

Small Business Report

Think Local

(NAPSA)—Marketing to customers in the neighborhood used to be as easy as putting up a sign. But today's Web-savvy consumers are now searching and shopping for products and services locally on the Internet.

Not only do online local search sites offer low-cost, relevant advertising services, one also provides an audit trail to effectively measure the results of your marketing campaign. A growing number of businesses are adding local search and online advertising to newspaper ads as ways to reach more customers and increase their revenues and profit.

Online local search sites offer a low-cost way to expand marketing efforts. 

For example, a restaurant found customer traffic more than doubled since placing a local search ad. The business listing was quick and easy and let businesses update their listing with photos, special offers and more.

A photo-scanning business says that just a few weeks after placing its first local search ad, the phone started ringing with at least 10 calls per day from customers who found the listing on Local.com.

A food catering service now has a better Web presence and its listing appears at the top of the results on the local search engines.

Using a local search engine is the best way to advertise your business online. Not only can you target customers in a specific area, you can maximize your marketing investment through highly specific targeting using the right keywords and search phrases to pull customers to your site and your front door. To learn more, call 888-723-9271 or visit www.local.com.