

The Institute of Certified Bookkeepers

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# DIGITAL MARKETING IN A COMPLICATED WORLD

Thomson Local are delighted to bring a suite of digital services to  
members of The Institute of Certified Bookkeepers

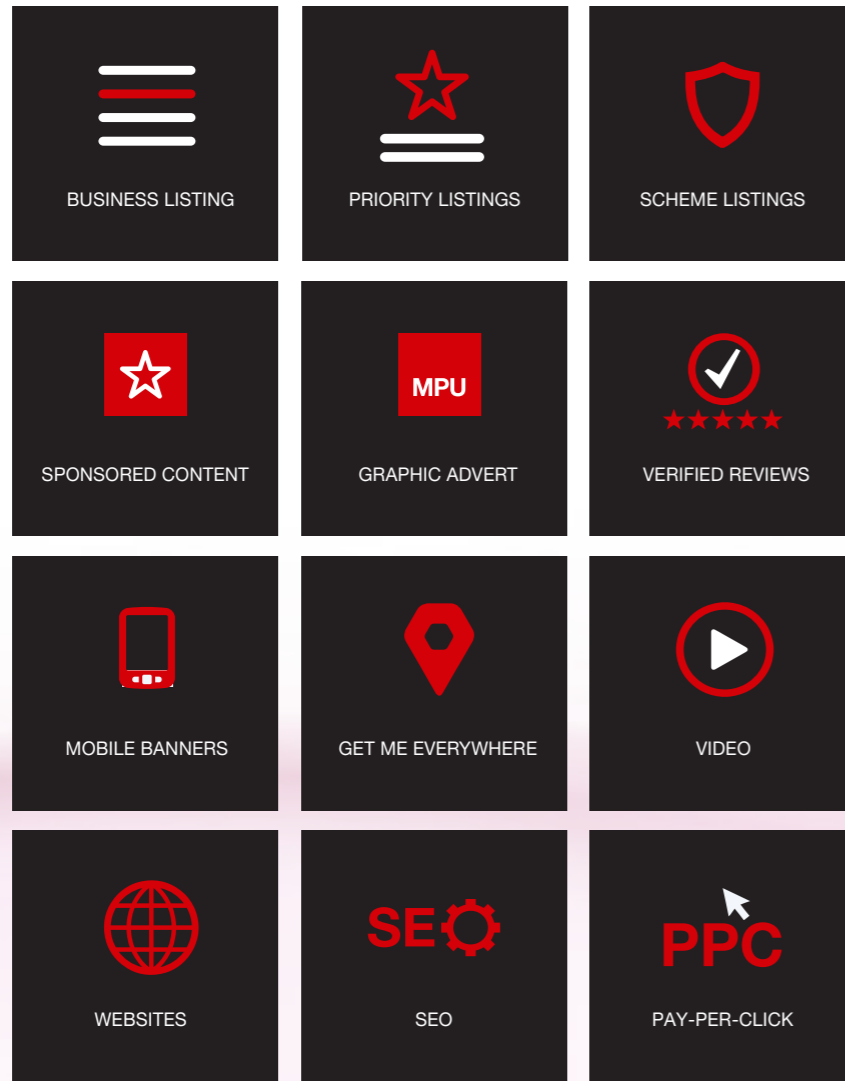
# 90% of searches for local service providers are now made online!

Thomson Local are pioneering and innovating in the online advertising and digital market space. We are now a fully digital business directory and marketing service business, connecting millions of customers with local businesses every month.

We have taken great pains and substantial investment to ensure that our advertisers have prime positioning online.

With over 30 years of brand heritage and recognition in the marketplace, We can help you tell your potential customers about your business.





# Responsive websites, Business Listings and much more

We offer business owners a suite of digital marketing products to maximise the presence of their business online.

We've been trained and certified by Google and Bing to help grow your business and provide cost-effective, hassle-free and responsive solutions in a complex digital landscape

The Google Partner badge shows that we've demonstrated advanced knowledge in Google AdWords advertising products that help us deliver results and build long-lasting relationships with our clients.



