



17,820 searches  
last month for

**Veterinarian in Sydney**

That's how she collared 25  
new clients in 4 weeks.  
Fetch.



- Lawyer
- Car Dealer
- Bridal
- Carpet Cleaning
- Day Spa
- Dentist
- Electrician
- Hotel
- Cleaning Service
- Plastic Surgeon
- Real Estate
- Restaurant
- Storage
- Veterinarian**

# Reach local customers on the Internet the easy way... with ReachLocal

It's a fact: most consumers today begin their search for products and services on the Internet, not in the local newspaper or the Yellow Pages.

So, wouldn't it be great if your business name – and a link to your Web site – was the first thing a local consumer sees when searching for your products or services on Google, Yahoo!7 and ninemsn?



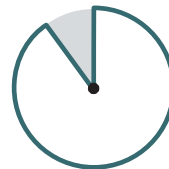
Of course it would. And the only reason more businesses don't take advantage of this enormous opportunity is that setting up and managing a locally targeted Internet advertising campaign can require tools, knowledge and an investment of time and money that is out of reach for many local businesses.

### Facts to know:

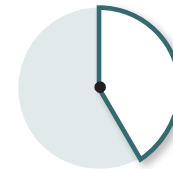
**9,100,000**  
Australian adults use the Internet every day



**87%**  
access search sites, and of those...



**79%**  
research the purchase of products and services



**42%**  
are seeking a local business to buy something offline

Source: Nielsen//NetRatings 2005-2006



## ReachLocal Puts Local Internet Advertising Success at Your Fingertips

ReachLocal now makes it incredibly easy to put your business in front of the vast number of local consumers who are searching the Internet for the products or services you sell. That's because we take care of all the details and provide the expertise needed to make your local Internet marketing campaigns a success.

Once you begin working with ReachLocal, we make sure that your ad appears in a premium position on major search sites when a local consumer enters keywords that relate to your business. Studies prove that paid positions are most noticed by consumers and get more "click-throughs" to Web sites than regular search results.

But that's not all. Once the consumer clicks on your ad, ReachLocal technology can track precisely how the consumer explores your Web site. You'll see first-hand which products or offers are attracting consumer attention and how effectively your Web site is designed. Our technology also monitors and tracks when consumers contact you through email or telephone from your Web site.

View Campaign Activity Report							Calls	Emails	Web Events
Campaign Name	Report Date	Budget/Spent	Impressions	Visits	Impressions	Visits	Calls	Emails	Web Events
<b>Windscreen Repair</b>	<b>04/12/2005-10/03/2006</b>	<b>\$4500./\$4500.</b>	<b>52806</b>	<b>4518</b>	<b>1664</b>	<b>41</b>	<b>5192</b>		
Windscreen Repair	07/03/2006	\$0.00	0	0	32	0	83		
Windscreen Repair	06/03/2006	\$68.16	811	70	33	1	73		
Windscreen Repair	05/03/2006	\$25.57	555	30	4	0	43		
Windscreen Repair	04/03/2006	\$37.75	484	42	12	0	47		
Windscreen Repair	03/03/2006	\$42.97	773	59	27	0	57		
Windscreen Repair	02/03/2006	\$46.13	681	48	24	1	44		
Windscreen Repair	01/03/2006	\$35.02	774	45	18	0	53		
Windscreen Repair	28/02/2006	\$50.11	728	65	13	0	64		
Windscreen Repair	27/02/2006	\$61.59	759	61	21	0	61		
Windscreen Repair	26/02/2006	\$29.54	410	29	5	0	37		
Windscreen Repair	25/02/2006	\$42.52	436	28	10	0	40		
Windscreen Repair	24/02/2006	\$64.90	804	54	22	0	61		
Windscreen Repair	23/02/2006	\$94.06	619	56	16	0	68		



# We offer a total local Internet advertising solution to reach online searchers and convert them into offline customers

With ReachLocal, you will literally see your ad working...turning searchers into live customers on your Web site and at your place of business.



**You get exposure, leads, accountability, marketing insights and more, all from the world's leading provider of local Internet advertising solutions.**

Source: Nielsen//NetRatings 2005-2006

# We're With You – From Concept to Customer



- Spend about 15 minutes to get started
- Access and review online reports
- Monitor and improve other marketing activities

- Set-up and manage your local Internet advertising campaign
- Automatically optimise campaigns based on results realised
- Report on clicks, visits, emails, downloads, forms filled and phone calls

ReachLocal takes the complexity out of local Internet advertising by handling every phase of your campaign. Our expert consultants and innovative technologies help you:

- Select the right keywords
- Define your local audience
- Develop your online ad
- Recommend best search sites for your campaign
- Allocate and manage your budget
- Optimise your media buys and bids across all search sites
- Ensure proper geo-targeting of customers
- Track campaign performance, billing and budgets
- Develop/improve your Website and online presence
- Monitor and track all conversion touch points
- Provide detailed reports on campaign effectiveness and conversions
- Continually optimise campaign based on results realised





## You Could Be Online By Next Week

Search advertising offers a lower cost per lead/customer than Yellow Pages, newspaper, email, radio or other local media. ReachLocal has already helped thousands of local businesses capture new customers through targeted local search advertising and yours could be next.

All you need to do is talk to a ReachLocal consultant about your business and your advertising needs. Once you decide to join the thousands of other businesses that are already using ReachLocal we can have you set up in about 20 minutes and advertising online in about a week.

Learn more about ReachLocal's unique local Internet advertising services online at [www.reachlocal.com.au](http://www.reachlocal.com.au)

For an immediate inquiry or consultation, contact us via any of the following options:



**Call:**  
1300 655 312

**Email:**  
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**Click:**  
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