

## Local Internet Marketing

### Major Search Engines and Local Search Engine Optimization

Why is local search important to your business? Local search is a recent trend in search marketing and the major search engine listing are **FREE**. According to recent estimates, 20 percent of all searches are locally oriented. As you probably know, [Google](#), [Yahoo](#), [MSN](#) and other search engines have started their own local search services to attract people who use their PC instead of the yellow pages to find local services. Research firm The Kelsey Group forecasts that the local search market will be worth over \$4.0 billion. This is a huge opportunity for all small businesses with an Internet presence.

How do you optimize your web pages for local search? If you want to be found for local searches, you should include the name of your city and your region in the title tag of your web pages. If possible, include your full postal address in the footer of your web pages so that search engines can assign your web site to a special area.

### Targeting Internet Yellow Pages

You can improve your chances of getting listed with the major local search engines by making sure your business **and/or** your web site is listed in the top /Internet/ Yellow Pages (IYP). The following table provides a list of top /Internet Yellow Pages/ in roughly their order of traffic density importance with the listing at no cost highlighted in yellow. In addition to getting listed, it's also important that your **business information remains consistent** throughout all of the IYP sites. Information consistency across IYP sites is crucial to the process of getting your business listed quickly and accurately in the major local search engines.

#### Internet Yellow Pages

#### URL

<b>Google Local SuperPages.com</b>	<a href="https://www.google.com/local/add/">https://www.google.com/local/add/</a>
<b>YellowPages.com</b>	<a href="https://advertising.superpages.com/spportal/spportalFlow.do? flowExecutionKey= c65E2AA17-145A-50E6-4E26-B7288D64230E k67F8086D-1B00-0A4E-4A76-E98C3B241118">https://advertising.superpages.com/spportal/spportalFlow.do? flowExecutionKey= c65E2AA17-145A-50E6-4E26-B7288D64230E k67F8086D-1B00-0A4E-4A76-E98C3B241118</a>
<b>Yahoo Yellow Pages</b>	<a href="http://listings.local.yahoo.com/csubmit/index.php">http://listings.local.yahoo.com/csubmit/index.php</a>
<b>SwitchBoard.com</b>	<a href="http://store.yellowpages.com/post/">http://store.yellowpages.com/post/</a>
<b>Dexonline.com</b>	<a href="http://www.switchboard.com/swbd.main/dir/help/index.htm?sourceAppCode=switchboard.index&amp;sectionName=aboutyp&amp;sourceappcode=switchboard.seo#YP31">http://www.switchboard.com/swbd.main/dir/help/index.htm?sourceAppCode=switchboard.index&amp;sectionName=aboutyp&amp;sourceappcode=switchboard.seo#YP31</a>
<b>RealPages.com</b>	<a href="https://www.advertisewithdex.com/Dex/CDA/AWDSplash.jsp">https://www.advertisewithdex.com/Dex/CDA/AWDSplash.jsp</a>
<b>SmartPages.com</b>	Driven by YellowPages.com
<b>YellowBook.com</b>	Driven by YellowPages.com
<b>CitySearch.com</b>	<a href="http://corporate.yellowbook.com/advertise/">http://corporate.yellowbook.com/advertise/</a>
<b>MSN Yellow Pages</b>	<a href="https://selfenroll.citysearch.com/welcome.do">https://selfenroll.citysearch.com/welcome.do</a>
<b>AOL Yellow Pages</b>	<a href="http://advertising.microsoft.com/advertise/msn?s_int=US_20070401_MSNFooter_advertise_001">http://advertising.microsoft.com/advertise/msn?s_int=US_20070401_MSNFooter_advertise_001</a>
	Driven by YellowPages.com

## How to Check Your Listing

To check your listing, enter your business name and location into the search fields at the following locations (the minor search engines will show up if the business name is in the local yellow pages):

- **Google Local** - <http://www.google.com/lochp>
- **Yahoo Local** - <http://local.yahoo.com/>
- **MSN Local** - <http://local.msn.com> – Still not yet quite as extensive as most other search engines. Don't be surprised if you're not listed.
- **Ask Jeeves Local** - <http://local.ask.com/local> – Not quite as good at word parsing as Google and Yahoo. For instance, sees/timeshare/ as different from /time share/. Be specific in your spelling and punctuation of your business name or category.
- **AOL Local** - <http://localsearch.aol.com> – Divides its results into directory-like categories, so you may have to drill down a few levels to find your listing.
- **A9 Local** - <http://a9.com> – Not really a local search engine, but A9 does have local features, as well as their own Yellow Pages. Type in your business name and zip code and see results

## LOCAL NETWORK: Knoxville and Surrounding Area

Consider listing your business in the local network formerly called KORRnet now changed to **Discover East Tennessee** at <http://www.discoveret.org> This provides a unique local network for 16 surrounding counties, the same area at the East Tennessee Development District.

**Source: Walt Williams, SCORE Counselor**

**June 2006  
Link rev Jan 2008**

The material in this publication is based on work supported by the U.S. Small Business Administration under cooperative agreement SBAHG-04-S-0001. Any opinions, findings and conclusions or recommendations expressed in this publication are those of the author and do not necessarily reflect the views of the U.S. Small Business Administration. *The information contained in this publication is believed to be accurate and authoritative but is not intended to be relied on as legal, accounting, tax or other professional advice. You should consult with a qualified professional advisor to discuss issues unique to your business.*

File: XXXXXXXXXXX