# How does prominent coverage on Thomson Local help our customers?

Optimised coverage on thomsonlocal.com ensures you can be found easily in all the relevant headings and geographical areas that people are likely to search for your products and services

- Ensures your business appears within the select list of local trusted suppliers for your industry
- Helps reflect and enhance your reputation AND profile
- Extremely cost-effective, elevated positioning all year for online searches
- Positions your business in front of a group of buyers who may not otherwise get to see your website



# Opportunities to promote your business on the leading search engines

Our expert marketing consultants can advise you on positioning opportunities plus optimised content to maximise the likelihood of being found.

84% of internet traffic goes through search engines and ranking highly will expose your business to huge volumes of new potential customers. Influencing factors for ranking on Google and Bing are:



- Well constructed, optimised, multi-device compatible website
- Consistent references (Citations) to build your credibility online
- Direct, multiple links to your website
- Coverage on online directories
- Blogs and enriched content

Industry body MOZ confirm in their latest annual survey that the most important factors to achieve good local ranking in Google and Bing are made up of on-page links, external location (Citations) and Google my business (making up no less than 68.6% of the weighting factors).



**MOZ**

## Top 5 Citation Sources in the UK

1	 <b>118 Information</b> <small>Be Seen, Be Heard, Be Everywhere</small>
2	 <b>LDC Local Data Company</b>
3	<b>marketlocation</b>
4	<b>thomsonlocal</b>
5	 <b>Infoserve</b>

# An extensive product suite provided by Thomson Local

From business listings to prime position adverts, responsive websites and SEO services. We offer business owners a suite of digital marketing products to maximise the presence of their business online. Whatever your budget or business size, there is a Thomson Local product for you. Click on any product for more information



ENHANCED LISTING

## Enhanced Listing

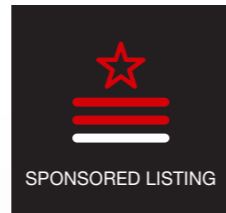
Appear above free listings in searches and promote your business in greater detail.



PREMIUM LISTING

## Premium Listing

Guaranteed top three positions in search results for your industry and area.



SPONSORED LISTING

## Sponsored Listing

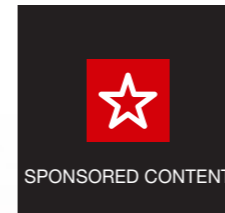
Guaranteed top one or two positions in search results for your industry and area.



SCHEME LISTINGS

## Scheme Listing

Showcase your trade association memberships with exclusively searches.



SPONSORED CONTENT

## Sponsored Content

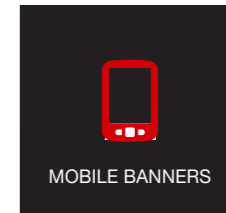
Showcase your business by endorsing useful and informative consumer articles.



GRAPHIC ADVERT

## Graphic Adverts

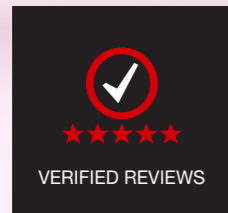
Animated banners displayed when customers search for your services on desktop.



MOBILE BANNERS

## Mobile Banners

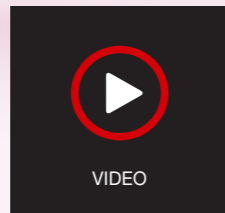
Animated banners displayed when customers search for your services on mobile.



VERIFIED REVIEWS

## Verified Reviews

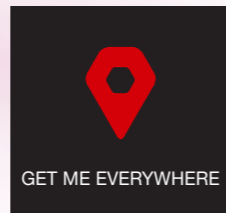
Fastest and efficient way to gain high quality customer reviews for your business.



VIDEO

## Promotional Videos

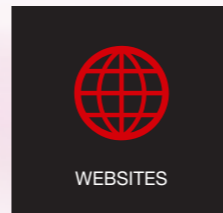
An affordable, Professional video about your business that's fully customisable.



GET ME EVERYWHERE

## Get Me Everywhere

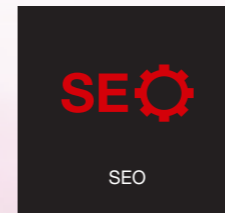
Boost your local SEO with multiple business citations on high traffic websites.



WEBSITES

## Website Design

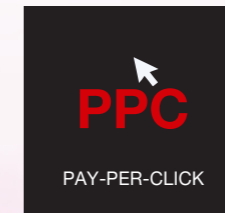
A fully responsive, multi-device compatible website for your business.



