



Helping you
reach *more business*

► Local Search Optimisation

An *unmissable opportunity* to
increase new sales prospects
if your business depends on local leads



Opportunity

Did you know that over 45% of all searches made through search engines like Google are location based?

That is, they are generated from motivated buyers looking for products and services within an immediate vicinity to them.

And that a **staggering 76% of search engine users** say they regularly make local searches as a matter of course?

Never mind the sophistication of buying on-line from well known websites such as Amazon and e-Bay, Local Search means that thousands of people are looking for the things you do right now with a view to picking up the phone and buying from your business.

But isn't that where Yellow Pages comes into its own? **Well think on this : 54% of search users** now use the internet for local searches rather than the phone book.

And in the race to keep their results as relevant and up to date as possible, right now the main search engines such as Google, Yahoo! and MSN are falling over

themselves to make their version of local search results as clear and up to date as possible.

With the right help, you could be reaping the benefits of first page results for local search on the leading search engines, with your business listed next to a relevant map and your phone number prominently displayed. And with a focussed audience looking at these results, it is even possible to post your own special offers on those results to encourage buyers and prospects to pick up that phone.

Without any need for you to take your eyes off running your business, you could also be responding to leads from leading directories and forums looking for the specific products and services you sell.

And all of this could be generating leads for you **24 hours a day, 7 days a week**. All you need is a trusted supplier with a proven service to handle the process from start to finish and keep you informed of progress along the way.

Vertical Leap's Local Search package includes:

- Your website modified to feature appropriate localised keywords.
- Your website listed in the top local search engines and directories.
- Your website featured in key places where people discuss and recommend businesses like yours.

Let Vertical Leap take care of everything



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Welcome to
Vertical Leap's
"Local Leap"



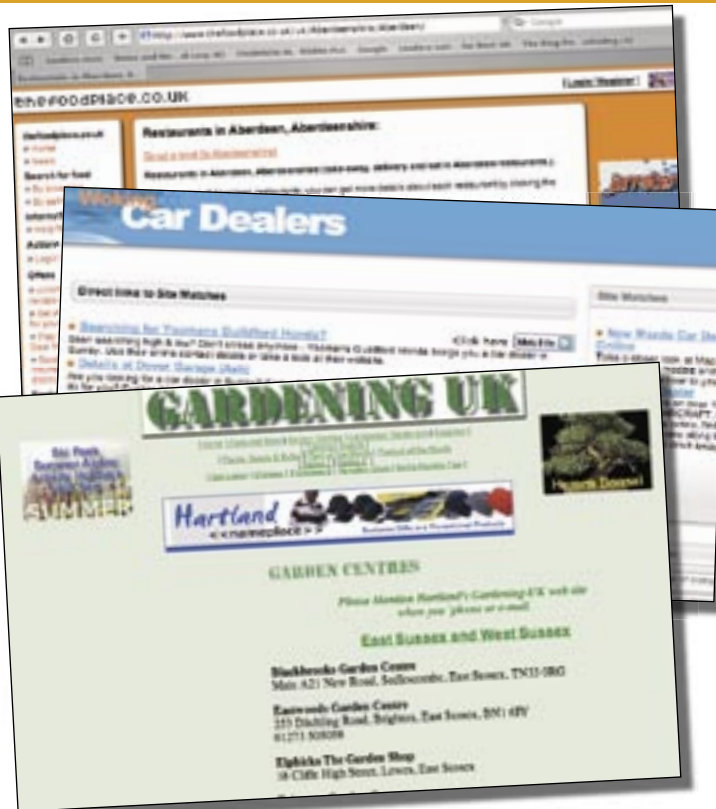
How Vertical Leap can help you get the most out of Local Search

"Local Leap" is Vertical Leap's **tailor-made process** to set up and establish your business to generate new sales leads in what has become known as Local Search.

Local Search **will benefit any business** that is not so much concerned with a worldwide presence on the internet, but who do want leads from people searching for businesses within the immediate vicinity.

For small and medium businesses, here is an **unmissable opportunity to boost sales and improve visibility** over your competition:

- Good quality leads. Your business stands to benefit from motivated buyers looking for specific products and/or services.
- Your business could be displayed on the maps increasingly used in Google local results, which means higher visibility - and you get to piggyback cutting edge technology that can give directions to your business for instance.



We'll make sure you are listed on the relevant local directories.



- As the Internet is the leading medium for research – cars, homes, etc many businesses such as car dealers and estate agents stand to gain simply as being found through local search when that research is complete.

Vertical Leap has developed a proven and fully accountable process that is **100% focussed on promoting local visibility** and new leads for your business.

- We will modify your current website to ensure that it features the right localised keywords visibly and behind the scenes where the search engines look.
 - We will ensure that your business is listed in the top local search engines and directories where it will be easily found.
 - We will make sure that you are listed in all of the key places where people recommend and discuss businesses like yours.
 - One off, fixed value for money price with no hidden extras covers everything.
- Local Search works!** Please contact Vertical Leap to find out more.

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