InterGlobal

Website Performance & Digital Operations Proposal

Prepared exclusively for ZeroG │ CMB, Inc & AmVac

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INTRODUCTION

Hello Sophia,

Thank you for sharing the technical specifications document. We reviewed every detail carefully, and we appreciate how thorough your team has been in defining the goals for zerogvac.com.

The objectives you outlined — reducing website response time, speeding up image loading, and improving the overall user experience — are exactly the right priorities for a business like ZeroG that competes in a space where first impressions matter.

We want to be straightforward with you: **InterGlobal can absolutely deliver everything in your specifications.** Caching, CDN integration, image optimization, minification — we do all of that. But after reviewing your document, we also saw an opportunity to offer you something significantly more valuable.

Your specifications describe a solution built on **5 to 8 WordPress plugins**, each from different developers, each with their own update schedules, and each adding potential security risks and compatibility concerns. That approach works — but it creates a fragile system that requires constant attention.

Our approach is different. We build these systems directly into the website. No plugins. No dependencies on third-party developers. Everything is custom-built, integrated, and managed from one place.

That "one place" is something we call the **NEXUS Control Dashboard** — a command center we built in-house that handles website performance, content creation, SEO, email marketing, analytics, and much more. It is the same system we use to run our own operations. In fact, it is the reason you were able to find InterGlobal on Google in the first place.

In the following pages, we have put together a side-by-side comparison of both approaches, a detailed walkthrough of every tool inside NEXUS, and a vision for how this system could be tailored specifically for ZeroG's business.

We are still waiting for full website access to perform a complete audit, and we look forward to that. In the meantime, this document will give you a clear picture of what InterGlobal brings to the table.

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SIDE-BY-SIDE

Two Approaches, Very Different Results

Your technical specifications describe a plugin-based WordPress optimization strategy. Below is an honest comparison of that approach versus what InterGlobal delivers with custom-built systems.

Plugin-Dependent Approach

! **5-8 separate plugins required** — WP Rocket, Redis Object Cache, CDN Enabler, Autoptimize, ShortPixel, and more. Each one adds code, complexity, and risk.

! **Plugin conflicts are common** — When one plugin updates, it can break another. A caching plugin may conflict with your CDN plugin or your image optimizer.

! **Multiple dashboards** — Each plugin has its own settings page. Caching in one place, CDN in another, images somewhere else. No unified view.

! **Recurring license fees** — WP Rocket alone is $59/year. CDN fees, image optimization services, and premium plugin licenses add up quickly.

! **Security exposure** — Every plugin is code written by a different team. More plugins means more potential entry points for attackers.

! **Performance only** — This approach speeds up the website, but gives you zero tools for content creation, SEO tracking, email marketing, or business operations.

InterGlobal's Custom Approach

✓ **Zero plugin dependencies** — Caching, compression, image optimization, and minification are built directly into the website's code. Nothing to install or update.

✓ **Conflict-free by design** — Since everything is built by one team as one integrated system, there are no compatibility issues. Ever.

✓ **One unified dashboard** — The NEXUS Control Dashboard puts performance, content, SEO, analytics, email, and more in a single command center.

✓ **No recurring plugin fees** — You own the system. No yearly renewals for caching plugins, image tools, or CDN connectors.

✓ **Smaller attack surface** — Less code, one trusted source. Your website stays lean and secure without third-party plugin risks.

✓ **Performance + business tools** — Beyond speed, you get AI content creation, SEO analysis, email marketing, contracts, analytics, and more — all included.

The bottom line: The plugin approach solves one problem (website speed) while creating new ones (complexity, cost, fragility). InterGlobal's approach solves the speed problem *and* gives your team a complete set of tools to grow the business — all from one place.

YOUR SPECIFICATIONS

Point-by-Point: What You Asked For, How We Deliver It

Every item from your technical specifications, matched with InterGlobal's approach — no plugins required.

Task 1: Caching — Your Spec vs. Our Solution

Page caching (WP Rocket / W3TC)	Built into the server layer with configurable lifetimes. No plugin needed.
Object caching (Redis plugin)	Server-configured directly. Database queries cached with custom TTL at the infrastructure level.
Browser caching headers	Already configured. Images: 1 year, CSS/JS: optimized, Fonts: 1 year. Cache-Control and ETag set.
Minification (Autoptimize)	Custom build pipeline. HTML, CSS, and JS minified without any plugin overhead.
Gzip compression	Already active. All text resources (HTML, CSS, JS, JSON, SVG) compressed at the server level.
Cache clearing on update	Built-in Cache Purge system. Clears OPcache, regenerates sitemaps, updates cache markers automatically.

