

# Consumer Corner

## Use Local Search To Find What You Need

(NAPSA)—According to current statistics, “local” Web searches—for nearby businesses and services—account for about 25 percent of all online searches. With so much content available on the Internet, when you are looking for a certain type of business or product in your neighborhood, you need to be sure you’re using a site specifically oriented toward local information. This assures you’ll get information that’s of most use—current, relevant and well organized.

Local search engines are today’s modern version of “yellow pages” directories. Local searches use keywords and search phrases to deliver search results that are relevant to the desired geographic region. For example, if you are looking for housecleaning services in Newport, R.I., you certainly don’t want to waste your time scrolling through search results of houses for sale in Newport News, Va.

Dedicated local search sites sift through millions of Web pages, saving users from unwanted results; what you get is what you seek, from antique stores to zoos. Local searches also offer tremendous value to vacation and business travelers. If you’re not familiar with an area, a few minutes of local search can help you find that

popular French bistro, shoe repair shop or secluded day spa right around the corner.

### Local Search Technology

With more than 17 million local businesses listed nationwide, Local.com is a terrific resource to find what you are looking for. Local.com provides users with relevant local search results, which include special offers, user ratings and reviews, local businesses’ Web site links, maps, driving directions and more.

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With more than 20 patents held or pending for search engine technologies, Local.com designed its local search engine to help users quickly and easily find the most relevant results for local businesses, products and services.

Most businesses service a geographic area, city or locale, or specialty and are looking to attract most of their new clients from that region or those who are seeking that specialty. Local search has opened up a new way for consumers to find those businesses.

To learn more, visit the Web site at [www.local.com](http://www.local.com).