Why is Local Different?

Local Search is about this

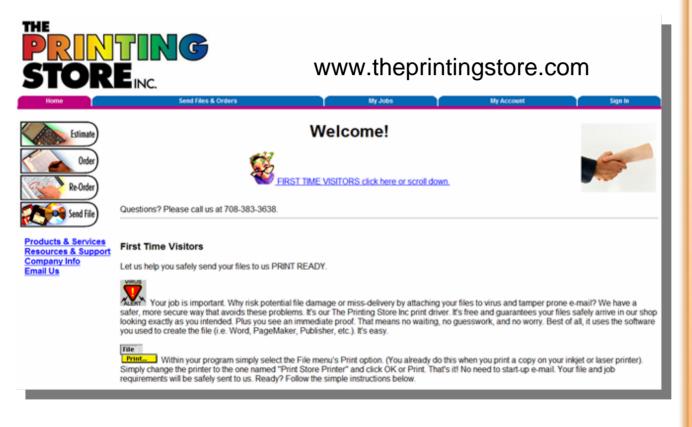


- •67% of respondents said they prefer to make purchases in Physical Stores
- •69% research products or features on line.
- •58% use the internet to locate items before going to a store to purchase

*2007 Accenture survey



Local Search is only partially about this



More than 16 Million U.S. Businesses

500,000 Businesses Change monthly

500,000 Businesses Open or Close each month.

Less than 50% of Business
Locations have an independent web site



Relevant local search

Bloomfield

Local business results for auto repair near Farmington, NY

Above the Fold

Map data @2007 NAVTEQ51

Cached - Similar pages - Note this

| <u>AutoSolutions</u> - www.auto-solutions.com - (5 | <u>Maintenance Auto</u> - maps.google.com - (585)

- Beal's Auto Service Inc maps.google.com -
- MC Automotive maps.google.com (585) 39
- Ding Doctor of Rochester Inc maps.google.c
- Bauer's Garage maps.google.com (315) 98
- G Sacketts Automotive Service Inc maps.goog
- H U-Need A Brake maps.google.com (585) 3
- Farmington Service www.farmingtonservic
- Van Bortel Subaru www.vanbortelsubaru.cor
- More results near Farmington, NY »

M C Automotive - Farmington - Auto Repair - Automotive ...

Farmington Hills Auto Repair Franchise · Search auto repair franchises for sa area &. ... 1531 State Route 332 Farmington, NY 14425 ... www.openlist.com/.../Farmington+Auto+Repair/ole/311714864/olpn/M+C+Automotive/oll/Farmington,+NY/olv/local/ - 61k -

Farmington auto repair - Farmington, NY - City Guides - O

Open List Home > Farmington, NY > auto repair ... (585) 398-3299 | 15 Farmington, NY 14425. "don't care for the place...i got to them with ... www.openlist.com/-/results/k/Farmington+/

olt/business_type:Auto+Repair/oll/Farmington,+NY/ - 53k -

Cached - Similar pages - Note this More results from www.openlist.com »

Canandaigua Auto Repair in Canandaigua NY Yellow Pages by Sı

Directory of Canandaigua Auto Repair in NY yellow pages. Find Auto Repair in Auto Service Inc 6146 State Route 96, Farmington, NY 14425 ... www.superpages.com/yellowpages/C-Auto+Repair/S-NY/T-Canandaigua/ - 487\cached - Similar pages - Note this

Insider Pages - Restaurant Reviews, Beauty Salons, Dentists ...

Farmington, NY. Change Your Home City, Browse Another City. City and State Code ... 5 Star Rating - World class (2). Auto. Auto in Farmington, NY ... www.insiderpages.com/NY/Farmington - 40k - Cached - Similar pages - Note this

Farmington, New York Auto Repair & Service: DexKnows.com

Farmington, New York Auto Repair & Service: DexKnows.com. 1 2 3 4 of 4 Next. 1 - 20 of 77 Auto Repair & Service around Farmington, NY ...

www.dexknows.com/geo/New_York/Farmington/Auto_Repair_ Cached - Similar pages - Note this

Below the Fold

Farmington Car Audio (1 - 51) New York Automotive Yellow Pages (NY)

Yellow Page Results for Car Audio in Farmington, New York. ... 109 Auto Repair Inc New york, NY 10026, Addresses Map Driving Directions. More Info ...

caraudio.addresses.com/yp category search/

automotive/Car~Audio/925/1/Farmington,NY/5656.html - 64k -

Cached - Similar pages - Note this

WhitePage.net - Farmington Repair And Service (1 - 25) New York ...

Farmington Repair And Service Yellow Pages. Find Automotive businesses, website addresses ... 109 Auto Repair Inc. New York, NY 10026. Business Phone Number ... repairandservice.whitepage.net/yp_category_search/

Automotive/repair~and~service/4/1/Farmington,NY/5656.html - 38k -

Cached - Similar pages - Note this

Auto Body Shops in Farmington, NY 14425

Auto Body Shops in Farmington, NY 14425 Get Ratings & Reviews on Auto Body Shops with ... Ornamental Glass, Metal, & Stone (2) · RV Repair & Service (2) ... local.yahoo.com/NY/Farmington/Automotive/Repair+Service/Auto+Body+Shops - 76k - Cached - Similar pages - Note this