Task 2: CDN & Image Optimization — Your Spec vs. Our Solution

CDN setup (Cloudflare / BunnyCDN)	CDN configured at infrastructure level. DNS prefetching and preconnect headers already optimized.
CDN WordPress plugin	Not needed. CDN integration handled at the server and code level — nothing to install or maintain.
Image compression on upload	Custom pipeline. Lossless compression, WebP conversion with fallback, responsive sizing on upload.
Lazy loading	Native lazy loading built into templates. Images load when entering the viewport — no plugin.
Migration of existing images	Custom migration script to move media to CDN, update URLs, and preserve library structure.
Hotlinking protection	Server-level protection. Images protected from unauthorized embedding — no plugin needed.

Key difference: Your spec requires at least 6 separate plugins to accomplish these two tasks. InterGlobal delivers the same results — and more — with zero plugins, fewer points of failure, and lower ongoing cost.

BEYOND PERFORMANCE

Introducing the NEXUS Control Dashboard

Your technical specifications focus on making the website faster. That is important — but it is only the beginning. NEXUS is a complete command center for your entire digital operation. It is what we use to run InterGlobal, and it is what we can build for ZeroG.

13	**0**	**1**	**24/7**
INTEGRATED MODULES	PLUGINS REQUIRED	UNIFIED DASHBOARD	REAL-TIME MONITORING

Live Analytics Engine
Real-time visitor intelligence

LIVE

Know exactly what is happening on your website at every moment. The Live Analytics Engine tracks visitors in real time — who is on your site right now, what pages they are viewing, what device they are using, and where they came from. No Google Analytics delay. No third-party scripts slowing down your pages. Your data stays on your server.

- Real-time active visitor count
- Device breakdown (Desktop, Mobile, Tablet)
- Engagement metrics (bounce rate, scroll depth)
- Configurable date ranges (Today to 1 Year)
- UTM campaign performance tracking

- Page views and unique visitor tracking
- Traffic source and referrer analysis
- Click event tracking and heatmap data
- Export reports as PDF, CSV, Excel, or JSON
- Browser and operating system breakdown

For ZeroG: See exactly how many people are looking at the ZeroG F3D product page right now. Know whether shoppers are coming from phones or desktops. Track which marketing campaigns drive the most traffic. Watch the checkout funnel in real time and see where customers drop off. All of this — without a single WordPress plugin.

W.I.S.E. 2.0 — AI-Powered Content Engine

W.I.S.E. stands for Website-Integrated SEO + Editorial. It is our proprietary AI system that creates professional, SEO-optimized content through a simple conversation. Think of it as having a full-time content writer and SEO expert working together, available whenever you need them.

W.I.S.E. 2.0 Content Engine
Website-Integrated SEO + Editorial

AI-POWERED

Creating content that ranks on Google is hard. It takes hours of research, careful writing, and deep knowledge of how search engines work. W.I.S.E. changes that. You simply type what you want to write about — like "best vacuum for pet hair" — and W.I.S.E. generates a complete, professionally written, SEO-optimized blog post ready to publish. It handles the keywords, the structure, the meta tags, and even the internal linking — automatically.

- AI-powered full-length blog post generation
- Conversational interface — just describe what you want
- Automatic sitemap updates when you publish
- JSON-LD structured data for rich Google results
- Unsplash image integration (premium photos)
- Content performance tracking (views, engagement)

- Built-in SEO optimization (keywords, meta tags)
- Real-time HTML preview before publishing
- Open Graph tags for social media sharing
- Quick commands for fast content generation
- Direct newsletter push — publish and email at once
- Draft, Scheduled, and Published workflow

For ZeroG: Your website already has a blog with comparison articles like "Which type of vacuum is best for carpeted areas?" With W.I.S.E., you could generate articles like that in minutes instead of hours. Comparison guides, cleaning tips, product spotlights, seasonal content — all optimized to rank on Google for terms like "best lightweight vacuum" or "floating vacuum cleaner." This is the same system that powered InterGlobal's own SEO — it is how you found us.

Real proof, not promises: InterGlobal uses W.I.S.E. for its own content. The SEO rankings that led your team to find us on Google were built using this exact system. W.I.S.E. is not a concept — it is live, in production, and generating results right now.

SEARCH VISIBILITY

SEO Analyzer & Blog Ideas Engine

SEO Analyzer
Site-wide search optimization intelligence

LIVE

Most businesses have no idea how their website looks to Google. The SEO Analyzer scans every page on your site and gives each one a score from 0 to 100, along with specific recommendations for improvement. It checks your titles, descriptions, keywords, content length, heading structure, and dozens of other factors that affect your search ranking. Think of it as a free SEO audit that runs whenever you want.

