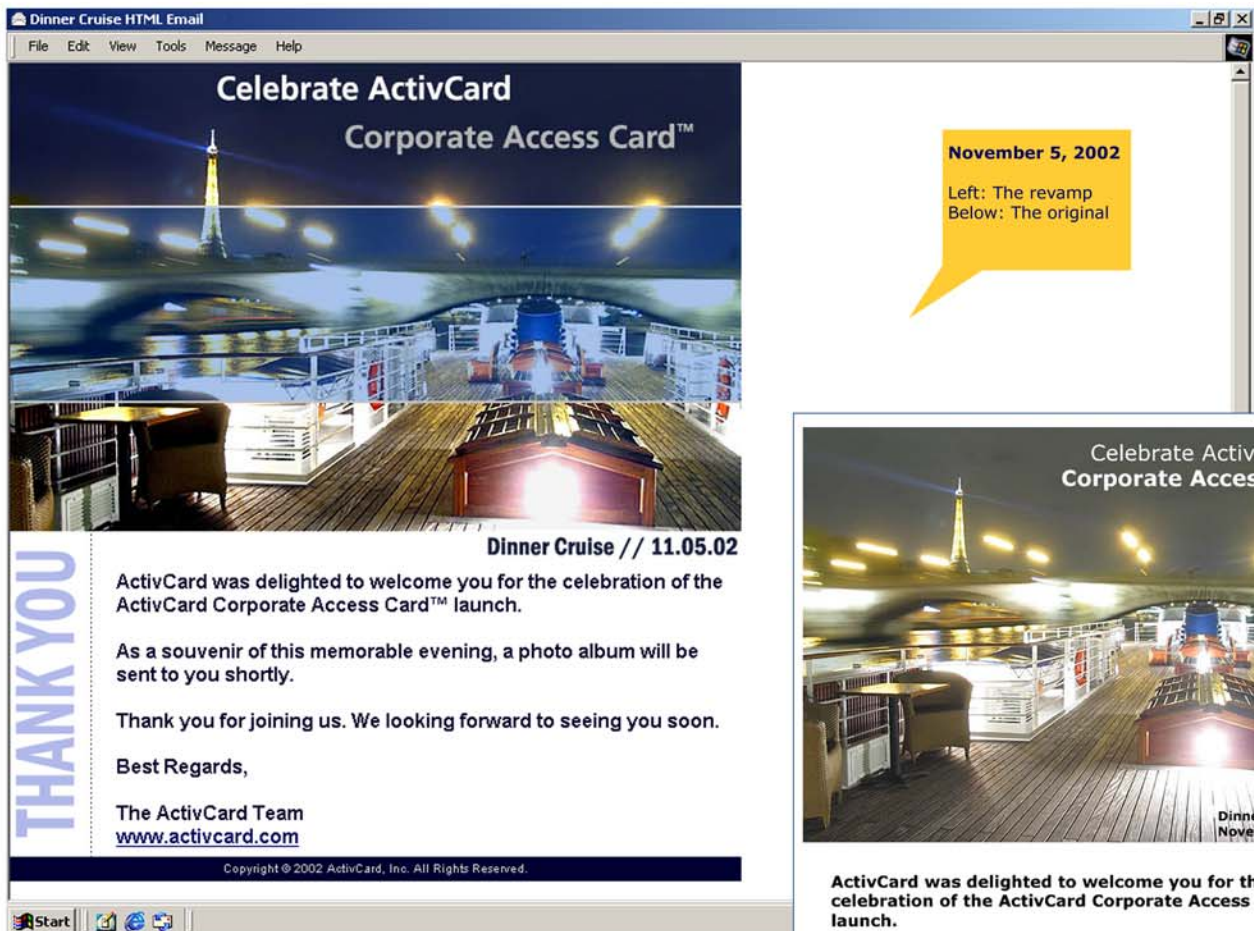
after:// www.pts.edu

marketing:// email campaigns

# marketing @

**Project:**

In the fall of 2002, ActivCard France hosted a dinner cruise in Paris to celebrate the launch of their latest product release. As a follow-up to the event, ActivCard wished to send a thank you email to the attendants. The original HTML file and graphics delivered to me were edited to create a compelling and professional message, while meeting the requirements for retaining the initial structure, image and content.



