



## Netsmartz Local SEO: Gets you found online in local searches

# ARE YOU VISIBLE ONLINE TO LOCAL AUDIENCES?

If local audiences are the mainstay of your business, you need to be showing up in the first page of search engines for local listings



### Be found online by your local audience

When local users search online for your product or services, does your name figure in the top 10? If not, you may be losing out on thousands of dollars worth of business every month. As a local business owner, it is more important for you to be visible online to local users rather than ranking well in international listings.

### More visibility-more clients!

Being highly visible on local listings means more clients stepping into your physical location (in case it is a store, shop, clinic, etc.) or local people calling for services (in case it offers services like plumbing, gardening, decorating, etc.), ultimately resulting in more profitability for you.

### Yellow pages are just not enough

You may consider that being listed on the yellow pages and business directories should be enough to get local business. Not anymore. Recent studies indicate that people, especially Internet users, are drifting away from printed yellow pages and business directories and using the Internet to find products, services and updates among other things. According to a recent study, approximately 90% of Internet-users research online before purchasing anything locally - this trend will only increase in the future considering the explosion of internet access on mobile phones and other devices.

### Local SEO: an elegant and economical solution

Local Search Engine Optimization (LSEO) is the perfect SEO service for small business owners like you who wish to reap the benefits of the Internet without paying an arm and a leg. (You may actually end up spending less on it than the listing cost of printed yellow pages and directories!) Local SEO is much more than plain vanilla SEO. Its exciting new SEO techniques actually enhance your presence in local listings.

### The Benefits of Local SEO

In essence, Local SEO gets you found when someone is looking for something that you offer in your locality resulting in:

- More foot traffic to your physical location
- More calls from potential clients
- More emails from potential clients

### The Power of Netsmartz

As one of the largest and most recognized emarketing companies worldwide, Netsmartz has invested years in perfecting its SEO technology. Through research, and our valuable experience of 8 years in search engine marketing, we have refined our processes and methodology to deliver the highest returns on each dollar spent.

### Over 150 SEO experts at hand

We have over 150 highly trained SEO staff, and we can start on your project immediately. We hit the ground running and implement exactly the right strategies from day one. Our processes are transparent. We provide exhaustive reports that measure and report on progress continually. We monitor SEO results and expand and refine the strategy on an ongoing basis in response to results.

### Online marketing that delivers results

Given the variety of programs we offer and our unique experience, Netsmartz offers SEO that is more than just a technical solution. We see each project as a consulting opportunity, and work with you each step of the way - not only to promote you on the search engines, but to develop your overall online marketing plan. As you grow, you engage our services more deeply. We can assure you the results will be gratifying! It's a win-win partnership!



## Local SEO increases your local revenues and customers

### Netsmartz Local SEO Features

The Local SEO package offered by Netsmartz is among the best on the market. The salient features of our package are:

- Submitting to the local listings of the top players (Google, Yahoo, MSN, AOL)
- Submitting to the local listings of the other major players
- Submitting to the top online classifieds (that deliver localized results)
- Submitting to local search engines
- Submitting to local online yellow pages
- Submitting to local directories
- Submitting to data providers
- Submitting to local BBB\*
- Submitting to local Chamber of Commerce\*
- Submitting to local Merchant Association\*
- Microcard hCard format implementations
- Placing Geo Tag format in the Meta Tags
- Setting the company's geographic location in Google
- Monthly 80 local listings of TOP PLAYERS to ensure inclusion

\* All third party costs will be borne by the client.

**In all, we will list your business with more than 50 top localized directories and local search engines that are feeders for the rest of the local search crawlers!**

### 3 new Local SEO techniques nobody knows about!

Apart from the submission process noted earlier, we will implement 3 powerful actions that are unknown to others in the industry. These techniques add significant impetus to the process of achieving top local listings.

### What are these magic methods?

As mentioned, these are something of a "trade secret," but we will discuss them with you when we get in touch.

### Get started now

No matter where you are in the US, we have a winning local SEO strategy – a strategy that will not only increase local queries, but will also filter out non-productive out-of-town requests if you wish.

Netsmartz Local SEO is driving results in cities across the US, coast to coast.