Farmington, ny, New York business pages

8 Ratings on Auto Maintenance & Repair Services Farmington ... Farmington, ny, New York business pages is organized in: Global Sitemap | City-Overview ... www.userinstinct.com/ny/farmington/ - Similar pages - Note this

Body Repair & Paint in Rochester Automotive on Citysearch

Automotive, Body Repair & Paint. 18.35 miles | Map 6227 County Road 41 Farmington, NY ... Mac's Auto Serv II. Automotive, Auto Repair, Body Repair & Paint ... rochester.citysearch.com/yellowpages/directory/Rochester_NY/10/508/page1.html - 85k - Cached - Similar pages - Note this



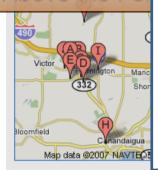
Google

auto repair in Farmington, NY

Web Maps

Local business results for

Above the Fol



auto repair near Farmington, NY

- A AutoSolutions www.auto-solutions.com -
- B Maintenance Auto maps.google.com (5)
- C Beal's Auto Service Inc maps.google.com
- MC Automotive maps.google.com (585)
- **■** Ding Doctor of Rochester Inc maps.google
- F Bauer's Garage maps.google.com (315)
- G Sacketts Automotive Service Inc maps.gc
- H U-Need A Brake maps.google.com (585
- Farmington Service www.farmingtonse
- J Van Bortel Subaru www.vanbortelsubaru.c or

M C Automotive - Farmington - Auto Repair - Automotive ...

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Google Local 10 Pack

Web Site agnostic

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MC Automotive - maps.google.com - (585) 39

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M C Automotive - Farmington - A

Map data @2007 NAVTEQ51

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Of 20 total Links in this SERP not one goes to a local business website.

Next. 1 - 20 of

www.dexknows.com/geo/New_York/Farmington/Auto_Repair Cached - Similar pages - Note this

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Auto Repair near Farmington

local.yahoo.com

- Ken's Auto Repair & Service (315) 986-2988 - 2437 Canandaigua Rd, MacEdon, NY Get Directions
- Palmyra Auto Repair (315) 597-6261 - 505 W Main St, Palmyra, NY Get Directions

More Results...

Auto Repair Service in Farmington, NY Yellow Pages by YELLOWPAGES.COM

Find Auto Repair Service and other area businesses in Farmington, NY (New York) using YELLOWPAGES.COM. Find local businesses and services by name and location. www.yellowpages.com/Farmington-NY/Auto-Repair-Service

Maintenance Auto - Farmington, New York : Citysearch.com

Get details on Maintenance Auto - Farmington, NY, at Citysearch - over 1 million user reviews & editorials about local businesses.

www.citysearch.com/profile/7762330 - 100k

Auto Repairs in Rochester, NY on Yahoo! Local

Results for Auto Repairs in Rochester, New York. Get ratings & reviews on Rochester Auto Repairs with photos, maps, driving directions and more at Yahoo! Local local.yahoo.com/NY/Rochester/Automotive/Repair+Service/Auto+Repairs

Need information about auto shops in FAYETTE, NY?

... STA, NY | car repair services in FARMINGDALE, NY | body shop in FARMINGTON, ... Searching for auto body repair in FAYETTE, NY? ... www.weitzlux.com/autoshopsinFAYETTE.NY 455373 html - 35k - Cached

MapQuest Maps:

... in. Flights to. Please Select One: 150+ results for Auto ... Ace Auto Repair. 7513 Rapke Rd, Rome, NY. Map. Directions To. Directions From. Places Nearby ... mapquest.com/maps/map.adp?country=US&...&cat=Auto+Repair<r=rflA - 69k - Cached

Of the 7 links above the fold, Not one appears due to the content on a Local Business Web Site.





Create a "cloud" of content for each individual business location. Keep in mind that the content must answer both "Discovery" & "Recovery" Local Search Queries.

Business Name

Products Offered

Business Address

Business Specialties

All Business Phone Numbers

Services Provided

Business Web Address

Payment Methods Accepted

Primary Line of Businesses

Hours of Operation

Neighborhood Serviced

Alternate Lines of Business

Unique Offers

Recovery Content Discovery Content

Your foundation is built on database inclusion with the data aggregators

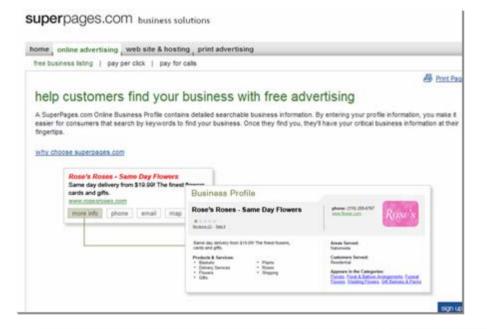


Relevant local search









Do your customers know where to find you?

With your free business listing on Yahoo! Local you can:

- Display your address, phone number, and web site URL
- . Put your business in up to 5 categories
- · List products, services, brands, and more

PERFECT PLACEMENT

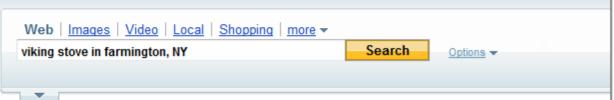
Potential customers from your area visit Yahoo! Local every day.

EASY SET UP

Business Listing Aggregators







Viking Stove near Farmington - Local Results

Mr Appliance - (585) 254-6060 - 158 Hollenbeck St, Rochester, Yahoo! Shortcut - About - Send local info to your cell