Dinner Cruise HTML Email

File Edit View Tools Message Help

## Celebrate ActivCard Corporate Access Card™

**Dinner Cruise // 11.05.02**

ActivCard was delighted to welcome you for the celebration of the ActivCard Corporate Access Card™ launch.

As a souvenir of this memorable evening, a photo album will be sent to you shortly.

Thank you for joining us. We looking forward to seeing you soon.

Best Regards,

The ActivCard Team  
[www.activcard.com](http://www.activcard.com)

Copyright © 2002 ActivCard, Inc. All Rights Reserved.

Start

**November 5, 2002**

Left: The revamp  
Below: The original

## Celebrate ActivCard Corporate Access Card™

**Dinner Cruise November 5, 2002**

**ActivCard was delighted to welcome you for the celebration of the ActivCard Corporate Access Card™ launch.**

As a souvenir of this memorable evening, a photo album will be sent to you shortly.

Thank you for joining us. We look forward to seeing you soon.

Best Regards,  
The ActivCard Team

marketing:// email campaigns

# marketing @

### 2003 Case Study:

Big On Batik's bi-monthly newsletter is currently delivered to 1,600 customers via Vertical Response, a third party opt-in newsletter service. Not only does Vertical Response offer Big On Batik a full set of statistics for each email campaign, but they also deliver the newsletter in three user-friendly formats: HTML, AOL and plain text. This ensures that customers are receiving the latest promotion based on their viewing capabilities. The newsletter is designed to meld effective sales copy with beautiful graphics reflective of Big On Batik's products. Periodically, fellow vendors and strategic partners are also welcomed to share reciprocal advertising space. The campaign shown below received 511 total clicks, resulting in 1199 user sessions and 5191 pageviews for March 1, 2003. Out of 1,570 total recipients, only 4 members opted-out.

**Swimwear Sale & New Clearance Items to 75% Off**

From: Big On Batik  
Date: Saturday, March 01, 2003 12:34 PM  
To: born@demao.com  
Subject: Swimwear Sale & New Clearance Items to 75% Off

**Big ON Batik** Home Page Clearance Center Swimwear On Sale  
Receive Our 2003 Spring Catalog

**All swimwear ON SALE up to 50% off**  
Shop Now ▶

beautiful clothing for real bodies... sizes IX-8X

**Clearance Prices Reduced Again! Save 75% Off!**  
For March we've further reduced several of our clearance items to make way for our upcoming Spring 2003 fashions. Save up to 75% off original prices! [Shop our clearance now >>](#)

**Pre-season Swimwear Sale Continues! Savings to 50% Off!**  
Our swimwear sale has been going full force and will continue during the month of March to help get you ready for summer. Bikinis, tankinis, cover skirts, cover-ups, sarongs & our hallmark one-piece bathing suits are all reduced between 25-50% off! [Shop our swimwear sale now >>](#)

**Shop By Phone**  
Call us toll-free at 1-888-411-9790, Mon-Fri, 8AM to 5PM Pacific Time.

**Shop By Catalog**  
Call us or visit our web site to request a free copy of our 2003 Spring Catalog.

**Shop By Web**  
Our web site offers safe & secure online shopping with your privacy in mind.

**Rogerswear**  
Visit our fellow plus and super size vendor, Rogerswear, for big savings! During the month of March, save \$40.00 off their [Hooded Cape](#). From career to casual, Rogerswear also offers a gorgeous [collection of 2-piece sets](#), including items currently on sale for 25% off! If you've been looking for a great white shirt for spring check out model Anita in a jacquard crepe top from the [Mega Shirts Collection](#). These stylish tops range in size from 12-20 and can also be multi-purposed as a great jacket over your favorite dress. [www.rogerswear.com](http://www.rogerswear.com)

