



RelevantBoost!

Having your business listed in the search engines is just the beginning. To attract and retain customers, your business requires thorough online exposure. RelevantAds has build developed technologies and formed unique partnerships to boost your search engine exposure and ranking.

Yes, It's That Important

The majority of consumers use search engines as a primary tool to looking up local business information. It is crucial that your business is found when relevant to the users search. The search engine results are constantly changing; your business needs assurance that it will be displayed. Additionally, research has shown that having a listing displayed multiple times on a single page has an amplified benefit. **RelevantBoost!** provides solutions that lists your business more times and with higher organic ranking at the same time as sponsored placement

Smarter Search Marketing

RelevantBoost! is a system that automatically manages campaigns for Local Search Optimization and Local Search Marketing. Starting a foundation with the **RelevantYellow** Business Profile, we are able to launch the optimization and marketing campaigns. The combination of the two techniques provides a guaranteed and rapid result as well as a long-term benefit with reduced costs. The balance between sponsored optimization and marketing is automatically driven by our system, but can be tailored as needed.

Local Search Optimization

We implement a set of proven techniques for local search engine placement (LSEP) and Search Engine Optimization (SEO). Techniques include: directory placement, inbound links, blog article mentions, and RSS syndication business profile pages. Standing alone, each technique has ranking benefit. Working together, employing multiple techniques will magnify the results and increase the ranking duration.

- **RelevantYellow Business Profile:** Through our data partnerships with the core business directories and search engines, **RelevantYellow** inserts and verifies your business profile. Note: If your company has a website (which it doesn't have to), it is crucial to apply best practices for local search optimization. The RelevantYellow Manager will notify you of basic problems with your website. If necessary, our engineers will perform an evaluation of your landing page and report necessary changes to enhance local search presence.
- **Web Placement:** Through our Trusted Data Feed distribution network, **RelevantBoost!** publishes your business to relevant websites. Each partner is carefully screened to ensure that it is both valuable to consumers and search engines so that your business listing is well published and receives linked value. Website include: Directories, blogs, classifieds and social networks,.

Distribution Partners:

Yelp.com, LocalD, LADirectory, Clush Business Directory and several others. Additionally through our RSS content syndication we have established several individuals in blogging community, specific social networks and Craigslist.

Note that this is in addition to the core content partners: Google, Yahoo, SuperPages, MSN and Localeze.

Local Search Marketing

Research has shown that being in both the organic and sponsored listing sections is vital to search marketing¹. Additionally, sponsored placement is found to have substantially higher conversion rate versus organic traffic. The RelevantAds team has several years of experience in search engine marketing so your business is well managed for maximum ROI. Your business can easily compete in online advertising despite large competition, its all based upon local targeting.

- Geo-targeting: Target users within a specific region such as DMA or within a radius of 10 to 25 miles from your zip code.
- Local Terms: Our business information database allows us to discover keywords discovery that are relevant to your product or service category. Your terms Combine with the geo-specific city, zip codes and landmark information. Ultimately we generate up to thousands of unique tail terms that are both high in conversion and low in cost.
- Automated Keyword Bidding: In order to attain high ranking among the national competition, some keyword terms need to have an increased bid value. RelevantAds constantly reviews your sponsored ranking placement an increases bids as necessary. The automated algorithm goes further by applying rules and thresholds to ensure the right amount is bid.
- Maps Integration. Your business logo and adcopy will appear on Google Maps.

Sponsored Partners Currently Include:
Google, Google Local, YSM, Idearc.

Lead Generation

RelevantBoost! delivers consumers to your doors, website, email and phone. Goal tracking is applied to clicks and calls are tracked. We offer an email address proxy so that spam is reduced. Our pay-per-call numbers are **local phone** numbers so consumers know that they are reaching a business in their area.

Pricing

The product is charged at a base ad-spend plus an additional ad-budget. The actual ad-spend will vary based upon the number of clicks and calls that result from our marketing efforts. Based you're your category and location we can assess and recommended monthly budget. Since you

The screenshot shows a Google search for "appraisal in garden grove". The search results are displayed under the "Web" tab, showing "Results 1 - 100 of about 800,000 for appraisal in garden grove". The results are a mix of organic and sponsored links. A red box highlights the text "ORGANIC + SPONSORED" in the middle of the results. A red arrow points to a "Call Tracking" box in the results. The results include links to "Order Appraisal Here", "Appraiser, Orange County", "@LA Garden Grove", "Team Appraisals Inc. - Appraisals in Garden Grove", and "RelevantYellow.com".

The screenshot shows a Google Map of Fountain Valley, CA. A sponsored link for "Orange County Mortgage Inc." is displayed over the map. The link includes the company name, "Local mortgage and finance company handles your individual needs", phone number "(714) 444-2727", website "relevantyellow.com", and address "17284 Newhope St # 100, Fountain Valley, CA 92708". The map shows the location of the business in Fountain Valley, CA, near the 405 freeway.

pay-for-performance, you can start with any ad-budget. Our sales and search engineers can produce a quote specific to your industry and market, or start with a moderate advertising budget.

The pricing starts with the RelevantYellow basic subscription product and is completely pay-for-performance above that. We apply nominal management fee from 10% for all performance advertising; so it is economical to scale all your local search engine marketing efforts through us.

Contact Information:

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References

1. http://www.emarketer.com/Reports/Viewer.aspx?search_feb05&page=9