SEO & Web Design

directoryOne.com
Search Engine Marketing

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 Only

On-page search engine optimization is $250 per page with a $2,500 minimum.

Web Design Only

Web design from scratch is $250 per page with a $2,500 minimum that includes one mockup per client approval. Two mockups are included with design projects of 20 or more pages. Three mockups are included with design projects of 40 or more pages. Additional mockups are available upon request at $1,500 each. **Please note:** Complex forms, flash, video & web page copywriting are not included in building a webpage and are quoted on an hourly basis.

SEO & Web Design

On-page optimization & website redesign is $350 per page with a $2,500 minimum.

On-page SEO includes:

Keyword Research

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

Metatags

Metatags include a title tag that contains the primary key phrase, which best describes what the page is about, and is what you want to rank for. The title tag appears in the blue strip at the top of your browser, so both your visitors and the search engines are able to see it.

The next important Metatag is called the description, an eight to ten word sentence or phrase that describes what the page is about.

The third Metatag is the keyword tag that contains up to six key phrases in order of priority which best describes what the page is about. These key phrases are also the business terms you want to rank for.

Directory one will create unique metatags that contain the best possible key phrases for each page of your site.

Content Editing

Search engine rankings are at the very least based on the use of your primary

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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www.DirectoryOne.com
sales@DirectoryOne.com

SEO/Website Design Contract

This SEO/Website Design agreement is between _____ and Directory One, Inc.

Terms and Conditions

	No. Pages	Rate /Page	Total Amount	Due at Signup	Due in 90 Days
☐ SEO Only	_____	$250	$ _____	$1000	$ _____
☐ Web Design Only	_____	$250	$ _____	$1000	$ _____
☐ SEO & Web Design	_____	$350	$ _____	$2000	$ _____

The amount due at signup is 50% of the total amount of this agreement. The 50% balance, as indicated above is due and payable 90 days from the date of this agreement on or before _____ _____, _____.
     Month   Day   Year

I have read and understand the website maintenance plan selected including the management 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 SEO/Web Design 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 SEO/Web Design 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: _____