**Love Your Peaches**  
New Spring fashions are in at Love Your Peaches Clothing Co. Yummy colors like watermelon, kiwi and lilac in sumptuous fabrics: cotton chenille, stretch cord, and more...come take a look! [www.loveyourpeaches.com](http://www.loveyourpeaches.com)

**Love Your Peaches Cotton Chenille Wines Collar Sweater, Sizes IX-XX**

**March 1, 2003**  
1199 User Sessions  
5191 Pageviews  
511 Click-throughs

You are receiving this email because you requested to receive info and updates from Big On Batik via email. Feel free to forward this email to a friend or they can subscribe at <http://www.bigonbatik.com/corporate/mailing.html>. To unsubscribe, reply to this email with "unsubscribe" in the subject or simply click on the following link: [Unsubscribe](#)

This message was sent by Big On Batik using VerticalResponse's [Builder](#) (TM). [Read the VerticalResponse marketing policy.](#)

Powered By VerticalResponse

Great new features with shipping on us...

File Edit View Tools Message Help


Reply Reply All Forward Print Delete Previous Next Addresses

**From:** Big On Batik  
**Date:** Tuesday, April 22, 2003 1:54 AM  
**To:** bern@demao.com  
**Subject:** Great new features with shipping on us...

**Big ON Batik** [Home](#) | [Tops](#) | [Pants](#) | [Dresses](#) | [Swimwear](#) | [Jewelry](#)  
**Final Days For Free Shipping! Shop Now!**

**new features make shopping a breeze...**

You talked and we listened! Thanks to our loyal customer feedback, we are happy to announce several big changes and improvements at [Big On Batik](#). Look for these images:

-  **New Plus Size Petites.** Petite pants, tops & more!
  -  **Extended sizes,** for those 7X and above.
  -  Each item displays its own size chart for a sure fit.
  -  Larger, crisper photos magnified to show stunning detail.
  -  Change item colors by simply clicking swatches shown.
-  Yes, the design sketches are back! Click on this image to view the pattern design of our styles.



In addition to all of these great features, we're also happy to have added a tell-a-friend feature to our item pages so you can share your great finds! As always, your thoughts and opinions make the difference at Big On Batik. Want to share something? [Please feel free to get in touch with us!](#)

[Crossback Swimsuit Set >>](#)

plus size clothing as bold, as vibrant, as you are: [www.bigonbatik.com](http://www.bigonbatik.com)



**The new old favorite:**  
 Back by popular demand, Big On Batik is thrilled to re-introduce our Laceback Dress in all its fun, sassy glory. New colors with matching cardigan jackets available. This dress is the ultimate summertime fashion must-have. Sizes 1X-6X.

[<< View Laceback Dress](#)



**Mix, match and relax:**  
 New for 2003, Big On Batik brings you our line of etamine separates: a soft, lightweight and loosely woven rayon fabric with a beautiful drape and remarkable ease of care. Matching tank top and shorts available. Sizes 1X-6X.

[<< View Mandarin Top](#)

**April 22, 2003**  
 1285 User Sessions  
 5481 Pageviews  
 426 Click-throughs

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This message was sent by Big On Batik using VerticalResponse's [iBuilder](#) (TM).  
[Read](#) the VerticalResponse marketing policy.



