



Five Page Focused Microsite



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*

Our Clients

Home Services and Repair
Industrial Services
Insurance
Law
Management Consulting
Manufacturing
Media
Medical
Private Equity
Realty
Retail
Software
Technology Consulting
Training

Full Service Five Page Microsite

A microsite is a focused, one subject website based on a single key phrase. It has its own unique URL, landing page and targeted content to attract a specific niche audience.

Where Does the Key Phrase Come From?

If you have a new product, service, or market area that you would like to test-market or introduce, simply give us the key phrase. We'll input it into our proprietary keyword research software and determine the variation of your key phrase with the highest number of searches and the lowest number of competitors. Upon your approval we'll register the domain name, making sure to include your primary key phrase as part of it.

What Exactly Do You Mean by Full-Service?

- Domain Registration
- Hosting
- Web Design (5 pages)
- Focused Web Page Copywriting (5 pages total)
- Custom Call to Action Landing Page (1 page of 5)
- On-page Search Engine Optimization (5 pages)
- Press Release to Announce the Launch
- Blog Post on the Directory One Blog to generate an immediate back link from a page rank 6 web page.
- Local Directory Submission (when your micro site product or service is marketed to a new city or geographic area.

Price

There is a one-time charge in the amount of \$5000 per micro-site.

Directory One Inc. is a premier Web Marketing and Web Design company headquartered in Houston, TX. Directory One helps clients improve the effectiveness of their Websites. In 2006 and 2007 the *Houston Business Journal* named Directory One the largest Website Marketing and Web Design firm in Houston.

Micro-site Design & Promotion Contract

This Micro-site Design & Promotion Agreement is between _____ and Directory One, Inc.

Focused Micro-site Design & Search Engine Marketing

No. of Web Pages	Total Amount Due on Signup
<input type="checkbox"/> 1	\$1,000
<input type="checkbox"/> 5	\$5,000

Focused Micro-site Design & Promotion Features Include the following:

- Domain Registration upon request.
- Hosting upon request
- Web Design
- Focused Web Page Copywriting
- Custom Call to Action Landing Page (1 page of 5)
- On-page Search Engine Optimization
- Press Release to Announce the Launch of Your Micro-site
- Blog Post on the Directory One Blog to generate an immediate back link from a Page Rank 6 web page.
- Local Directory Submission (if your micro site product or service is marketed to a new city or geographic area.

Amount due at signup is the total amount of the contract as indicated above.

Terms and Conditions:

I have read and understand the website maintenance plan selected including the management services Directory One will provide in accordance with it.

I agree to pay for services rendered in a timely manner. If my payment is over 30 days past due, I agree to pay the full amount of the original bill plus a 5.0% late-payment fee.

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.

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, Inc. I assert that I have read the above referenced Micro-site Design & Promotion package 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 by Directory One, Inc.

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 Micro-site Design & Promotion package and contract. 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: _____