



Education and Training



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

SEO, PPC & Web Design Training: Control and Savings

While some companies prefer a one-stop, easy solution for their entire Internet marketing needs, others prefer the control and long-term dividends of handling the daily details of Web marketing themselves. Training yourself and/or your employees about the particulars of Search Engine Optimization (SEO), Pay per Click (PPC) Management, Website maintenance and blogging can be an excellent long-term investment.

SEO Training

- Discover niche keywords with low competition and high search volume, and then optimize the code of your web pages for them.
- Write keyword-optimized Web content, articles & press releases.
- Build links to your website that improve traffic and search engine rankings.
- Avoid common web design pitfalls.

PPC (Pay-Per-Click) Setup & Management Training

- Setup PPC campaigns in Google & Yahoo that attract immediate, targeted traffic.
- Find which keywords potential customers are searching for.
- Write ads that minimize cost-per-click and attract the most prospects.
- Measure whether your PPC campaigns are profitable.

Contribute Training

- Easily change writing, graphics and links on your website without the help of web designers.
- Create new pages on your website using your existing ones as a template.

Per Day Pricing

Up to 8 hours + travel expenses
Participants limited to 3 per training session

- SEO or PPC Training: **\$2,000 per day or \$1,100 per ½ day**
- Google Website Optimization Training: **\$2,000 per day or \$1,100 per ½ day**
- Google Analytics Training: **\$600 per half day**
- Contribute Training: **\$600 per half day**

Directory One Inc.

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Education & Training Contract

This agreement is between _____ and **Directory One, Inc.**

Terms and Conditions:

Directory One, Inc. hereby agrees to provide the following training services selected:

| | | | | |
|--|-----------|---------|--------------------------|-----------|
| SEO Training: | Half day | 4 hours | <input type="checkbox"/> | \$1100.00 |
| | Whole day | 8 hours | <input type="checkbox"/> | \$2000.00 |
| PPC Training: | Half day | 4 hours | <input type="checkbox"/> | \$1100.00 |
| | Whole day | 8 hours | <input type="checkbox"/> | \$2000.00 |
| Google Website Optimization Training: | Whole day | 8 hours | <input type="checkbox"/> | \$2000.00 |
| Google Analytics Training: | Half day | 4 hours | <input type="checkbox"/> | \$ 600.00 |
| Contribute Training: | Half day | 4 hours | <input type="checkbox"/> | \$ 600.00 |

The total amount due \$_____ is payable in full upon signing and returning this agreement and must be received by Directory One, Inc. a minimum of five working days prior to the first scheduled training date.

By signing this agreement you indicate that you have read and understand the Directory One Education & Training Session(s) you have selected and understand the services Directory One will provide.

Directory One will not be held liable for any amount above the fee you pay to Directory One and 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.

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

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 for the total 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 Directory One Education & Training Contract and that I understand fully the content 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 Directory One Education & Training Contract and that 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: _____