- Score every page on your site (0-100)
- Identify critical SEO issues instantly
- Page health distribution (Good / Needs Work / Poor)
- Title tag and meta description checks
- Track keywords and search positions
- Scan individual pages or the entire site
- Word count and content depth analysis
- Actionable recommendations for each issue

For ZeroG: Know exactly which pages on zerogvac.com need work. Track how you rank for key terms like "best vacuum cleaner," "lightweight vacuum," and "ZeroG vacuum." Get clear, simple recommendations — not technical jargon — for how to improve each page.

Blog Ideas & News Engine
AI-powered content suggestions from trending topics

AI-POWERED

Never run out of content ideas. This module pulls real-time news from the technology and home products industry, then uses AI to generate smart blog topic suggestions tailored to your business. Each suggestion comes with a title, target keywords, urgency level (trending vs. evergreen), and a one-click button to generate the full article in W.I.S.E.

- AI-generated blog topic suggestions
- Trending vs. evergreen content classification
- One-click article generation via W.I.S.E.
- Live news feed from 8+ industry sources
- Target keywords included with each idea
- Category and intent tagging

For ZeroG: Get weekly content ideas based on what people are actually searching for in the vacuum and home cleaning space. "Spring cleaning tips," "best vacuums of 2026," "how to clean pet hair from furniture" — generated automatically, based on real trends.

GROWTH TOOLS

Newsletter Hub & Media Library

Newsletter Hub
Email marketing and subscriber management

PROFESSIONAL

Email is still the most effective marketing channel for e-commerce — and ZeroG sells a $679 product where customer trust is everything. The Newsletter Hub lets you build and manage your subscriber list, create email campaigns, and send professional newsletters. It connects directly to W.I.S.E., so when you publish a blog post, you can email it to your subscribers with one click.

- Subscriber management (add, filter, export)
- Professional email delivery via Brevo
- Open and click tracking per subscriber
- Tag-based subscriber organization
- Export subscriber data (CSV, Excel, JSON, PDF)

- Email campaign creation and broadcasting
- Automatic welcome emails for new subscribers
- Filter by status: Active, Unsubscribed, Bounced
- One-click blog-to-email broadcasting
- Bulk actions for efficient list management

For ZeroG: Build a list of customers and prospects. Send product announcements when new attachments or models launch. Share cleaning tips and maintenance guides. Send warranty reminders. Run holiday promotions. Every email drives traffic back to zerogvac.com — and the entire system lives inside your dashboard, not in a separate Mailchimp or Constant Contact account.

Media Library
Centralized file and image management

ACTIVE

All your product images, lifestyle photos, videos, and marketing assets in one organized place. Upload files with drag-and-drop, search by name, filter by type, and copy shareable URLs instantly. The Media Library connects directly to W.I.S.E. and the Newsletter Hub, so you can use your images everywhere without re-uploading.

- Drag-and-drop file uploads (up to 500MB)
- Search and filter by file type
- Automatic source categorization

- Image, video, and document support
- One-click URL copying for any asset
- Storage usage tracking and file stats

For ZeroG: Store all your product photos, demo videos, lifestyle images, and trade show materials in one library. When you need an image for a blog post or email, it is already there — no digging through folders or re-uploading.

BUSINESS OPERATIONS

QR Studio Pro & Contract Management

QR Studio Pro
Professional QR code generator with custom branding

`PRO`

Create beautiful, branded QR codes for your products, packaging, and marketing materials. Unlike basic QR generators, QR Studio Pro gives you full control over colors, shapes, logos, frames, and gradients. Generate QR codes that link to your website, WiFi credentials, contact cards, or any URL — and download them in high resolution for print.

- Support for URLs, WiFi, vCards, Email, SMS, Text
- Logo overlay with size and position control
- Corner styling (squares and dots)
- Live preview as you design
- Adjustable error correction levels

- Custom dot styles, colors, and gradients
- Custom frame shapes, colors, and labels
- Pre-configured style templates (Quick Presets)
- Export as PNG, SVG, or PDF (print-ready)
- Transparent background option

> **For ZeroG:** Put a branded QR code on every ZeroG box that links directly to setup instructions, warranty registration, or a video demo. Create QR codes for trade shows that link to your product page. Add them to print ads, business cards, and dealer materials. Every scan drives a potential customer to your website.

