

# Forget the phonebook, your customers already have.

## Maximize your online exposure on the leading local sites

**LOCAL  
SEARCH  
TRAFFIC**

### Can you be found?

Traditionally, consumers find local businesses through referrals or print yellow pages. While those mediums still exist, consumers are increasingly turning to the internet and utilizing search engines and internet yellow pages (IYPs). Today, nearly 2 billion local online searches are performed on a local search engine or local business directory by consumers looking for businesses selling the products they need. Don't be left out of that search.

Local Search Traffic can help you increase your online visibility and reach new local customers through maximizing your map listings.

We distribute your map listings to more than 50 of the leading search engines, directories, IYPs and customer review sites. Your listings are also parceled out to mobile and GPS devices, meaning customers can even find you on-the-go.



A standard map listing includes your business name, address and contact info. With Local Search Traffic, your listings contain so much more:

- ▶ In-depth product/service info
- ▶ Interactive maps
- ▶ Hours of operation
- ▶ Specialties
- ▶ Links to web site
- ▶ Directions via interactive maps
- ▶ Customer reviews
- ▶ Photos and videos
- ▶ Coupon/promo
- ▶ Payment options
- ▶ And more

### Sign-up Process

- ▶ Sign up online at:  
<http://www.wfca.localsearchtraffic.com>
- ▶ Complete and submit the sign-up document, provide credit card authorization and agree to terms and conditions



As local search grows, don't get lost among your competition. For an annual fee of \$99, we will help you get found online and drive foot and phone traffic to your store.