



## Pay-Per-Click Advertising



### 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*

#### Education

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

### Our Clients

Home Services and Repair

Industrial Services

Insurance

Law

Management Consulting

Manufacturing

Media

Medical

Private Equity

Realty

Retail

Software

Technology Consulting

Training

## Increase Traffic | Increase Leads | Increase Sales

### ▶ Complete Flexibility

You can set up your Directory One PPC Management Account with monthly recurring charges or on a one-time basis. Directory One PPC Management also allows you to choose your search engines. You can choose to either have Google by itself or have a combination of both Google and Yahoo. Even your key phrases and ad copy can be changed at any time.

### ▶ Complete Confidence

You can sign up with complete confidence knowing that you can adjust your total monthly spending, search engine choices, and even your ad copy at any time.

### ▶ Immediate Results

Your Directory One PPC campaign will be launched within seven working days. While SEO is a long term process, your PPC ads will be up and running in less than a week.

### ▶ Target Your Market

Whether international, national or local, Directory One targets your PPC campaign to exactly the geographic area you serve. In other words, if you are an auto repair shop in Bellaire, there's no wasted international or even national advertising.

### ▶ Relatively Low Cost

When compared to traditional advertising, for example, print ads/ TV commercials, Pay Per Click puts you on equal footing with large corporations at relatively low costs. When your prospects click on a pay per click ad, they have no way of knowing whether you're a Fortune 500 company or a brand new local business. And Pay Per Click only costs you money when someone is actually searching for your products or services and clicks one of your ads.

### ▶ Complete Control

There is a one-time minimum account set-up fee in the amount of \$500.00. With Directory One PPC Management you determine the amount you spend each month, so you'll never get in over your head or over your budget. The Pay Per Click Account Management fee is 25% of your total monthly spending.

Directory One Inc. is a premier Web Marketing and Web Design company headquartered in Houston, TX. Directory One helps clients improve the effectiveness of their Websites. In 2006 and 2007 the *Houston Business Journal* named Directory One the largest Website Marketing and Web Design firm in Houston.



# Pay-Per-Click Management



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## Pay-Per-Click (PPC) Advertising: Immediate, Targeted Traffic

PPC ads are small text ads that appear at the very top alongside the main results of search engines such as Google. Search Engines only charge advertisers when their ads are clicked, and potential customers are directed to specific web pages. PPC ads operate on a system where bid prices along with several other factors, determine the cost and order of ads. Advertisers bid on keyword phrases (specific string of words) like "Houston lawyer" or "French restaurant in New York."

## Expert Keyword Research

Directory One will conduct keyword research to find keywords people use when looking for your products or services. We will then set up ads, each individually tailored to match specific key phrases, and direct them to the most relevant page of your website.

## Compelling Ad Copy

Compelling ads will be written that encourage clicks and communicate your company's unique value. Each ad will be custom-made to match the words that people are searching for, rather than generic - cookie cutter ads.

## Hands-on Bid Management

Your ads will be written and targeted so that they're optimized for Google's Quality Score®. Having optimized ads means you'll pay less per click than your competitors, and your ads will rank above the competition.

## Dedicated Account Reps

Your ads will be monitored to ensure your bids are high enough to bring in traffic, but not so high that you're wasting money. We will also constantly adjust bids per your requests, to bring you traffic where and when you need it.

## Google Conversion Tracking & Analytics

For those with online lead forms or shopping carts, a tracking code will be inserted into your website. With it, you'll be able to tell which ads visitors have clicked on, which keywords they typed in, their location, and a host of other information, enabling you to see which ads and keywords are producing results. Tracking can be set up to determine a lead, define a sale and even determine profit on a sale.

### Directory One Inc.

9135 Katy Freeway, Suite 204, Houston, TX 77024  
Phone: 713.465.0051 | Fax: 713.465.8589 | Toll Free: 800.477.1324

[www.DirectoryOne.com](http://www.DirectoryOne.com)  
[sales@DirectoryOne.com](mailto:sales@DirectoryOne.com)

<b>2008 PPC Advertising Levels</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Spend Amount (75% Target Spend)</b>	<b>\$1,000- \$2,500</b>	<b>\$3,000- \$5,500</b>	<b>\$6,000- \$9,500</b>	<b>\$10,000 +</b>
<b>One Time Setup Fee</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$1,500</b>	<b>\$2,000</b>
<b>PPC Features</b>				
<b>Setup and Management of PPC accounts</b>	Yes	Yes	Yes	Yes
<b>Keyword Research to Define Traffic and Competition</b>	Yes	Yes	Yes	Yes
<b>No. of Ad Groups</b>	20	30	40	80
<b>No. of Phone Support Hours (per mo)</b>	1	1.5	2	3
<b>Monthly Reporting</b>	Yes	Yes	Yes	Yes
<b>Online Reporting Access</b>	No	No	Yes	Yes
<b>Conversion Tracking Code</b>	1	2	3	3
<b>Landing Pages</b>	No	No	No	1

## Terms and Conditions

Set up fee will be discounted by 50% if client is on a 2008 Directory One SEO package.

Directory One promises to keep your PPC ads running during the course of service. How often your ads are actually clicked depends on many factors beyond our control. However, Directory One promises to make a good faith effort to cause at least 75% of total monthly fees to be spent on paid clicks over one or more PPC networks (e.g., Google and Yahoo).

Should spending fall below 75%, Directory One will make a good faith effort to adjust your account settings so that at least 75% of fees are spent on paid clicks for the remainder of the contract period. If, despite Directory One's best efforts, 75% of fees are not spent on paid clicks, Directory One will retain all fees, in consideration for Directory One's maintenance of your PPC ads.

Regardless of click frequency, PPC ads will run continuously throughout the duration of your contract period, resulting in the ongoing opportunity to build brand awareness and help potential customers find your website.

Directory One will spend the stated budget within a client specified time frame.

In order to achieve maximum ROI, Directory One suggests that all new PPC advertisers commit to a minimum of a three (3) month campaign.



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