



Welcome to Directory One Search Engine Marketing

Your SEM Deliverables Guide

9135 Katy Freeway Ste.204 Houston, Tx. 77024

Tel: 713-465-0051 Fax: 713-465-8589 Email: Information@directoryone.com

SEM Client Deliverables

Effective Search Engine Marketing is a team effort that moves beyond simply optimizing your website. It is an ongoing process that combines the elements of Consultation and Analysis, Link Building, Search Engine Optimization, Sponsor/Pay-Per-Click Campaigns and Content Development. It is that combination which produces a pervasive, sustained Internet presence for your website.

At Directory One we are committed to delivering maximum results for your organization. To achieve this, we need to understand some background information about your business, your competitive environment and your expectations. Additionally there is some basic information we will need to begin and manage your optimization campaign. Please take a moment to complete the following information (if applicable) and thank you for choosing Directory One.

You can learn quite a bit from your competitors—what they do well and what they do poorly. Both help determine a marketing strategy that will separate you and generate improved results.

Who are your 3 main online competitors & what are their web addresses?

1. _____
2. _____
3. _____

Key words or phrases are the business terms prospects type into search engines when looking for an organization such as yours. After we have identified them, we will work so that your website appears (ranks) when that word or phrase is used.

What are your Top 10 key phrases/business terms people use when looking for an organization like yours?

- | | |
|----------|-----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |
| 7. _____ | 8. _____ |
| 9. _____ | 10. _____ |

The Internet has moved from being solely a vehicle for national and international business to one used heavily for local information. Knowing where your potential customers/clients will come from enables us to target your campaign for maximum efficiency.

What locations are you primarily soliciting customers from? (City, State, County, Country, Zip Codes, etc.)

- | | |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |
| 6. _____ | 8. _____ |

Are there any areas where you would like to gain more business?

- | | |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |

Every organization has products or services that are more profitable than others. Knowing which are the most profitable for you helps us target your campaign so that it will generate the greatest returns.

What products or services do you make the **most** profit on?

1. _____
2. _____
3. _____

What products or services do you make the **least** profit on?

1. _____
2. _____
3. _____

Links and graphics from respected websites to yours can help search engine rankings and build trust, which is why it's important to evaluate potential websites that may link to yours.

Are you a member of any trade associations or respected business organizations that may link to your website (e.g., American Medical Association or Better Business Bureau)?

Have you paid for links from directories like Yahoo, Business.com, Martindale Hubble, Thomas Register, Yellow Pages or White Pages? If so, which ones?

If not, would you be interested in a paid directory program? Yes or No?

ARTICLE AND PRESS RELEASE SUBMISSIONS

Unique, well-crafted content is the backbone of any 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 thru 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 email your answers to **pr@directoryone.com** If you have any questions please feel free to 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. Do you subscribe to any trade magazines or visit any websites related to your field? If so, which ones?

7. Do you or your employees receive regular training?

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

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

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

Search Engine Marketing involves adjusting the underlying source code of a website to make it easier for the Search Engines to “find and see.” By making adjustments to your code, in addition to adding content, site maps, landing pages, etc., your website is more likely to achieve sustained visibility.

To properly optimize your website, Directory One needs some basic information. **Without this information, we cannot make the necessary adjustments to help your rankings.**

What is your URL (Web Address)? _____

What is the name of the person or

Company & person who designed it? _____

What is his/her Telephone Number: _____

What is his/her Email Address: _____

What is your FTP User ID (Name): _____

Please make sure to provide complete ftp, content management system and/or shopping cart information when applicable, as we cannot begin the optimization of your website without it.

What is your FTP Password: _____

Who currently hosts your website? _____

Host Telephone Number: _____

Host Email Address: _____

Where is your domain name registered? _____

What is your domain registration User ID? _____

What is your domain registration Password? _____

Yes No Do you already have a Google, Yahoo (Overture) or MSN Pay-Per-Click account? If "yes," what are the user names and passwords?

Google User Name _____ Password _____

Yahoo User Name _____ Password _____

MSN User Name _____ Password _____

Does your website include a shopping cart, the technology that enables people to buy products or services directly from your website?