**From:** Big On Batik  
**Date:** Wednesday, January 07, 2004 6:08 PM  
**To:** bern@demao.com  
**Subject:** 40-50% Off Plus Size Clearance

**Big ON Batik** Home | Clearance Swimwear | View All Clearance Items  
Plus Size Clothing & Accessories sizes 1X-8X+



**New clearance items**  
[50% Off Classic Swimsuit](#)  
[40% Off Crossback Swimsuit](#)  
[40% Off Keyhole Swimsuit](#)  
[40% Off Tankini Tops](#)  
[40% Off Bikini Tops](#)  
[40% Off Swimsuit Cover-ups](#)  
[More clearance items...](#)

**Final reductions**  
[50% Off Laceback Dress](#)  
[50% Off Wanita Top](#)  
[50% Off Tekat Top](#)  
[50% Off Capri Top](#)  
[50% Off Capri Pants](#)  
[50% Off Wrap Skirt](#)  
[More clearance items...](#)

**Now on Amazon.com**  
[Tank Top \\$24.50](#)  
[Lightweight Sarong \\$24.00](#)  
[Peasant Top \\$34.50](#)  
[More Amazon.com items...](#)

**Big On Batik Joins The Amazon.com Family Of Sellers**  
 We are proud to announce that we have joined the family of partners at [Amazon.com](#)! You will now find some of your favorite Big On Batik items featured on [Amazon.com](#). Please take a look to see what great items we're offering and be sure to tell your friends! If you have a moment, we'd love to have you review or rate our items. We always appreciate your comments and support!  
[SHOP BIG ON BATIK AT AMAZON NOW >](#)

**Plus Size Partner: Love Your Peaches**  
 It's January clearance time at Love Your Peaches! Check out their storewide sale!  
[SHOP LOVE YOUR PEACHES NOW >](#)

**Please Note:** We now accept American Express! Due to the inability reverse fraudulent orders, we will no longer be accepting PayPal.

IN ASSOCIATION WITH  


**January 7, 2004**  
 1632 User Sessions  
 5910 Pageviews  
 553 Click-throughs

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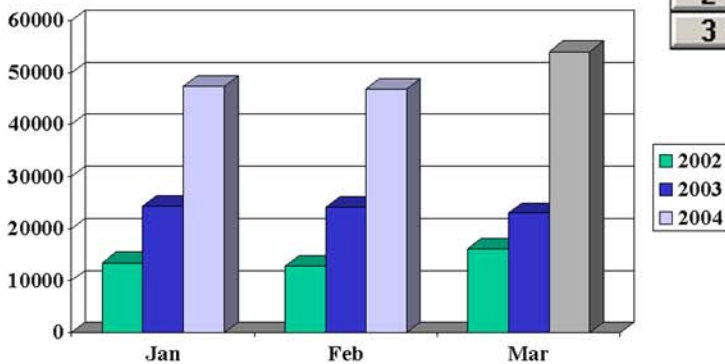
Big On Batik Plus Size Clothing  
P.O. Box 2352 | Carlsbad | California 92018  
Toll-Free 1-888-411-9790 | Monday - Friday | 8AM to 5PM Pacific

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 VerticalResponse

marketing:// web site traffic analysis



Q1 2002-2004 Web Site Traffic Comparison: User Sessions

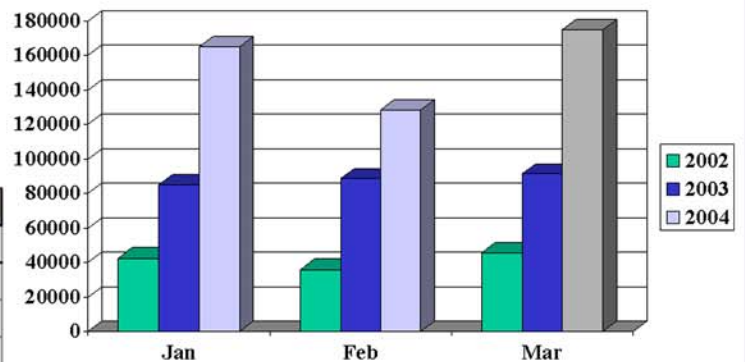


		A	B	C
		Jan	Feb	Mar
1	2002	13481	12815	16159
2	2003	24381	24162	22966
3	2004	47306	46748	*54000

