

Search Engine Strategies New York

Local Search: Are Partnerships the Key to Success?



March 17, 2008

Bruce Crair
President/COO
Local.com Corporation

"Local search is a huge opportunity.

The local newspapers are in a great position to own it... **but they don't.**

The Yellow Pages could own it online... **but they don't.**

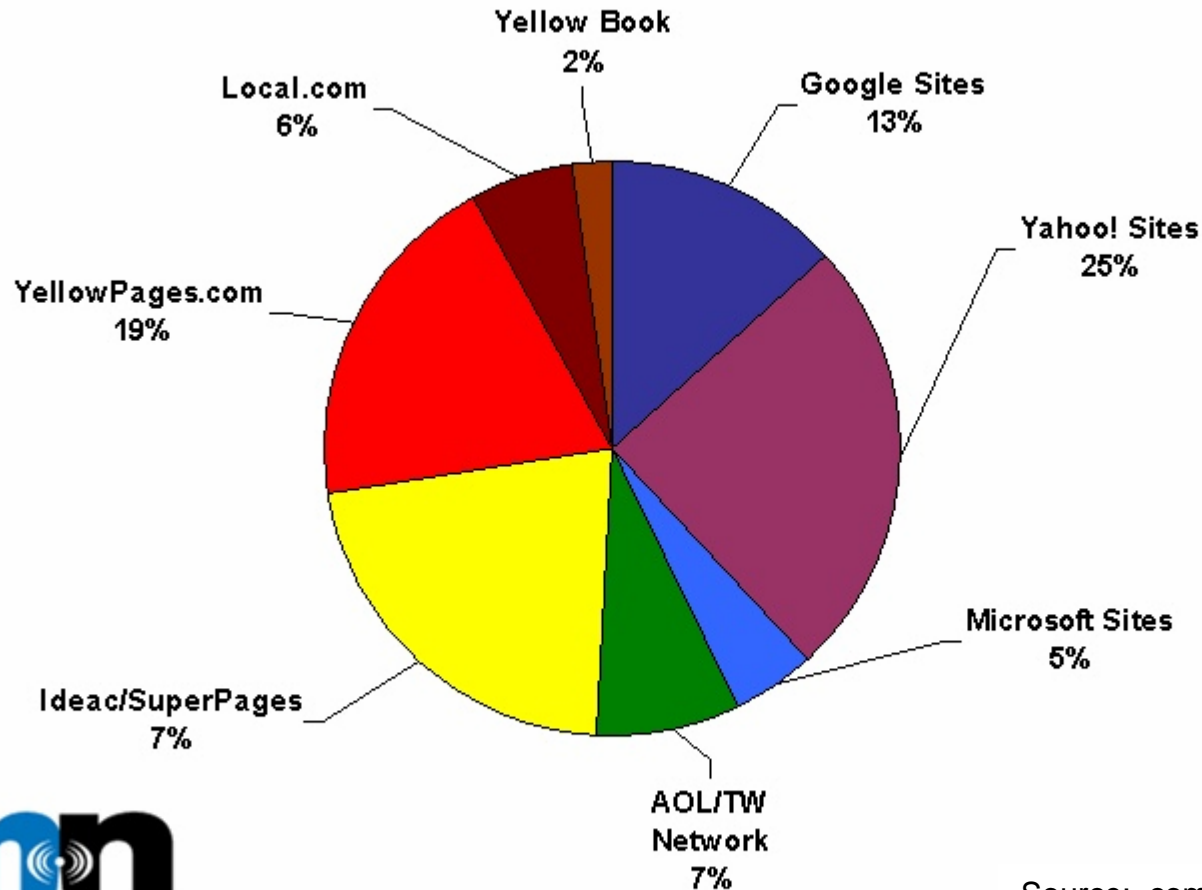
The big search engines could own it too... **but they don't.**

It is one of the last great online markets up for grabs."

Don Dodge, The Next Big Thing (January 2007)

There is huge fragmentation in Local Search today!

