

For Immediate Release

Three Ways to Maximize Local Natural Search Results

TruePresence Expert Suggests Businesses Supplement Paid Search Marketing Programs with Intelligent, Accurate Local Natural Search Efforts

Baltimore, MD – March 13, 2008 -- While many businesses sponsor keyword search results to lure local searches (also known as paid search), the ability to be found in local natural search results is fast becoming an equally vital component of an effective local search marketing strategy. However, local natural search is overlooked or misunderstood by many businesses, says Michael Teitelbaum, President of [TruePresence](#), a national Internet marketing firm.

“Every business, both large and small, recognizes that a solid Web presence and proactive search marketing program are essential for growth,” said Teitelbaum. “As consumers increasingly go online to search for local goods and services, the ability to be found in local natural search results is a major component of search marketing success.”

Teitelbaum suggests businesses take the following three steps to maximize their local natural search results:

Understand How Local Search Works

Local search refers to search engine queries conducted specifically to find local businesses. Today, most of these searches are being performed on major search engine portals such as Google and Yahoo! Local. These sites use geo-targeting capabilities to match locations within search terms, such as “Pizza Delivery Towson Maryland”, to result listings based on location or ZIP code.

Local search results appear above the natural search results, and just like natural search results, listings are free—there are no cost-per-click charges. The results are delivered in the form of an online business listing, allowing users to instantly gather critical information on your business, like phone numbers, web address, street address, driving directions, business hours, and customer reviews.

Update Directory Listings

The key to an effective local natural search strategy is to ensure your online business listings are accurate and up-to-date. Search engine portals and directories use these listings to match search queries with the most relevant local businesses. Local search engines such as Yahoo! Local, Google, MSN Local and TrueLocal allow businesses to create and update listings that include physical and web addresses, phone numbers and other key data. But these are far from the only sites on which a company should register.

“There are dozens of vertical market directories and geographic-specific search portals on which your business may want to be listed,” says Teitelbaum. “For each one, be sure to create as complete a listing as possible so your business is matched to as many relevant search terms as possible.”

Partner with a Knowledgeable Local Search Resource

Maximizing your visibility among local natural search queries can be a confusing and time-consuming exercise. A knowledgeable search marketing partner can be a great resource for identifying the best local search portals for your business and providing each one with an updated business listing. Through its [Local Search Enhancement Program](#), TruePresence helps increase the likelihood of a business appearing in local search results by handling many of these activities.

“With our Local Search Enhancement program, we create a single, comprehensive business profile that we distribute to more than 40 of the Web’s most-used directories and search portals,” says Teitelbaum. “It’s an



extremely low-cost service that we feel is a no-brainer for companies already leveraging a search marketing program.”

About TruePresence

TruePresence is a national Internet marketing firm dedicated to helping businesses of all types and sizes find, get, and keep customers. The company's unique franchise approach lets clients work strategically with a local consultant, while a national team of web design, development, and online marketing experts manages the fulfillment of each client solution. Headquartered in Baltimore, Maryland, TruePresence currently has 24 franchise offices operating across the country and is actively expanding to new markets. For more information, visit www.truepresence.com.

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