



Website Design and Redesign



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**

WEBSITE DESIGN AND REDESIGN FOR \$3000

Website design and redesign consists with a \$3,000 minimum that includes one mockup per client approval. Mockups are included with design projects. Additional pages will be billed at your current hourly rate.

Your website will be designed with proper html coding, cross browser compatibility, and CSS architecture. Our search engine friendly web pages include content and image optimization for search engine navigational purposes.

Website design covers 25 hours of website work and maintenance. We will not work over forty hours on your site agreement. Additional web support is available hourly. We charge \$25 for every 15 minutes.

Please note: Complex forms, video & web page copywriting are time-consuming projects in building a webpage. We can give hourly estimates as needed.

ON-PAGE SEO INCLUDES:

- ▶ **Keyword Research** We identify the best key phrases your site needs to rank for on search engines.
- ▶ **Meta tags** A primary key phrase title tag, an eight to ten word description, and six key phrases.
- ▶ **Anchor Text Links** Internal content links based on key phrases, directing to a relevant page on your site. Directory One will edit web pages to your approval to include your site's main key phrases.
- ▶ **Heading Tags** (H1, H2, H3) Titles above paragraphs that describe paragraph content with key phrases. Search engines and site visitors quickly scan your pages and easily know what they are about.
- ▶ **Alt Tags** The text you see when you mouse-over a photo or graphic on a website. Alt tags are best when they contain a key phrase that describes in words what the picture is about.
- ▶ **Google Analytics** Reports covering the keywords that enable visitors to find your website. In addition, we identify which search engine is being used to navigate to your site.
- ▶ **Sitemaps** Every site needs two site maps. The first, an html sitemap, appears as a web page on your site. The html sitemap is helpful to both visitors and search engines navigate your site. The XML Sitemap lists URLs along with URL metadata so search engines can intelligently crawl the site.
- ▶ **CSS Architecture** (Cascading Style Sheets) A code on every page to easily change site appearance.
- ▶ **Content Evaluation & Editing** We analyze site structure and page content to identify the best way to present your company with the most appropriate keywords for url's, links, title tags and content. We also write and post articles, or optimize existing ones.

WEBSITE DESIGN AND REDESIGN CONTRACT

This agreement is between _____ and Directory One, Inc.

Terms and Conditions

Directory One, Inc. hereby agrees to provide the following *Website Design and Redesign* services selected:

Please Check Preferred Package Below:		
	<u>Total Amount</u>	<u>Due Signup</u>
<input type="checkbox"/> Web Design	\$3,000.00	
<input type="checkbox"/> Web Redesign	\$3,000.00	
Total Amount Due at Sign up:		\$1,500.00 plus tax (\$ 99) Total: \$1599.00

*The state of Texas requires us to charge sales tax on 80% of your website order amount

This agreement, executed as of _____, is for a period of one year.

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.

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): _____

ACH Check Information: Bank Name _____ Voided Check Attached? (Circle one) Yes or No

Please Check The Box Below:

- Yes, I authorize Directory One, Inc., to charge my **Credit Card, Debit Card** or **Check** for the amount due upon signup. The balance will be charged at ninety days, or upon completion of work.

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 Design and Redesign 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 Design and Redesign 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:** _____