



What We Do For Local Business

ReachSearch™
ReachDisplay™
TotalTrack™
ReachLocal Xchange

Local buyers, in reach.

As your prospective consumers abandon traditional print media (like newspapers and paper yellow pages) and spend more time online, how can you turn local online searches into phone calls?

Introducing ReachSearch: pay-per-click search engine advertising developed specifically for local and regional businesses.

Be at the right place – at the right time.

ReachSearch is the most affordable and effective way to get your local business in front of people in your service area right as they're ready to make a purchase. That's because we cover over 98%* of the places where North Americans search online. Because we're not bound to any publishers except the ones that deliver the best results for you, we include heavyweights like Google AdWords™, Yahoo!® and Bing™ as well as the ReachLocal Search Network: a stack of powerful specialty sites that can turbo-charge your campaign.

*Hitwise, 2009.

Introducing the ReachLocal Search Network.

Our proprietary technology puts your ad on an extended network of hundreds of specialty sites and directories, then optimizes across those sites to maximize the performance of your campaign. The result? Extra reach with more conversions and a lower cost-per-click. The ReachLocal Search Network makes your campaign go even further by:

- Reaching consumers who are searching on powerful specialty sites & directories

- Reaching consumers who are clicking on the top organic search engine listings achieved by partners in our network

- Boosting your campaign results through optimization across our extended Search Network

Intelligent spend.

The best part? You only spend when someone already looking for your services clicks on your ad (the industry term is pay-per-click, or PPC). Plus, our campaign managers utilize smart technology to optimize your campaign twice daily, shifting more of your advertising dollars to the keywords and sites that give you the most phone calls and contacts. We call this [conversion-based optimization](#). Our clients call it "magic."

Personal touch, clear results.

Your Internet Marketing Consultant works one-on-one with you to identify your specific marketing needs and goals. Then, our team of online advertising specialists leverage ReachLocal's search engine advertising experience to set up and manage campaigns expertly. [Our detailed reporting](#) provides all the stats you and your ReachLocal team need to monitor your campaign's progress - and how users are interacting with it. We'll give granular details on every click, visit, e-mail, download, web form and phone call made from your ad, and our [Call Recording](#) feature even lets you listen to each call so you discover training opportunities for your business.

Call Now (866) 500-1692 ext 134
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