This doesn't include local searches performed on the main search sites



Source: comScore 06/07, Search Marketing Now 2007

1

Consumer search is 'LOCAL'

- About 80% of our income is spent within about 50 miles of our homes
- 38% of all searches today are commercial¹
- 24% of all searches today are local AND commercial

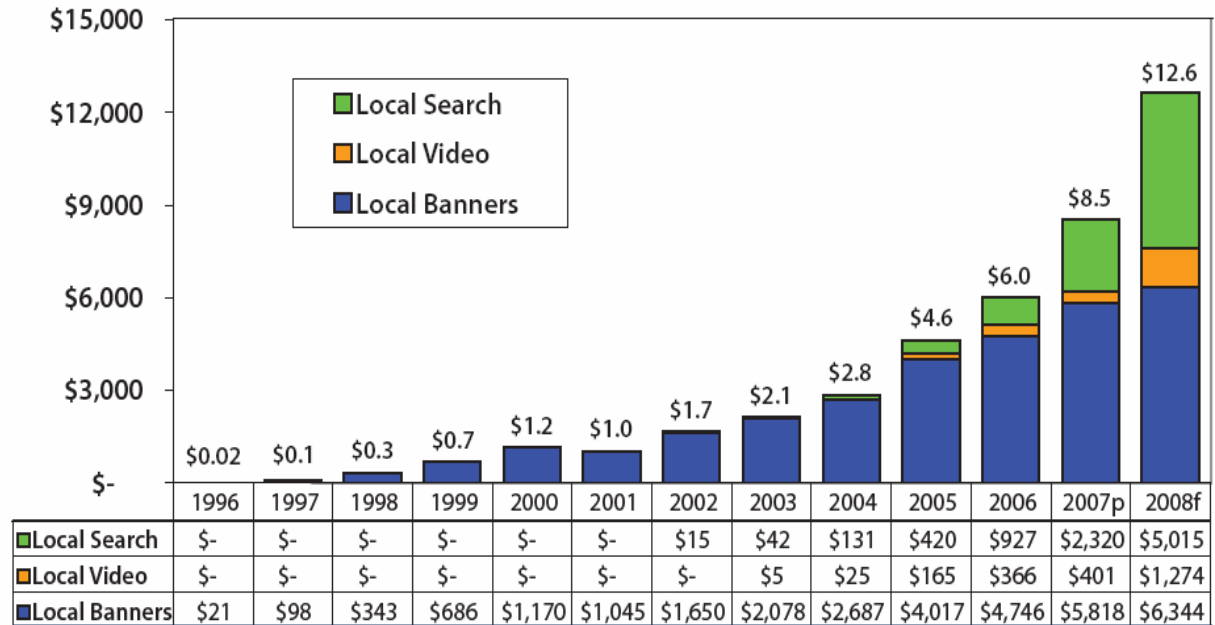
2

Local searchers **CONVERT** into buyers

Search advertising WORKS

- Only ~700k advertisers in paid search today
- 10MM+ US, 25MM intl bus. NOT in paid search²
- Adoption of search advertising by local businesses will drive rapid revenue growth

Local Online Grows to \$12.6 Billion in 2008 As Paid Search Rivals Banners



Source: Borrell Associates Inc., as per Q3 2007

- The future of search advertising is **LOCAL**
 - 95% of the potential local search advertising market today is untouched
 - Local search projected growth from \$1.5BB (2006) to \$6.2 billion (2010)³

1 JupiterResearch, Paid Search Through 2009, August 2004

2 The Kelsey Group, February 2006

3 The Kelsey Group, February 2006

“A Network effect is a characteristic that causes a good or service to have a value to a potential customer which depends on the number of other customers who own the good or are users of the service.”

Source: Wikipedia

- Advertisers
- Customers
- Publishers

Drive traffic

to our results

and monetize with ads

YAHOO!

Google

msn

...and others

Find Life Insurance in and around Irvine, CA on Local.com - Microsoft Internet Explorer

Local Search | People Search | Jobs | Classifieds

life insurance Irvine, CA Local Search

Business, Products, and Services ZIP, City & State, Street Address Save location

1 - 10 of 1474 local results for life insurance near Irvine, CA.

Show results within: 15 miles of the center of Irvine, CA

Filter this search by

- Banks (1024)
- Life Insurance (302)
- Auto Insurance (287)
- Insurance Carriers (213)

Nearby Cities

- East Irvine, CA
- Tustin, CA
- Aliso Viejo, CA
- Newport Coast, CA
- Orange, CA

Your Recent Searches

- auto finance in Irvine, CA
- floral arrangements in Irvine, CA
- building contractors in Irvine, CA
- contractors in Irvine, CA
- flowers in West Hollywood, CA

More...

Grow Your Business

- Advertise your business on Local.com!
- Get your free listing.

