



### Website Redesign and Design That Complies with Google Standards

Directory One will convert and optimize **up to 180 pages** (approximately) of your current website to comply with the search engine standards of Google and Bing. This website marketing package includes **up to 350 hours** of web design work. Additional hours are billable at our published rates.

### Responsive Website Design for Smart Phones, Tablets, and Other Devices

Directory One only uses responsive website templates for website redesign and creation. Responsive designs allow the website to automatically adjust to different devices. This makes the need for a complete mobile website design obsolete.

### Keyword Research

We will identify the best industry-specific keyword phrases that target your industry and audience through **50 hours** of research about your industry and analysis your competitors. Once we compile these keyword phrases, we utilize them in your content curation for the creation and distribution of everything from your website copy, press releases, social media, and PPC (Pay-Per-Click).

### Search Engine Optimization - Site Structure/H1 Tags/Meta Tags/Keyword Search

To properly set up the infrastructure of your website, we utilize Bing Webmaster Tools, Google Webmaster Tools, and Google Analytics. We customize your website's robots.txt and sitemap.xml files to make it more SEO-friendly for search engines to discover and rank your website's content.

Based on the keyword research and recommendations, we collaborate with you to ensure that your brand message is represented in your web content. We do this by optimizing meta-tags, including page titles, descriptions, keywords, and use of ( H1-H5 ) header tags. To ensure proper indexing, we then submit your web content to established web directories such as Google+, Yahoo, and Bing.

Initial setup and management consists of **175 hours per year**.

### PPC Advertising and Management (Google Sponsored Listing)

SEO is a long-term process, but Google Pay-Per Click (PPC) is more about immediate results.

We will set up and manage your company's Pay Per Click account up to **\$100,000 annually** and perform **175 hours of account management per year**. This includes custom ad campaigns written for your audience based on the top keywords from your keyword documents and specified locations that your ads will be shown in.

## Social Media Package – Includes Set Up, Customization, and 175 Updates

The influence of Social Media on SEO requires the setup and maintenance of social media accounts that contribute to your web presence. This package comes with a **maximum of 175 posts per year**, spread across all of your social media outlets.

We will set up and customize per your specifications the following social media pages:

- o **Blog set up** – includes set up and installation of blog, automatic distribution to your social media pages (see below), plus optional training of up to three of your employees in creating optimized entries.
- o **Facebook company page set up**
- o **Google profile page set up**
- o **LinkedIn company page set up**
- o **Twitter page set up**
- o **YouTube page set up**

## Web Page Copywriting – 36 Keyword-Optimized Articles

Compelling and original content not only sells your products and services, but helps your website ranking as well. Each of the **36 articles** that come with this package target specific key phrases relevant to your business and have a strong call to action that can potentially turn visitors into clients.

## Press Release Copywriting and Distribution – 18 Press Releases

Internet press releases tell the world about news and events regarding your company. We will write, optimize and distribute **18 press releases** that give your company exposure on outlets such as Google News, Yahoo News and MSN News.

## Video Production & Optimization – 120 Hours

We will film up to **15:30 minutes** of finished video for your company. Each video includes an optimized script, video shooting and editing, and distribution to YouTube and your website.

## Directory Link Building – 175 Hours per Year

There is no better way to establish your website's credibility than through directory link building. We will compile a list of industry-specific premium directories and submit your website to them. We will also claim and optimize your Google Local and Bing/Yahoo Local. Note: If additional payments are needed for these services if they should exceed **175 hours per year**, they will be charged to your company's credit card.

## Reporting/Analytics/Premise Visits with a Directory One Representative

Directory One keeps you informed with **12 custom Google Analytics Reports, 4 Keyword Search Engine Ranking Reports**, and **monthly visits** with a Directory One representative.

## Free Domain Name Registration & Web Hosting

As a Web Marketing client Directory One will support you with Free Domain Name Registration for new websites that we design, and free web hosting for the site.

[12 Monthly Payments of \\$7,500](#) [Amount Due Upon Signup: \\$10,000](#) [Package Price: \\$100,000](#)

# WEBSITE MARKETING PACKAGE CONTRACT: \$7,500/Month

This agreement is between \_\_\_\_\_ and Directory One, Inc.

## Terms and Conditions

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

|  |  |
|--|--|
| Website Marketing Package:                   | <b>\$7,500/Month</b>   |
| Payment Plan:                                | <b>\$10,000</b> due upon signup and <b>\$7,500</b> per month |
| <b>Please Check Preferred Package Below:</b> |  |
| <input type="checkbox"/> Total Package:      | <b>\$100,000 Annually</b>                                    |
| <input type="checkbox"/> Pre-Payment Option: | <b>\$90,000 Annually – Includes a 10% Discount!</b>          |

This agreement, executed as of \_\_\_\_\_, is for a period of thirteen months and will automatically continue month-to-month unless 30 days' written notice is received by our office.

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. Additional Web Design hours are \$100/hr. Additional video production is available at \$125/hr. 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:** \_\_\_\_\_

**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 Your Preferred Payment Option below:**

- Yes, I authorize Directory One, Inc., to charge my **Credit Card, Debit Card** or **Check** for the total amount due upon signup.
- Yes, I authorize Directory One, Inc., to charge my **Credit Card, Debit Card** or perform and **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 *Website Marketing Package Contract: \$2,500/Month* 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 Contract: \$2,500.00/Month* and that 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:** \_\_\_\_\_