



Pay-Per-Click Advertising



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

Increase Traffic | Increase Leads | Increase Sales

▶ Complete Flexibility

You can set up your Directory One PPC Management Account with monthly recurring charges or on a one-time basis. Directory One PPC Management also allows you to choose your search engines. You can choose to either have Google by itself or have a combination of both Google and Yahoo. Even your key phrases and ad copy can be changed at any time.

▶ Complete Confidence

You can sign up with complete confidence knowing that you can adjust your total monthly spending, search engine choices, and even your ad copy at any time.

▶ Immediate Results

Your Directory One PPC campaign will be launched within seven working days. While SEO is a long term process, your PPC ads will be up and running in less than a week.

▶ Target Your Market

Whether international, national or local, Directory One targets your PPC campaign to exactly the geographic area you serve. In other words, if you are an auto repair shop in Bellaire, there's no wasted international or even national advertising.

▶ Relatively Low Cost

When compared to traditional advertising, for example, print ads/ TV commercials, Pay Per Click puts you on equal footing with large corporations at relatively low costs. When your prospects click on a pay per click ad, they have no way of knowing whether you're a Fortune 500 company or a brand new local business. And Pay Per Click only costs you money when someone is actually searching for your products or services and clicks one of your ads.

▶ Complete Control

There is a one-time minimum account set-up fee in the amount of \$500.00. With Directory One PPC Management you determine the amount you spend each month, so you'll never get in over your head or over your budget. The Pay Per Click Account Management fee is 25% of your total monthly spending.

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.



Pay-Per-Click Management



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Pay-Per-Click (PPC) Advertising: Immediate, Targeted Traffic

PPC ads are small text ads that appear at the very top alongside the main results of search engines such as Google. Search Engines only charge advertisers when their ads are clicked, and potential customers are directed to specific web pages. PPC ads operate on a system where bid prices along with several other factors, determine the cost and order of ads. Advertisers bid on keyword phrases (specific string of words) like "Houston lawyer" or "French restaurant in New York."

Expert Keyword Research

Directory One will conduct keyword research to find keywords people use when looking for your products or services. We will then set up ads, each individually tailored to match specific key phrases, and direct them to the most relevant page of your website.

Compelling Ad Copy

Compelling ads will be written that encourage clicks and communicate your company's unique value. Each ad will be custom-made to match the words that people are searching for, rather than generic - cookie cutter ads.

Hands-on Bid Management

Your ads will be written and targeted so that they're optimized for Google's Quality Score®. Having optimized ads means you'll pay less per click than your competitors, and your ads will rank above the competition.

Dedicated Account Reps

Your ads will be monitored to ensure your bids are high enough to bring in traffic, but not so high that you're wasting money. We will also constantly adjust bids per your requests, to bring you traffic where and when you need it.

Google Conversion Tracking & Analytics

For those with online lead forms or shopping carts, a tracking code will be inserted into your website. With it, you'll be able to tell which ads visitors have clicked on, which keywords they typed in, their location, and a host of other information, enabling you to see which ads and keywords are producing results. Tracking can be set up to determine a lead, define a sale and even determine profit on a sale.

Directory One Inc.

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Phone: 713.465.0051 | Fax: 713.465.8589 | Toll Free: 800.477.1324

www.DirectoryOne.com
sales@DirectoryOne.com

2008 PPC Advertising Levels	1	2	3	4
Spend Amount (75% Target Spend)	\$1,000- \$2,500	\$3,000- \$5,500	\$6,000- \$9,500	\$10,000 +
One Time Setup Fee	\$500	\$1,000	\$1,500	\$2,000
PPC Features				
Setup and Management of PPC accounts	Yes	Yes	Yes	Yes
Keyword Research to Define Traffic and Competition	Yes	Yes	Yes	Yes
No. of Ad Groups	20	30	40	80
No. of Phone Support Hours (per mo)	1	1.5	2	3
Monthly Reporting	Yes	Yes	Yes	Yes
Online Reporting Access	No	No	Yes	Yes
Conversion Tracking Code	1	2	3	3
Landing Pages	No	No	No	1

Terms and Conditions

Set up fee will be discounted by 50% if client is on a 2008 Directory One SEO package.

Directory One promises to keep your PPC ads running during the course of service. How often your ads are actually clicked depends on many factors beyond our control. However, Directory One promises to make a good faith effort to cause at least 75% of total monthly fees to be spent on paid clicks over one or more PPC networks (e.g., Google and Yahoo).

Should spending fall below 75%, Directory One will make a good faith effort to adjust your account settings so that at least 75% of fees are spent on paid clicks for the remainder of the contract period. If, despite Directory One's best efforts, 75% of fees are not spent on paid clicks, Directory One will retain all fees, in consideration for Directory One's maintenance of your PPC ads.

Regardless of click frequency, PPC ads will run continuously throughout the duration of your contract period, resulting in the ongoing opportunity to build brand awareness and help potential customers find your website.

Directory One will spend the stated budget within a client specified time frame.

In order to achieve maximum ROI, Directory One suggests that all new PPC advertisers commit to a minimum of a three (3) month campaign.



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Pay-Per-Click Advertising Contract

This PPC management agreement is between _____ and Directory One, Inc.

Monthly Plan

Monthly Spend \$ _____ No of months _____ Annual Spend _____
Set-up Fee \$ _____
Amount Due \$ _____ at signing

Amount due at signing is the Set-up fee plus 1st month spend or the total amount of the contract as calculated by multiplying the monthly spend by the number of months and adding the set-up fee.

One-Time Plan

One-Time Spend \$ _____
Set-up Fee \$ _____
Amount Due \$ _____ at signing

Amount due at signing is the Set-up fee plus the one-time spend amount.

Terms and Conditions

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

I understand that the PPC management fee charged by Directory One will be 25% of the total monthly spend and therefore, the target spend will be 75% of the stated spend amount.

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.

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 **monthly** for the amount due for services.
- 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 PPC Marketing plan description and contract and the previous page with above referenced PPC Level Contract Marketing Plan, 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 PPC Marketing 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: _____