



Landing Pages



Our Services

Search Engine Marketing

*Search Engine Optimization
Pay Per Click Management
Link Building
Directory Submission
Social Media Marketing*

Website Design

*Website Hosting
Domain Registration
Blog Setup & Installation*

Content Development

*Press Release Copywriting
Press Release Distribution
Article Copywriting
Article Submission
Blog Copywriting
Video Production*

Education

*SEO Training
Pay Per Click Management
Website Maintenance Training
Blog Training*

Landing Pages Send PPC Leads to Your Email

A landing page is a web page designed to turn pay-per-click (PPC) traffic into measurable leads. After users click on one of your PPC ads, they will immediately "land" onto a special kind of page where they are enticed to fill out an online lead form, which is then sent to your email.

Web and Graphic Design

Directory One will design an attractive web page, remove unnecessary links, and place your form prominently on the page, all to maximize the chances of generating a lead.

Web Page Content Development

Content for your PPC landing pages will be written to effectively describe your offer and entice visitors to fill out your form.

Custom Form Programming

Your online form will be custom programmed to gather the information you need. As few or as many fields as you like can be added to gather names, addresses, phone numbers, etc. The form will also send leads to the email(s) of your choice.

Landing Page Tracking

A special code will allow you to track when someone fills out your lead form. You'll be able to tell which PPC ad the lead entered through and which keywords prompted that ad to appear. This way you can tell which ads and keywords are most profitable.

À La Carte Price per Landing Page: \$550

Multiple Landing Page Package (Save 20%): \$10,560

- ▶ 24 landing pages
- ▶ Graphic design, copywriting and form programming
- ▶ Test two different landing pages to see which one generates the most leads
- ▶ Try just one landing page at the regular a la carte price of \$550, which will be applied in full toward the Multiple Landing Page Package should you choose to upgrade.

Directory One Inc.

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PPC Landing Page Contract

This Landing Page agreement is between _____ and Directory One, Inc.

Services	Quantity	Price	
Landing Pages	_____	\$ 550.00	\$ _____
Landing Page Pack	Save 20%	\$ 10,560.00	
Total Amount Due at Signing			\$ _____

Terms and Conditions

The total amount is due upon signing and returning this landing page contract.

Directory One will not be held liable for any amount above the fees paid. Directory One will not refund any deposits or payments, once seven days have passed. This agreement is legally binding seven days from the signing of this contract. This agreement will remain in effect for the term stated above.

Directory One, Inc. reserves the right to terminate or deny any service for any reason, including: web sites considered to be of pornographic nature by Directory One, Inc., web sites involved in domain name disputes, failure to pay for services on time, solicitation or selling of illegal products or services.

Domain Name: _____

Company Name: _____

Billing Address: _____

Email Address: _____

Phone Number: _____

Fax: _____

Alternate Contacts: _____

Type of Credit Card: _____ CVC # _____

Credit Card Number: _____ Expiration Date: _____

Credit Card Billing Address (if different than above): _____

Yes, I authorize Directory One, Inc. to charge my credit card for **a one time** amount due for services.

I, _____ (print customer name), assert that I am a person employed by

_____ (company name), that I have authority to make decisions concerning this company's web presence, and that I have the authority to promise payment for the services rendered by Directory One. I assert that I have read the above referenced Landing Page plan and contract and that I understand fully the contents of both including the payment promised by the aforementioned company to Directory One, Inc. and the services promised.

Customer Signature: _____ Date: _____

I, _____ (print representative's name) assert that I am a representative of Directory One, Inc. and that I have authority to market Directory One's services. I assert that I have explained to the best of my ability the features of the above referenced Landing Page Plan. I have not intentionally misled the client in any way regarding the services owed by Directory One, Inc.; nor have I intentionally misinformed the client concerning his or her payment obligations.

Representative's Signature: _____ Date: _____