

# Small Business Report

## Let Local Search Work For You

(NAPSA)—Businesses looking to attract local customers can use local search, an inexpensive, targeted form of online advertising that can mean more leads and customers for less money.

One way is to sign up for online listing services that offer flexibility and cost-effective marketing to:

---

**Local search is an inexpensive, targeted form of online advertising that can mean more leads and customers for less money. ®**

---

- Create a personalized landing page, which can be instantly updated as products and services change.

- Build back links from the local search engine to your Web site to assist your search engine marketing efforts.

- Cost effectively reach prospective clients already searching for your goods and services on the Internet.

For a small monthly fee, some of the local online advertising programs also guarantee that your business's listing will appear at the top of the search results page in a specified category and region to gain higher visibility.

To improve your online marketing presence and ability to be found by customers, you can use advertising tools offered by local search engines, such as Local.com.

To understand how these tools can be used to achieve your goals, visit [www.local.com](http://www.local.com) or call (888) 723-9271.