SEO

## SEO for Websites

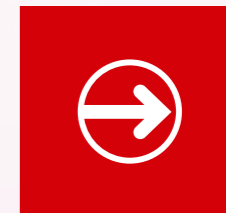
Improve your position and long term exposure on leading search engines.



PAY-PER-CLICK

## PPC Campaigns

Enjoy immediate traffic to your website from leading search engines.



## Find out more



## Product Suite

Enhanced Listings

Premium Listings

Sponsored Listings

Scheme Listing

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## Enhanced Listing

### What is an Enhanced Listing?

An Enhanced Listing is an upgraded business listing that gives you priority positioning over Free Listings in search results. In addition, the full functionality of the listing is unlocked, allowing you to add a description of your business and a host of other features, such as photos, opening times and special offers.

Fully completed Enhanced Listings with at least 300 words of content have a much better chance of performing well in search engines and unlike Free Listings they are also entirely free from competitor advertising.

Having the right content on your profile page is key to being found and probably the biggest factor that influences your customers to choose your products and services over your competitors. Thomson Local have a dedicated team of experts on hand to help complete your profile. This helps to take all the hassle out of building a great presence online.

### How does an Enhanced Listing work?

Upgrading or starting out with an Enhanced Listing is quick and simple. All we need are details about you, your business and your chosen industry. Once these details have been received your Enhanced Listing can be live in as little as 3-5 working days.

Your Enhanced Listing will then show up in searches on Thomson Local for your chosen industry and location, allowing customers to easily find out more about your business and get in touch with you. Fully completed Enhanced Listings with detailed information about your business will also show up in Google and Bing search results over time.

### Did You Know?

An Enhanced Listing can increase your chances of being found organically on Google and Bing.

4 out of 10 online customers are acquired through organic search, more than any other marketing channel



### Consumers Habits

59% of consumers use Google every month to find a reputable, local business



Click here to watch the Video



## Product Suite

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Scheme Listing

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Graphic Adverts

Mobile Banners

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SEO Product

Pay-Per-Click

## Enhanced Listing

### What's included?

Your Enhanced Listing is comprised of two elements: A SERP page advert that's listed in the heading and location of your choice and a profile page that tells everyone about your amazing business.

#### SERP ADVERT



#### PROFILE PAGE



SERP stands for 'Search Engine Result Page' and refers to the page that appears after placing a search on Thomson Local or search engines like Google.

### Your Profile Page

Your profile page is the page that's displayed once a customer has clicked on your listing in the SERPs.

- Name Address & Telephone
- Website Link
- Email Submission Form
- Unique Selling Points
- Strapline
- Company Profile
- Gallery & Videos
- Products & Features
- Customer Reviews
- Map
- Directions
- Opening Times & Offers
- Social Media Links
- Social Media Feed

### Get the most from your Enhanced Listing



#### How to get the most from your Enhanced Listing on Thomson Local

The biggest advantage of Enhanced Listings over Free Listings is the ability to add more content to describe your business to potential customers. To understand why this additional content is so important here is an example for you. Imagine you wanted to buy a comedy book and started your search by Googling 'comedy books'. It's pretty safe to assume that Amazon will...

[Read More](#)





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## Premium Listing

### What is an Premium Listing?

A Premium Listing is an Enhanced Listing that's guaranteed to appear in the top three search positions for your heading/sector and target directory area. The Premium Listing will appear in position one or two depending on how many existing Sponsored Listings are visible on the page but will never be shown lower than position 3.

This means that your business will be listed directly under the existing Sponsored Listings at the top of the search results when customers place a search for your business type and area. This greatly increases the chances of a customer clicking on your listing, especially if you have taken the time to fully complete your business profile. Having the right content on your profile page is key to being found and probably the biggest factor that influences your customers to choose your products and services over your competitors.

Thomson Local have a dedicated team of experts on hand to help complete your profile. This helps to take all the hassle out of building a great presence online.

### How does a Premium Listing work?

There is only one Premium Listing slot available for each heading and directory area, making Premium Listings a strictly limited availability product. Once you sign up for a Premium Listing you will hold this slot for the duration of your contract, making this a very exclusive and prestigious product.

