

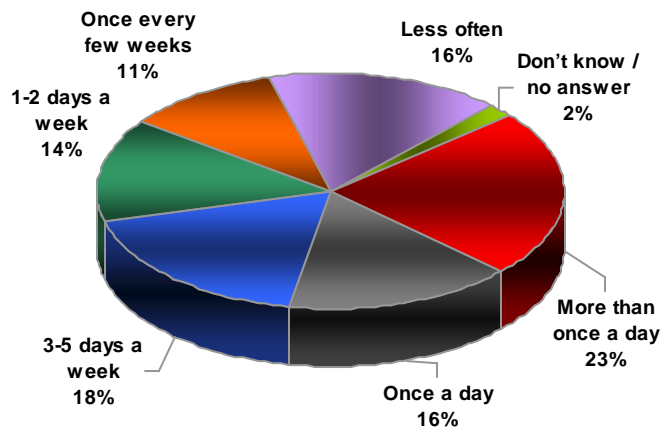


A RelevantAds Company

RELEVANT Yellow

Location, Location, Location! We hear it all the time when choosing our storefront(s), yet thousands of businesses are overlooked everyday because their location online is hindered by incorrect or incomplete data regarding their business. This deficiency is easily corrected through **RelevantYellow**, an online service to launch your company's products and services at the base level.

An basic address and telephone number does not draw as much commerce from today's consumers as it did in the past. Yellow page directories are all but obsolete now with 82.6% of U.S. homes searching on Google, Yahoo and MSN instead of those bulky books. Proper online placement is critical to modern commerce. Whether you have a website or not, **RelevantYellow** gets your business placed and ranked in the search engine market.



User frequency of performing local search

- 79% of US consumers perform searches online¹
- 63% perform Local search (up from 43%)²
- 71% of searchers are done weekly

Yellow pages versus Search Engines

Nearly 45% of directory assistance information is inaccurate³. And even when the data is correct, it is very limited, with just a name, address and phone numbers. Ultimately, yellow pages are incapable of bringing relevant business information online.

RelevantYellow enables businesses for search by publishing a comprehensive business profile. The optimization works because we're giving the search engines and thereby consumer richer and more valuable information. This differentiation allows your business to stand out among the competition.

RelevantYellow

RelevantYellow is a service that organizes your business information so that it is optimally crawled, indexed, and ranked amongst the top internet search engines.

RelevantYellow starts by verifying and submitting your basic information with the root data providers, the same data providers which supply directory information to nearly every search destination including Google, Yahoo and MSN.


Business Profile

A Relevant Yellow profile is an easy and effective way to communicate the important aspects of your business to people searching the internet. Your profile enables you to provide detail rich information about your business including:

- Company Name,
- Street Address,
- Phone Numbers,
- Website URL,
- Email Address,
- Brands Carried,
- Services Offered,
- Coverage area,
- Business Categories,
- and much more ...

At Bargain Auto Insurance our #1 job is to assist you in identifying your needs and problems


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Hours of Operation

Monday - Friday: 9:00am - 5:00pm
 Saturday: 9:00am - 12:00pm
 Sunday: Closed



Bargain Auto Insurance

14762 Bellflower Bl
 Bellflower, CA 90706
www.4bargaininsurance.com

Main: (562) 920-9116

Service Areas:
 Los Angeles County, Orange County,
 Riverside East County

At Bargain Auto Insurance we are continuously working to provide the individual coverage you require.

Business Details

Established: 1990
 Employees: 11-20
 Payment Options: All Major Credit Cards Accepted
 Time Zone: Pacific (PST)

Business Information

Description:
 Bargain Auto Insurance is a leader in providing quality protection for hundreds of individuals, families and businesses throughout our state.

Services:
 Commercial insurance brokers

Products:
 Commercial Auto/Truck Insurance, Homeowners Insurance, Commercial/Business Insurance, Auto Insurance

Brands:
 Liberty Mutual, Hartford Insurance Company, Progressive, McGraw Insurance, Bristol West, AIG Agency Auto

Service Tag

A final element to the RelevantYellow business profile is the service tag. A service tag is a short phrase that uniquely describes the essence of your company. It's a set of terms that is synonymous with your business, that you'd want consumers to remember you by. Businesses can define their own ST (per editorial approval). Typically the ST specifies a brand name, product or service in a specific region. Some examples are: "Plastic Surgery in Austin", "Appraisal in Garden Grove", "Self Storage in Roseville".

Tracking

RelevantAds proprietary technology provides a unique look at your search placement. Our research is able to track your business, category and *service tag* ranking in the local and web search engines. Business placement is tracked on Google, Yahoo, MSN both on the web and local search engines. Having this market intelligence gives peace of mind knowing that customers can find you.

| Local Placements | | | | | |
|------------------------|------------------------|----------|-------------|----------|------------|
| Name | Keyword | Location | GoogleLocal | MSNLocal | YahooLocal |
| Orange County Mortgage | Mortgages | 92708 | 19 | | 10 |
| Orange County Mortgage | Orange County Mortgage | 92708 | 1 | 1 | 1 |
| Orange County Mortgage | Real Estate | 92708 | 27 | | |

| Web Placements | | | | | |
|------------------------|-----------------------------|--|-----------|--------|----------|
| Name | Query | | GoogleWeb | MSNWeb | YahooWeb |
| Orange County Mortgage | Mortgage in Fountain Valley | | 29 | 4 | 3 |
| Orange County Mortgage | Orange County Mortgage | | 6 | 2 | 3 |

Results

The RelevantAds Team is comprised of SEO and internet technology experts with decades of experience in enhancing business rankings online. **RelevantYellow** customers enjoy high ranking for their business listings as a result; nearly 76% of base product listings receive page 1 coverage in their ST or category search.

| Web Search | Web | | | % in Top 30 % in Top 10 % in Top 3 Avg. Rank | Local | | | LOCAL Results |
|------------|--------|-------|-----|---|--------|-------|-----|---------------|
| | Google | Yahoo | MSN | | Google | Yahoo | MSN | |
| | 93% | 81% | 80% | | 95% | 93% | 97% | |
| 76% | 59% | 59% | 86% | 81% | 88% | | | |
| 45% | 39% | 38% | 76% | 62% | 74% | | | |
| 8.9 | 17.9 | 16.5 | 4.8 | 6.7 | 4.3 | | | |

The RelevantYellow Advantage

An accurate and detailed business listing is essential, and ensures a solid foundation for additional online marketing campaigns. But why stop there? The RelevantAds Team is comprised of search experts totaling decades of experience. As such, all **RelevantYellow** provides customers include a small dose of **RelevantBoost!** to further propel their business online! One warning though, it's additive!. We recommend starting with **RelevantYellow** package and applying an equal **RelevantBoost!** ad-budget.

Key Technologies:

- Business profile webpage; local optimized
- Listing verification, USPS validation
- RSS updated content syndication
- Trusted Business Data Feeds (XML)

Key Distribution Partners:

- Google Base
- SuperPages.com
- Yahoo! Local
- MSN Local Live
- Localeze

Contact Information:

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1. Pew Charitable Trust & American Life Project, a non-profit organization, October 2005.
 2. comScore, "[Local Search Continues to Gain Momentum](#)", September 28, 2006.
 3. Local.com, "[Data Evaluation: Acxiom, AMACAI, and InfoUSA](#)", October, 2005.