



Content Articles & Press Release Planner



DIRECTORY ONE
Website Marketing & Design

Unique, well-crafted content is the backbone of good website optimization. By frequently adding new content to your website, it will rank higher in the search engines. One efficient way to do this is through article and press release writing.

As part of your Search Engine Optimization package with Directory One, we write, optimize and post articles and press releases to your website. Our writers are trained to produce highly-targeted content that is customized for the search engines and crafted to deliver your organization's message with clarity and style.

However, they need your help. Please answer the following questions and fax your answers to 713-465-8589 or email them to pr@directoryone.com. If you have any questions please contact us at 713-465-0051 extension 115.

1. Who at your organization should we contact for article ideas and topics? What is their email address and phone number?

2. What trends have you seen recently in your business?

3. Have you recently purchased any new equipment? Hired new staff members? Expanded or moved your offices?

4. Have you experienced any recent growth or increased business in a particular area in the past year?

5. What makes you different or better than your competition?

6. Have you or any employees received any awards related to their work at your company?

7. Do you or your employees receive regular training?

8. Do you subscribe to any trade magazines or visit any websites related to your field? If so, which?

9. Have you or any of your employees spoken or going to speak at any trade shows, conference or other related events?

10. Do you have any clients that would give a testimonial about how your company helped them, changes their life, saved them money? If so, can we interview them over the phone?

11. Have there been any stories in the news recently related to the type of work your company performs?

12. Does your company promote green or environmental causes?

13. Is your company involved in any charitable causes, sponsor any events, etc?

14. Do you have any advice or tips you could give clients or potential clients?

15. Have you recently acquired any major new clients, won any lawsuits or formed a partnership with any other business or company?

16. Please include any additional information that you believe may be relevant:
