



## Your Website In Spanish



### 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

### English to Spanish Translation, Web Design, & On-page Optimization

Web Design, including English to Spanish translation and on-page optimization is **\$200.00** per page with a \$2,500 minimum. This assumes that your website already exists and has been professionally optimized in English.

If your website has not already been optimized in English, the cost for web design, including translation and on-page optimization from scratch is **\$350.00** per page with a \$2,500 minimum.

### Custom Quotes

The above prices per page apply only to regular (html) brochure websites. Flash, E-Commerce, Content Management Systems, Custom PHP Scripting, and Webpage copywriting are not included and will be quoted on an individual basis.

You may also request a custom quote for any other Directory One service.

### On-page SEO includes:

#### Keyword Research

This process is based on your input combined with Directory One's proprietary keyword research tools, which identify the best possible key phrases for optimizing your website.

#### Meta tags

Meta tags include a title tag that contains your primary key phrase, an eight to ten word description, and up to six key phrases in order of priority.

#### Heading Tags

Bold headings, called H1 and H2 tags, appear directly above paragraphs on a web page to describe what the paragraph is about.

#### Anchor Text Links

Internal links, called anchor text links, are based on a single key phrase and appear within your content. These simply link to another page on your site that's essentially about the same key phrase used in your link text.

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.

key phrases within the text of your web pages. Directory One will rewrite your web pages subject to your approval to include the main key phrases you want your site to rank for.

## Heading Tags

Bold headings, which are called H1, H2, and H3 tags, appear directly above paragraphs on a web page to describe what the paragraph is about. These tags are important to both search engines and website visitors for exactly the same reason. People hardly ever read every word of a web page. So when your pages have heading tags, visitors are able to quickly scan your pages and easily tell what they are about.

## Anchor Text Links

These are links within your content based on a single key phrase that links directly to another page on your site that is also about that specific keyword or phrase.

## Alt Tags

An alt tag is 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

We generate and send Google Analytics reports to you by email that tell you exactly what keywords your visitors searched for and even which search engine they used to find your site.

## Html Sitemap

We generate and add two sitemaps to your website. The first, called an html sitemap, appears as a web page on your site. The html sitemap is helpful to both visitors and search engines when navigating through your site.

## XML Sitemap

The second is called an xml sitemap and it is a file that lists URLs for a site along with additional metadata about each URL (when it was last updated, how often it usually changes, and how important it is, relative to other URLs in the site) so that search engines can more intelligently crawl the site.

## Website Redesign

Directory One will redesign and rebuild your current website to include proper html coding, cross browser compatibility, CSS architecture, search engine friendly navigation and image optimization.

## CSS Architecture

The way your site looks, for example font styles, colors and sizes will be separated from your content. By creating what are called include files; CSS enables much greater efficiency should website changes be required in the future. In other words, when we change something once, it will automatically change everywhere.

## Site Structure

The file names that appear in the address field of your web browser will contain your primary key phrase for that page separated by dashes.

### Directory One Inc.

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# Your Website In Spanish Contract

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

**Terms and Conditions**

	No. Pages	Rate /Page	Total Amount Due at Signup
<input type="checkbox"/> <b>Translation + Web Design</b> <i>From already existing site in English</i>	___	\$ 200	\$ _____
<input type="checkbox"/> <b>Translation + Web Design</b> <i>Web design from scratch</i>	___	\$ 250	\$ _____
<input type="checkbox"/> <b>Translation + Web Design + On-page SEO</b> <i>From already designed + optimized site in English</i>	___	\$ 300	\$ _____
<input type="checkbox"/> <b>Translation + Web Design + On-page SEO</b> <i>Web design &amp; on-page SEO from scratch</i>	___	\$ 350	\$ _____

The total amount of all Website in Spanish orders is due at signup.

I have read and understand the Website in Spanish plan selected including the services Directory One will provide in accordance with it.

I agree to pay for services rendered in a timely manner. If my payment is over 30 days past due, I agree to pay the full amount of the original bill plus a 5.0% late-payment fee.

Directory One will not be held liable for any amount above the fees paid. Directory One will not refund any deposits or payments, once seven days have passed. This agreement is legally binding seven days from the signing of this contract. This agreement will remain in effect for the term stated above.

Domain Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax: \_\_\_\_\_

Alternate Contacts: \_\_\_\_\_

Type of Credit Card: \_\_\_\_\_ CVC # \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Credit Card Billing Address (if different than above): \_\_\_\_\_

- Yes, I authorize Directory One, Inc. to charge my credit card **at signup and again in 90 days.**
- Yes, I authorize Directory One, Inc. to charge my credit card for the **one-time amount due at signup.**

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 above referenced Website in Spanish plan and contract and that I understand fully the contents of both 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 above referenced Website in Spanish plan. 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: \_\_\_\_\_