Average Monthly Gain Over Q1 2002: 9,685 User Sessions  
 Average Monthly Gain Over Q1 2003: 25,515 User Sessions  
 \* March Projection at 54,000+ (March 15th Line Launch)

Average Monthly Gain Over Q1 2002: 46,890 Pageviews  
 Average Monthly Gain Over Q1 2003: 67,916 Pageviews  
 \* March Projection at 175,000+ (March 15th Line Launch)

Q1 2002-2004 Web Site Traffic Comparison: Pageviews



		A	B	C
		Jan	Feb	Mar
1	2002	42580	36138	45436
2	2003	84831	88703	91290
3	2004	165106	128467	*175000

 marketing:// search engine optimization
**2003-2004 Case Study:**

The following represents Big On Batik's Yahoo! search engine placement for our top relevant keywords. By aggressively managing and monitoring our listings, we were able to make strong moves and subsequently benefit from greatly increased web site traffic and retail sales.

Traffic	Term	2/13/2003	2/25/2003	3/2/2003	3/13/2003	1/21/2004
194969	plus size clothing	30	30	31	16	4
52477	plus size swim wear	89	7	6	8	4
52477	plus size swimwear	37	19	19	15	4
22293	plus size	62	60	61	36	19
8125	plus size dress	34	15	15	19	8
8125	plus size dresses	19	14	14	13	8
7980	batik	2	2	2	3	5
7705	plus size women's clothing	>150	13	14	14	4
3405	plus size fashions	119	58	34	30	3
3366	plus size swimsuit	18	16*	16*	23	6
3366	plus size swimsuits	0	0	41	36	7
3351	women's plus size	0	0	93	14	3
2903	plus size fashion	13	13*	11	5	3
2617	womens plus size clothes	>150	91	90	91	2
2617	women's plus size clothes	0	0	0	35	1
2580	plus size woman clothing	18	18	18	32*	24*
1787	caftan	5	5	5	7	>150
1787	caftans	4	4	4	3	>150
1358	plus size woman clothes	25	26*	26*	22*	23*
1320	plus size apparel	106	108*	109*	25	2
1238	plus size store	>150	>150	>150	>150	36
1158	plus size bathing suit	8	45*	1	1	11
1158	plus size bathing suits	11	11*	4	1	2
1108	bali silver	8	9	10	11	7
972	plus size catalog	82	80*	21	24	4
913	batik fabric	13	14	14	14	7
680	plus size womens apparel	>150	>150	>150	>150	3
680	plus size women's apparel	0	0	73	14	3
640	plus size swim suit	6	2	2	3	35
640	plus size swim suits	0	0	4	4	9
584	plus size bikini	10	1	1	1	9
529	plus size jewelry	16	4	4	4	6
419	bali jewelry	18	19	21	22	8
415	bali silver jewelry	13	14	15	10	5
386	plus size womens dress	>150	2	2	2	5
386	plus size women's dress	0	0	6*	6*	4
353	batik clothing	>150	21	21	18	34
340	plus size skirts	0	0	13	7	5
340	plus size skirt	49	26	3	3	10
221	batik sarong	24	25	24	43	23
221	batik sarongs	0	29	8	25	19
220	plus size pants	83	7	7	6	4
176	super size clothing	22	15	15	14	18
169	plus size clothing catalog	66	37	24	20	5
147	plus size shirts	0	0	18	18	54
127	plus size top	10	10*	10*	8*	22
127	plus size tops	4	2	2	2	4
92	super size women's clothing	0	3	3	3	23
92	super size womens clothing	>150	>150	>150	>150	43
32	batik clothes	33	35*	33*	30*	131*
0	batik plus size clothing	1	1	1	1	1
0	batik tablecloths	0	3	3	3	2
0	batik linens	1	1	1	1	1

**KEY**

<span style="background-color: #90EE90; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span> Top 10
<span style="background-color: #FF0000; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span> Losing
<span style="background-color: #FFFF00; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span> Improve
<span style="background-color: #ADD8E6; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span> Top 20

\* Wrong page