



Call Tracking



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

Which Ads Make Your Phone Ring?

Directory One Call Tracking allows you to learn the source of each phone lead. When the phone rings, you'll know whether the caller found you through the Internet, and if so, the caller's exact source, for example, Google natural listings, Yahoo pay per click, a magazine ad, etc. Armed with this knowledge, you can **cut the fat from your marketing efforts and maximize ROI**. All phone tracking numbers work with your present office or cell number, which means setup is hassle free.

Never Miss Another Lead

Directory One Call Tracking also enables you to recover lost leads. If a call is lost or unanswered, an **automatic email alert** with the caller's number will go out. You can also login to a private, secure interface 24/7 that allows you to see call reports for the day, week, month, year, etc.

Easily Compare Online vs. Offline Lead Generation

By tracking both on and offline ads, you can easily evaluate ALL of your marketing efforts to see which are performing best. Online tracking automatically displays different phone numbers on your website according to the visitor's source. We can also assign a specific number to each of your off-line advertising channels, e.g., one number for TV commercials, another for radio ads, and a third for print ads.

Call Tracking Pricing

- **Six (6) Numbers @ \$300 per month Plus a one-time \$300 set up fee** Know which callers found you through Google vs. Yahoo PPC, Google vs. Yahoo organic, or other on-line or off-line lead sources.
- **Four (4) Numbers @ \$200 per month Plus a one-time \$200 set up fee** Know which callers found you through PPC (pay per click) ads or organic search engine sources
- **Two (2) Numbers @ \$100 per month Plus a one-time \$100 set up fee** Know which callers found you through any two lead sources

Additional On-line or Off-line Lead Sources @ \$50 per month

Each tracked source includes up to 125 minutes per month of pooled minutes. Overages are billed at \$0.25 per minute.

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.

How It Works

When a prospect goes to a website with Directory One Call Tracking code, the system displays a specific telephone number that corresponds with the visitor's source. For example, people who come in through Google organic see one specific telephone number while people who come to the site from Yahoo organic see a completely different telephone number. With this technology when a prospect calls, you will know not only that they came in through the Internet, but exactly where they came from.

Each lead source requires a unique telephone number, for example:

- Google Organic
- Google Pay Per Click
- Yahoo Organic
- Yahoo Pay Per Click
- MSN Organic
- MSN Pay Per Click

In addition a cookie system is used so that when a prospect returns to the site, the same telephone number is displayed.

You will also have a unique user id and password to access your own personal Directory One Call Tracking portal, which will show you a log of exactly who called, when they called, the duration of each call, and, of course, the source of the call.



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Call Tracking Contract

This Call Tracking agreement is between _____ and Directory One, Inc.

	No. of Phone Numbers	Rate Per Month	Setup Fee	Amount Due On Signup
<input type="checkbox"/> Plan One	6	\$300	\$300	\$ 600
<input type="checkbox"/> Plan Two	4	\$200	\$200	\$ 400
<input type="checkbox"/> Plan Three	2	\$100	\$100	\$ 200
<input type="checkbox"/> Custom Plan	_____	\$ _____	\$ _____	\$ _____

Terms and Conditions

I have read and understand the website maintenance plan selected including the management services Directory One will provide in accordance with it.

There is a one-time set up fee for each plan as indicated above.

Call Tracking is \$50 per month per telephone number. Each individual lead source requires its own telephone number.

Each tracked lead source includes up to 125 minutes per month of pooled minutes. Overages will be billed monthly at \$.25 per minute.

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 **monthly** for the amount due for services.
- Yes, I authorize Directory One, Inc. to charge my credit card for **a one time** amount due for services.

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 Call Tracking 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 Call Tracking 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: _____