



Press Releases



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

Press Releases Improve Traffic and Rankings

Just like traditional press releases, Internet press releases tell the world about news and events regarding your company. Unlike traditional press releases, those on the Internet are seen by everyone, generating improved search engine visibility, improving rankings and drawing in traffic.

Optimized Online Press Release Writing

Directory One will write press releases that not only spread news about your company, but also appear highly in search engines. Optimized press releases include keyword-rich links to your website to increase traffic and search engine rankings.

Online Press Release Distribution

Your press release will be distributed through an Associated Press feed, in addition to prominent digital media sites like Google News, Yahoo News, Ask.com and more. An email will also be sent out to thousands of journalists who can carry your story in traditional and online media.

Podcast Press Release & Distribution

A publicist will call a designated person at your company to conduct an interview. This interview will be recorded digitally and then distributed over the web as a Podcast (a digital recording people can listen to). The Podcast of your interview may also be carried by offline radio stations.

Video Press Releases

An experienced video crew will film a representative from your company announcing your news. The video will then be professionally edited and optimized so that it can appear when people use search engines like Google. Video press releases engage web surfers in a novel way that can garner more publicity than written words alone.

PR- Press Release Pricing

- ▶ Optimized PR Writing **\$ 300**
- ▶ Online PR Distribution Only **\$ 300**
- ▶ Optimized PR Writing & Distribution **\$ 500**
- ▶ Podcast PR Production & Distribution **\$ 1,000**
- ▶ Video PR Production, Editing & Distribution **\$ 3,000**

Directory One Inc.

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Press Release Contract

This Press Release agreement is between _____ and Directory One, Inc.

Single Press Releases

- PR Written & Optimized Only \$ 300.00
- PR Distributed Only \$ 300.00
- PR Written, Optimized & Distributed \$ 500.00
- PR Podcast Produced & Distributed \$1,000.00
- Video PR Produced, Edited & Distributed \$3,000.00

Amount Due at signing _____

Multiple Press Releases Per Year	Quantity	Cost Per PR	Total Amount
PR Written, Optimized & Distributed	_____	\$ 500.00	\$ _____
		Less 10%	- _____

Amount Due at Signing \$ _____

Amount due at signing is the total contract amount less a 10% discount on all press release orders over \$5000.00

Terms and Conditions

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.

Directory One, Inc. reserves the right to terminate or deny any service for any reason, including: web sites considered to be of pornographic nature by Directory One, Inc., web sites involved in domain name disputes, failure to pay for services on time, solicitation or selling of illegal products or services.

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. I assert that I have read the above referenced Press Release Services 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.
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 Press Release Services. 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: _____