



Website Marketing Package #2



Website Conversion to CSS Architecture

Directory One will convert **up to 30 pages** of your current website to CSS architecture including proper html coding, search engine friendly navigation, cross browser compatibility, and image optimization. When a website is converted to CSS, the way it looks, for example font styles, colors and sizes are separated in the source code from your content. In addition the file names that appear in the address field of your web browser will contain your primary key phrase for each page separated by dashes. Includes **up to 30 hours** of web design work

Article/Web Page Copywriting

Directory One will write **4 keyword-optimized articles or web pages** and add them to your website. Each will target a specific key phrase relevant to your business and will be engineered to attract both search engines and visitors looking to learn more about your products and services.

Enhanced Press Release Copywriting & Distribution

Internet press releases tell the world about news and events regarding your company. Directory One will write, optimize, and distribute **4 press releases** that not only spread news about your company, but also appear high in search engines such as Google News, Yahoo News and MSN News. These enhanced press releases include one keyword enriched link to your website, resulting in both improved search engine rankings and increased traffic.

Video

Directory One will produce **2** green screen videos. Video increases credibility while improving your search engine rankings.

Directory Link Building:

Directory One will jumpstart your linkbuilding by submitting your site to DMOZ, InfoZoom, and Check Houston. Package #2 also includes **5** of the most powerful up and coming premium (paid) directories plus **10** local directories required to improve your rankings in Google Maps and Yahoo Local.

Your Company Blog

Directory One will set up and install your company blog and train up to 3 of your employees to use it.

Sitemaps

Directory One will create /update your **Html & XML sitemaps**.

Call Tracking: Which Ads Make Your Phone Ring?

2 call tracking telephone numbers with **250** pooled minutes per month. Additional minutes will be billed at **25 cents per minute**. With Directory One Call Tracking, you'll know exactly which advertising was the source of each telephone lead.

Reports

Directory One keeps you informed with **12** intermediate Google Analytics reports, **4** Competitive Search Engine Ranking reports, and **12** Pay-Per-Click reports per year.

Package Price: \$35,000 Amount Due on Signup: \$5,000 12 Monthly Payments of \$2,500 each
Please Note: 50% Off the regular Pay Per Click Setup Fee with any Website Marketing Package.

Website Marketing Package #2 Contract

This agreement is between _____ and Directory One, Inc.

Terms and Conditions:

Directory One, Inc. hereby agrees to provide the following Website Marketing services selected:

<input type="checkbox"/>	Website Marketing Package #2	\$35,000.00
<input type="checkbox"/>	Payment Plan:	\$ 5,000.00 on signup & \$2,500.00 per month for 12 months
Make sure to ask about our 50% Discounted Pay Per Click Setup Fee with any Website Marketing package.		

The amount due on sign up as indicated above is payable in full upon signing and returning this agreement.

This agreement is for a period of thirteen months. Monthly billing will begin on the first day of the next calendar month.

By signing this agreement I indicate that I have read and understand the following:

- The Search Engine Marketing Business Package selected
- The services Directory One will provide in accordance with this agreement
- I agree to pay for services rendered in a timely manner. If my bill 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 fee you pay to Directory One. Directory One will not refund any deposits or payments, once seven days has passed. This agreement is legally binding seven days from the signing of this contract.

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

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 the total amount due on signup.
- Yes, I authorize Directory One, Inc. to charge my credit card for each of twelve monthly payments.

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 Website Marketing Package #2 Contract and that I understand fully the content 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 Website Marketing Package #2 and that I have not intentionally mislead 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: _____