Free Samples

Sponsored Links

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Save up to 75% Compare quotes online from top rated carriers.
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Local Listings

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0.9 Mi
★★★★★
[Read Reviews](#)

0.5 Mi

Local.com

YAHOO!

SUPERPAGES.COM

WhitePages.com

Advertising.com

Citysearch
cornerstone
MARKETING SERVICES
MARKETING EXPANSION SOLUTIONS

Respond
OpenTable.com

Morris DIGITALWORKS

shopLocal

ocYellow.com
Orange County's Local Directory and More!

OnlineAthens
ATHENS BANNER-HERALD

ivantage

Shoptropolis.com

BUSINESS.COM

Advertisers win by more customers seeing their ads...

restaurant

Los Angeles, CA

Local Search

Business, Products, and Services

ZIP, City & State, Street Address

Save location

Food And Dining > Restaurants > Cham Sut Gol

> View Larger Map

Cham Sut Gol

3700 W Olympic Blvd Ste 100
Los Angeles, CA, 90019
(323) 734-9292

[View Website](#)

Categories: [Restaurants](#)

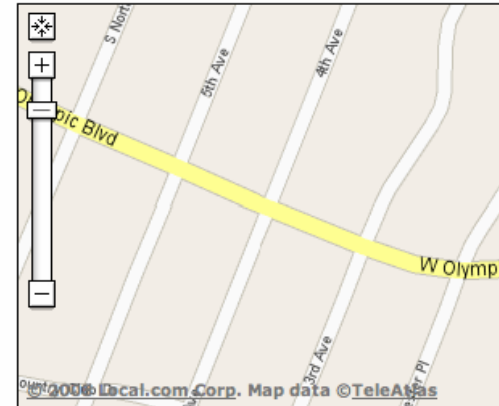
Own this business? [Enhance your listing.](#)



Send to Mobile



E-Mail This Listing



◆ Ratings & Reviews

◆ More Business Information

More Information on Cham Sut Gol:

Message From Cham SUT GOL



Authentic Korean barbecue cooked right at your table

- Lunch specials
- Traditional Korean food
- Combo specials

Chamsutgol Korean Barbecue Restaurant serves traditional Korean food, including favorites such as marinated short ribs and other meats that are brought to your table for you to cook over a grill to your preference. You can also choose from a variety of soups and noodles that are prepared mild or spicy. Wash down your meal with a beer or sni. Combination specials are available, as are weekday



Directions: To Here | [From Here](#)

FROM:

TO: **Cham Sut Gol**
3700 W Olympic Blvd Ste 100
Los Angeles, CA 90019

[Get Directions](#)

FIND NEARBY:

Customers Win by Getting More Detailed Information

- Local search network with private label business directories on 570 + regional media sites... "Powered by Local.com"
- 4,000,000+ visitors per month

PremierGuide Private-Label Local Search

Home About Contact

News

- PremierGuide Adds Microsites to Private-Label Solution
- PremierGuide Powers 250 News, TV, and Portal Sites
- Intellistrand Selects PremierGuide
- Network Grows to 130 Partner Sites
- Largest Private-Label Local Search Network
- Free Local Search for Newspapers & TV
- 25 Customer Sites Launched in 25 Days

What We Do

Private Label Local Search & Advertising

With more than 300 new customers since January 2005, PremierGuide is the largest and fastest-growing provider of private-label local search solutions to newspaper publishers, TV and radio stations, and city portal operators.

PremierGuide enables its customers to quickly build local search traffic and advertising revenues by adding a local business directory to their website in as little as a day. PremierGuide's solution can increase website traffic by up to 80%, and often drives advertising revenues in excess of \$15 effective CPM. See our [demo site](#) or click one of the scrolling logos to see a customer site.

PremierGuide is a privately held corporation. For more information, contact us at info@premierguide.com.

Why Local Search?

Strengthen Your Local Brand

With a local search site you can turn your local market presence into an online competitive advantage.

Increase Your Online Traffic

Local search gives local consumers a compelling reason to visit your website.

Grow Your Advertiser Relationships

Powered by PremierGuide [Map]

local.dallas.com

SanFrancisco.com

local.sanantonio.com

yellowpages.wapt.com

KVUE.com

yellowpages.wdsu.com

local.stlouis.com

baltimore.com

yellowpages.wesh.com

WFAA.com

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Yellow Pages

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The Orange Savings

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Done

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