**It's your turn now! Register for our Local SEO services.**

## Get the Netsmartz Local SEO Advantage

**\$249 only!**

### Grow your local business- get in touch!

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www.emarketing.netsmartz.net

www.netsmartz.net

Skype: terry.boothman

*Make your business a top ranker in online local searches!*





## About Netsmartz, the company

### ABOUT NETSMARTZ

Netsmartz is proud of being a global, quality-driven information technology company and a Microsoft Certified Gold partner. We also have CMMI Level 3 and ISO 9001:2000 certification. As well as software development, we offer products and services in the areas of Search Engine Marketing, E-Learning Courseware, E-Marketing Solutions, and Technical Support.

Netsmartz has its headquarters in Rochester, New York and a roster of Fortune 500 companies as clients including Global Crossing, Kodak, Frontier Communications, Nellie Mae and Wegmans Food Markets. Today we number over 400 employees and have branch offices in Rochester, Boston, Toronto, and Mohali, India.

### THE NETSMARTZ EMARKETING TEAM

The Netsmartz Emarketing division is made up of experts that supervise individual teams comprised of 10-20 members each. Each team handles a specific marketing activity like PPC, link building, search engine optimization or content development.

Though they are independent, teams work in close collaboration if the project requires it. The work is complemented by a design and development team that addresses website design, ecommerce functionality, and content management systems.

As a full spectrum Internet services provider, our mission is to facilitate your Internet success in every way possible.



### NETSMARTZ CLIENTS

\*This is a partial Client List.

All trademarks are the property of their respective companies





## Netsmartz has impeccable credentials

### NETSMARTZ CERTIFICATIONS

Besides our Quality certifications, Netsmartz is a Google Adwords Qualified Professional and Yahoo Search Marketing Ambassador. This means we have been certified by both these search engines as professionals competent enough to deliver reliable results on their sponsored search programs.

ISO 9001: 2000  
CERTIFIED

**Microsoft®**  
**GOLD CERTIFIED**  
Partner



ADWORDS  
QUALIFIED  
PROFESSIONAL  
Google

### NETSMARTZ'S PROFESSIONAL ORGANIZATIONS

Netsmartz also has proven competency in the field of search engine optimization and is a registered member of these professional organizations.

↑TOPSEOs

SEMList.com

SEMPO ::  
TOP OF SEARCH = TOP OF MIND®

### CLIENT TESTIMONIALS

Over the years, we have reliably received positive feedback from our clients.

Reactions range from surprise to clear delight that we deliver much more than we promise. A few of their comments ...

“NetSmartz was a very professional company and completed the project on time and within budget. I would certainly use them again.” – Tom Grassi

**Project Value: \$43,200**

**E-mail: tomg@vegasexperts.com**

**Phone: +1 440.746.1717 (EST, US)**

“They do very good work.” – Danny Wheeler

**Project Value: \$25,397**

**E-mail: dannyw@abletoaid.com**

**Phone: +1 435-313-3434 (PST, US)**



## Appreciation from loyal clients

### CLIENT TESTIMONIALS



#### Global Offices



Office at Mohali



Office at Rochester

### CALL US NOW!

Concerned about the security of your brand? Drop us an e-mail or simply pick up the phone and call. Visit us at [www.netsmartz.net](http://www.netsmartz.net) for more information.

“NetSmartz did a very good job for us. They deliver what they promise and they are always on time. We ran into a few hang-ups on the project. But they did a great job of correcting all problems to our complete satisfaction. Very professional.”

– Danny Wheeler

**Project Value: \$16,520**

**E-mail: [dannyw@abletoaid.com](mailto:dannyw@abletoaid.com)**

**Phone: +1 435-313-3434 (PST, US)**

“Great company. I'm already discussing my next project them with. Highly recommend!”

– Susan Sweet

**Project Value: \$7750**

**Email: [SuesHealthCenter@aol.com](mailto:SuesHealthCenter@aol.com)**

**Phone: +1 804.301.4747 (EST, US)**

“Netsmartz handled this project with professionalism throughout. They kept us informed every step of the way and were willing to offer good advice whenever requested. We would have no hesitation in using them again or recommending them to others.” – George Kounis

**Project Value: \$4900**

**E-mail: [gkounis@singleclicksolutions.co.uk](mailto:gkounis@singleclicksolutions.co.uk)**

**Phone: +44 208.882.6864 (UK)**



Call Us Toll Free  
1-888-661-8967

**Call or email us now to get a free competitive analysis, or just to get started.**

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