If not, would you be interested in a secure online shopping cart solution?

If yes, what kind of shopping cart do you have? _____

What URL or web address do you use to log into your shopping cart? _____

What is your shopping cart user ID? _____

What is your shopping cart password? _____

If you can easily make changes to your website on your own, it probably has what's called a CMS or content management system.

Do you have a content management system? Yes No

If no, would you be interested in a content management solution?

If yes, what kind of CMS do you have? _____

What URL or web address do you go to log into your CMS? _____

What is your CMS user id? _____

What is your CMS password? _____

Directory One SEM Deliverables

As a client of Directory One you can expect the finest marketing support possible as we work together to build your Internet visibility. Although we offer several packages with differing elements, in general you can expect the following regardless of your package:

*Please Note: It is important that you complete the preceding pages and return them to us as quickly as possible to start the SEM process in a timely manner. **Incomplete or missing information can prevent the implementation of your optimization program while monthly billing continues.** The SEM timeline below begins upon receipt of your deliverables client information form.*

Initial SEM Report and Consultation	<p>5-7 Business Days Your program starts with a marketing consultation to determine specific goals and objectives. You will also receive an SEM analysis report that evaluates your website, and then shows you vs. your competition in terms of rankings and search engine visibility.</p>
Pay- Per – Click (PPC) Campaign Proposal	<p>10-12 Business days Directory One will contact you with a list of keywords that, when typed in by web surfers, will cause your PPC (pay per click) ads to appear. You then have a chance to review these keywords to ensure they match your business goals and that no important ones are missing.</p> <p>If after two weeks you have not given us any feedback, we will assume the proposed keywords meet with your approval.</p>
Pay- Per – Click (PPC) Implementation	<p>12-22 Business Days or Variable Depending on Client Input Based on our research/analysis and your feedback, PPC campaigns will be set-up in Google, Yahoo and/or MSN. This allows us to create an immediate, targeted Search Engine presence for your website.</p>
Proposed On-Page Optimization	<p>20 Business Days After identifying which keywords your prospects are typing into search engines, and which are the most heavily-searched for with the lowest competition, we will propose a set of changes to target them on your website. This includes changes to the code and visible text of your site.</p>
Optimization Review, Approval & On-Page Implementation	<p>Variable Depending on Client Input and Approval</p> <p><u>Only after</u> you have reviewed and approved our proposed changes, we will implement them and then “launch” your new, optimized website. Directory One will only make changes to your website upon your review and approval, so the time from proposed changes to implementation is largely within your control.</p>

<p align="center">Link Building/Directory Submissions</p>	<p>20-22 Business Days after SEO On-Page Implementation Your website will be submitted to targeted, relevant free directories using optimized descriptions. This will improve your external link network and improve your Search Engine visibility. Directory submissions can take up to 6 months to appear.</p> <p>*For maximum results, please ask about our optional paid directory program.</p>
<p align="center">PPC Reports</p>	<p>Monthly Each month you will receive reports updating your PPC activity on Google, Yahoo and/or MSN. You'll receive information on traffic, phrases and conversions (for those who purchase our conversion tracking program).</p>
<p align="center">In-Person Consultation</p>	<p>After 3, 6, 9 and/or 12 Months Depending on Your Package At pre-set intervals, a Directory One representative will visit you in person to review your progress and discuss areas of improvement. You will receive reports on the findings, and any suggested changes will be implemented.</p>
<p align="center">SEM Reports/Updates</p>	<p>Variable Each Directory One SEM package includes detailed reports on traffic, progress, and possibly suggestions for improvement. The frequency of reports depends on your package level. Upper levels will also receive detailed competitive reports.</p>
<p align="center">Content Development</p>	<p>Variable Relevant, dynamic content is critical for sustained Internet visibility. Search Engines seek websites that are updated with fresh content. Depending on your SEM level, you will receive optimized press releases, articles, and/or new web page text. With higher level packages even video is included.</p>

_____ Company Name

9135 Katy Freeway Ste.204

Houston, Tx. 77024

_____ Client Signature

713-465-0051 (office)

713-465-8589 (fax)

_____ Date