

## Local Sponsored Search:

### How to Reach Consumers Searching Online For Your Business

(NAPSA)—Classified ads. Phone directories. Outdoor signs. Radio ads. 3 a.m. public access television spots.

These are some of the traditional ways in which small businesses have reached out to local customers. But as the Internet revolution continues to take hold, local businesses are increasingly turning to Web marketing and online advertising to reach consumers looking for products and services in their neighborhood.

According to recent research by The Kelsey Group, 25 percent of commercial searches by online consumers today are local in nature. The group also reports that this number will grow as search sophistication and technologies grow.

What does this mean to small businesses? It means that, on any given day, hundreds of thousands of consumers are searching online to purchase offline. Consumers who, as more and more local businesses appear in online search results, will turn first to Internet search to find their local bank branch, pizza shop, real estate agent or dry cleaner.

#### How to "Get Local" in Sponsored Search

Several online search companies offer "local sponsored search" services that enable small and regional businesses to advertise on Internet search destinations—but not all services are alike. One of the most innovative products available today is Local Match®, a local search marketing product recently launched by Overture Services, a division of Yahoo! Inc. and the pioneer of sponsored search advertising.

Local Match was developed based on the company's original core product, Precision Match (formerly known as "Pay-For-Performance Search"). Through Precision Match, advertisers bid on search terms in order to list their businesses more prominently in sponsored search results across



**Like advertising in the paper, advertising on the Net can help you reach many markets at once.**

the Web. Businesses can control their position by the amount they choose to bid on the search terms. And, unlike other forms of advertising, Precision Match allows businesses to determine their own price-per-lead and pay only when a potential customer clicks through to their site.

Built on the same pay-for-performance model, Local Match allows local advertisers to target consumers even more precisely by choosing a specific area around their business. That area can be as broad as 100 miles or as precise as down to 1/2 mile. Now, more easily than ever, a small business can decide which consumers are shown their listings, based on where their customers generally come from.

For example, a bookstore whose customers usually come from within five miles could choose to pinpoint only users searching for their products and services within five miles of their business. Similarly, an auto dealer that services an entire county might choose to deliver its listings to users searching from within 50 miles of their location.

#### No Web Site? No Worries.

The U.S. Small Business Association estimates there are approximately 23 million small businesses in the nation—less than half have a Web site. Up until the launch of Local Match, such businesses were not able to participate

in sponsored search advertising—only companies with Web sites could take advantage of the pay-for-performance model.

Now, Local Match offers businesses without Web sites the opportunity to advertise online through sponsored search. Local Match advertisers are automatically provided a free, hosted, customizable business information page that offers consumers the information they're looking for—including street address, phone number, payment options, hours of operation and a dynamic map—when they are searching online for a local business.

#### Is Local Search Advertising For You?

Many small business owners, especially those who have never advertised online, often ask, "How do I know whether local search advertising makes sense for my business?" The answer varies by product—each local sponsored search product is different—so it's important to research the benefits of each before beginning your local search campaigns.

Local Match offers many unique benefits to small and regional businesses seeking to drive online user traffic to their offline locations. To recap, they include:

- **High Visibility**—Overture's network of distribution sites includes popular web destinations Yahoo!, MSN, CNN.com, ESPN.com, and Infospace,

- **Precise Targeting**—Advertisers can target potential customers interested in regions down to within a 1/2 mile of their business,

- **Customized Business Information Page**—Even businesses without Web sites can now take advantage of sponsored search advertising.

As users become increasingly engaged in local search, more small businesses will realize the significant value of sponsored search products like Local Match. To find out more about Local Match, visit <http://www.overture.com>.