Contract Management
Digital contracts, signatures, and document tracking

`NEW`

Create, send, and track business contracts without leaving your dashboard. Write contracts from templates or with AI assistance, send them to clients or partners for digital signature, and track the status in real time. When signed, download a professional PDF. No DocuSign subscription needed.

- Create contracts from templates or AI
- Real-time status tracking (Draft to Signed)
- PDF download for signed contracts
- Duplicate contracts for similar deals

- Send contracts via email with signing links
- Digital signature collection
- Expiration dates and contract renewal
- Total contract value tracking

> **For ZeroG:** Send dealer agreements to retail partners. Create distributor contracts for marketplace relationships. Track which agreements have been signed and which are pending. When a new retailer wants to carry ZeroG, the contract is ready in minutes — not days.

INFRASTRUCTURE

System Intelligence, Cache Purge & Sitemap Manager

System Intelligence
Server health, security, and environment monitoring

LIVE

Know the health of your website infrastructure at a glance. System Intelligence monitors your server status, database connections, security events, login history, PHP environment, disk space, and more — all in real time. If something goes wrong, you see it immediately instead of finding out when a customer complains.

- Real-time server health monitoring
- Login history (successful and failed attempts)
- IP blocking for malicious visitors
- Disk space usage and availability
- Current session details and browser info

- Database connection and size tracking
- Security attack detection (24-hour window)
- PHP environment and extension status
- Registered user management
- Exportable system status reports (PDF)

For ZeroG: If someone tries to attack zerogvac.com, you will know immediately. If the database is running slow, you will see it before customers notice. If someone fails to log in five times, the system blocks their IP automatically. Peace of mind, built into the dashboard.

Cache Purge
One-click performance reset

Clear all cached data with a single click. Resets PHP OPcache, regenerates your sitemap, rebuilds the blog index, and updates cache version markers — ensuring visitors always see the latest content.

- PHP OPcache reset
- Automatic sitemap regeneration
- Blog index cache busting
- Cache version markers
- Post count verification

Sitemap Manager
XML sitemap intelligence

Your sitemap tells Google what pages to index. The Sitemap Manager generates, validates, and auto-fixes your XML sitemap. A 16-point validator catches issues before Google does.

- Automatic XML sitemap generation
- 16-point validation engine
- Auto-fix for common issues
- Section breakdown by page type
- Google Search Console integration

CONTROL CENTER

Settings, Configuration & Complete Module Summary

⚙️ **Settings & Configuration**
Full system control without touching code

Control every aspect of your digital presence from one settings panel. Update your site information, manage branding assets, configure email notifications, set up milestone alerts, manage API keys, create user accounts with different permission levels, and monitor your data usage. Everything is designed so that your team can make changes without needing a developer.

- General site info (name, URL, description)
- Email notification configuration
- Visitor tracking controls (on/off)
- User accounts with role-based permissions
- Data usage overview and cleanup tools

- Social sharing image (OG Image) management
- Milestone alerts (views, clicks, visitors)
- API key management (Brevo, Gemini, Unsplash)
- Password and profile management
- Daily digest email option

Complete NEXUS Module Summary

Module	What It Does	Status
Live Analytics	Real-time visitor tracking, traffic sources, engagement metrics	Live
W.I.S.E. 2.0	AI-powered blog content creation with built-in SEO	AI
SEO Analyzer	Site-wide SEO scoring, keyword tracking, issue detection	Live
Blog Ideas & News	AI-powered content suggestions from trending topics	AI
Newsletter Hub	Email campaigns, subscriber management, Brevo delivery	Pro
Media Library	Centralized image, video, and file management	Active
QR Studio Pro	Custom branded QR codes for products and marketing	Pro
Contract Management	Digital contracts, e-signatures, status tracking	New
System Intelligence	Server health, security events, login monitoring	Live
Cache Purge	One-click performance optimization and cache clearing	Active
Sitemap Manager	XML sitemap generation, validation, and auto-fix	Active
Settings	Branding, notifications, users, API keys, data management	Active

THE BIGGER PICTURE

NEXUS Grows With Your Business

What makes NEXUS different from WordPress is that it is not locked into a fixed set of features. Because it is custom-built, we can add new modules tailored specifically to how ZeroG operates. Here is what a fully expanded NEXUS could look like for your business:

1 **Inventory & Product Dashboard**
Track ZeroG inventory levels in real time. See which models are in stock, which are running low, and get alerts before you run out. Connect directly to your marketplace feeds (Amazon, etc.) for a unified view.

2 **Customer Support Ticket System**
When customers reach out about warranty claims, parts, or questions, manage every request from inside NEXUS. Assign tickets, track resolution times, and keep a complete history for each customer.

