



Domain Name Registration



DIRECTORY ONE
Website Marketing & Design

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*
- Reputation Management*
- Social Media Management*

Education

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

Our Clients

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

Domain Name Registration

The first step in creating a web presence is to choose a domain name (your website address). In order for you to own a domain name, your name and business information must be added to ICANN's database – a central registry of all domain names that ensures no two people own the same domain name. This process is called registering a domain name. Only ICANN approved registrars (such as Directory One) can register your domain name.

Types of Domain Name Registration:

► Top Level Domain Registration (TLD)

A Top Level Domain – or TLD – is the main URL for your website. This domain name should be carefully optimized to target the entirety of your business' services. Be careful which domain name you choose! You'll use this as your web site address forever. Directory One can help you find an optimized domain name that will drive relevant business to your site. A good domain name is short (1 to 3 words), easy to remember, and representative of your business. Directory One's optimized domain names can work as a traffic catcher, online brand identity and personality. Remember what people say about the importance of first impressions – this applies to your website too.

► Pointer Site Domain Registration

A pointer site is a domain name that "points to" the TLD, or a URL that automatically sends someone to another site. This is done with a search engine friendly 301 permanent redirect on it that points at the other URL. Pointer sites are useful for a variety of reasons, including to track marketing campaigns (i.e. putting a specific domain name on a certain advertisement and tracking how many hits are received to that domain name) or to target a specific market segment (i.e. using separate domain names to focus on separate aspects of a business).

► Micro Site Domain Registration

Micro Sites are mini-sites built around keywords that target specific services or areas of your business. A micro site is a separate web site from your main web site, and may have separate map listings and optimization associated with it so you can collect business traffic from niche markets.

► Domain Name Parking

Domain Name Parking is when a domain name is purchased and saved even though a web site is not yet built on that domain. Since domain names sell at such a rapid rate, this is a good practice for future development. Once you've bought a domain name, Directory One provides free parking. If you buy a domain name through us, your name will be parked and saved on our servers automatically.

► Multiple Domain Name Registration

Don't forget that there is no limit to the number of domain names you can register with us. We encourage you to register multiple domain names and reserve them for later to use them as websites, pointer sites, or micro sites. Save money down the road when you further expand your business by planning today. We offer a 10% discount for 10-25 domain names, and 20% discount for 25-100.

Directory One Offers the Following Domain Name Registration Prices:

- \$50.00 per domain name registration for 1 year
- \$150.00 per domain name registration for 5 years
- \$250.00 per domain name registration for 10 years

DOMAIN NAME REGISTRATION CONTRACT

This agreement is between _____ and Directory One, Inc.

Terms and Conditions

Directory One, Inc. hereby agrees to provide the following *Domain Name Registration* services selected:

Domain Name Registration Packages:	\$50 per 1 year (or) \$150 per 5 years (or) \$250 per 10 years		
<u>Please Fill Out Requested Domain Names & Where to Point to Below:</u>	Site Type <small>(TLD, Park, Micro, Point)</small>	Years	Cost
<input type="checkbox"/> _____	_____	_____	\$ _____
<input type="checkbox"/> _____	_____	_____	\$ _____
<input type="checkbox"/> _____	_____	_____	\$ _____
<input type="checkbox"/> _____	_____	_____	\$ _____
<input type="checkbox"/> _____	_____	_____	\$ _____
<input type="checkbox"/> _____	_____	_____	\$ _____
<input type="checkbox"/> _____	_____	_____	\$ _____
<input type="checkbox"/> _____	_____	_____	\$ _____
<input type="checkbox"/> _____	_____	_____	\$ _____
<input type="checkbox"/> _____	_____	_____	\$ _____
<input type="checkbox"/> _____	_____	_____	\$ _____
<input type="checkbox"/> _____	_____	_____	\$ _____
Total Amount Due at Signing:			\$ _____

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 from the date of signature of this agreement. 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 by Directory One, Inc. to be of pornographic nature, involvement in domain name disputes, or failure to pay for services on time. This Contract will automatically renew annually, unless a 30 day cancellation is received.

Domain Name: _____

Company Name: _____

Company Address: _____

Email Address: _____

Phone Number: _____

Fax: _____

Alternate Contacts: _____

Type of Credit/Debit Card: _____ CVC # _____

Credit/Debit Card Number: _____ Expiration Date: _____

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

Yes, I authorize Directory One, Inc., to charge my **Credit Card, Debit Card** or **Check** for the amount due upon signup.

Yes, I authorize Directory One, Inc., to charge my **Credit Card, Debit Card** or perform an **ACH Bank Draft** for the monthly recurring fees.

Note: I have attached my voided check for the ACH Bank draft.

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 *Domain Name Registration 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 *Domain Name Registration Contract* 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:** _____