3 **Sales Pipeline & Dealer Management**
Track retail partnerships, dealer inquiries, and B2B sales opportunities. See the full pipeline from initial contact to signed agreement — integrated with the Contract Management module.

4 **Product Warranty Tracking**
Register warranties automatically when customers purchase. Track warranty status, expiration dates, and claims. Send automated reminders when warranties are about to expire (upsell opportunity).

5 **Trade Show & Event Manager**
Plan trade shows, track booth materials, manage schedules, and collect leads at events. QR Studio Pro creates the codes, NEXUS tracks the results.

6 **Custom Reporting & Business Intelligence**
Executive dashboards that combine website analytics, sales data, email performance, and customer metrics in one view. Make decisions based on real data, not guesswork.

Think of NEXUS as your business operating system. WordPress gives you a website. NEXUS gives you a command center for your entire operation — website, content, marketing, sales, customer service, and analytics. And unlike WordPress, you will never need to install a plugin to add a new capability. We build it. It just works.

∞ **Unlimited Expandability**
Every module listed above can be designed and built specifically for ZeroG's workflow. No off-the-shelf compromises. No one-size-fits-all limitations. Your tools, your way.

How InterGlobal's SEO Found You

You did not find InterGlobal through an ad. You found us through search — and that is W.I.S.E. at work.

The W.I.S.E. Effect

InterGlobal's website visibility on Google is powered by the same W.I.S.E. system we are offering to ZeroG. Our blog content, SEO structure, sitemap optimization, and keyword strategy are all managed through W.I.S.E. and the NEXUS dashboard.

When your team searched for web development or digital marketing services, InterGlobal appeared in the results because W.I.S.E. had already done its job — creating optimized content, building proper SEO infrastructure, and keeping our sitemap accurate and up to date.

That is not a pitch. That is proof. The system works. We use it every day. And it can do the same thing for ZeroG in the vacuum and home cleaning space.

What W.I.S.E. Could Do for ZeroG

Content That Ranks

Your blog already has articles like "Which type of vacuum is best for carpeted areas?" W.I.S.E. could generate dozens more:

> "Best vacuum for pet owners in 2026"
> "ZeroG vs Dyson: honest comparison"
> "How to choose a lightweight vacuum"
> "5 signs your vacuum needs replacing"
> "Why floating vacuums clean better"
> "Spring cleaning guide: room by room"

Each article is fully SEO-optimized, structured for Google featured snippets, and includes proper meta tags, schema markup, and internal links.

Automated SEO Infrastructure

Behind every published article, W.I.S.E. automatically handles the technical SEO work:

> Sitemap updated with new URL
> Meta description and keywords set
> Open Graph tags for social sharing
> JSON-LD structured data for rich results
> Canonical URLs to prevent duplicate content
> Twitter Card tags for social visibility

No Yoast plugin. No RankMath plugin. No manual SEO configuration. It happens automatically because W.I.S.E. was built to handle it.

Bottom line: Your technical specifications ask for website speed improvements. W.I.S.E. delivers something equally valuable — a steady stream of SEO-optimized content that brings new customers to zerogvac.com every day. Speed gets them in the door. Content brings them there in the first place.

MOVING FORWARD

Next Steps

We are ready to move forward whenever you are. Here is our recommended path to get ZeroG the results you are looking for.

1   **Full Website Access & Technical Audit**
Once we receive access to the zerogvac.com backend, we will perform a thorough audit of the current setup — hosting environment, database performance, plugin inventory, theme structure, and existing SEO health. This gives us the baseline we need to build the right solution.

2   **Live NEXUS Walkthrough**
We would love to show you NEXUS in action. A 30-minute screen share where you can see every module we described in this document — live, working, in production. Seeing is believing, and we want you to see exactly what your team would be working with.

3   **Custom Proposal & Pricing**
Based on the audit and your feedback, we will prepare a detailed proposal with scope, timeline, and pricing options. We will include multiple paths — from performance optimization only (matching your original spec) to the full NEXUS implementation — so you can choose what fits your budget and goals.

4   **Implementation**
Once approved, our team begins building. We work in phases — performance first (the improvements from your spec), then the NEXUS dashboard and expanded tools. You see progress every step of the way, and nothing goes live without your approval.

5   **Training & Handoff**
We do not just build and disappear. Your team gets full training on every tool, written documentation, and ongoing support. NEXUS is designed to be used by your team — not just by developers.

Let's Build Something Great for ZeroG

We are excited about the opportunity to work with your team. Whether you need performance optimization, a full digital command center, or both — InterGlobal is ready.

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