### Did You Know?

Premium Listings are guaranteed one of the top 3 positions on thomsonlocal.com and they also increase your chances of being found organically on Google and Bing



#### Consumers Habits

59% of consumers use Google every month to find a reputable, local business



40% of online customers are acquired through organic search, more than any other marketing channel



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Scheme Listing

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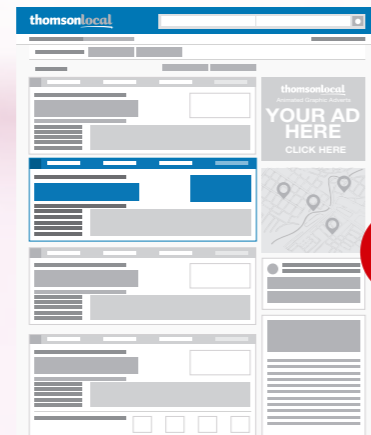
Pay-Per-Click

## Premium Listing

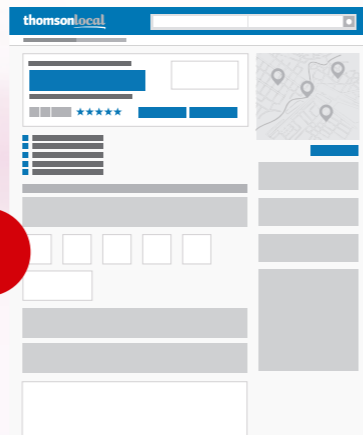
### What's included in your Premium Listing?

Your Premium Listing is comprised of two elements: A SERP page advert that's listed in the heading and location of your choice and a profile page that tells everyone about your amazing business

#### SERP ADVERT



#### PROFILE PAGE



SERP stands for 'Search Engine Result Page' and refers to the page that appears after placing a search on Thomson Local or search engines like Google.

### Your Profile Page

Your profile page is the page that's displayed once a customer has clicked on your listing in the SERPs.

- Name Address & Telephone
- Website Link
- Email Submission Form
- Unique Selling Points
- Strapline
- Company Profile
- Gallery & Videos
- Products & Features
- Customer Reviews
- Map
- Directions
- Opening Times & Offers
- Social Media Links
- Social Media Feed

### Get the most from your Premium Listing

Your Premium Listing offers far greater functionality over basic Free Listings, allowing you to add a detailed description of your business, showcase high quality images and promote special offers and discounts. To reap these benefits you should stick to the following best practices for completing your Listing:

- Add an eye catching strap-line to capture the attention of your potential customers.
- Ensure you add at least 300 words of content to describe your business.
- Upload high quality photos of your business
- Take advantage of adding attributes to your business such as special offers, opening times, payment methods and other useful information.
- Ensure that your NAP details are always correct



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## Sponsored Listing

### What is a Sponsored Listing?

A sponsored listing is an Enhanced Business Listing that's guaranteed to appear in either one of the top two search positions for your heading/sector and target directory area. This means that your business will be listed directly at the top of the search results when customers place a search for your business type and area.

This greatly increases the chances of a customer clicking on your business listing, especially if you have taken the time to fully complete your listing.

Having the right content on your profile page is key to being found and probably the biggest factor that influences your customers to choose your products and services over your competitors. Thomson Local have a dedicated team of experts on hand to help complete your profile. This helps to take all the hassle out of building a great presence online.

### How does a Sponsored Listing work?

There are only two sponsored listings slots available for each heading and directory area, making Sponsored Listings a strictly limited availability product.

Once you sign up for a Sponsored Listing you will hold this slot for the duration of your contract, making this a very exclusive and prestigious product. If another business signs up for the second Sponsored Listing slot, you will both rotate between positions 1 and 2 in equal amounts in search results.

### Did You Know?

Sponsored Listings are guaranteed one of the top 3 positions on thomsonlocal.com and they also increase your chances of being found organically on Google and Bing



#### Consumers Habits

59% of consumers use Google every month to find a reputable, local business



40% of online customers are acquired through organic search, more than any other marketing channel



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## Sponsored Listing

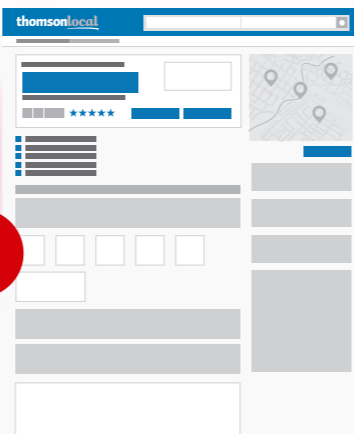
### What's included in your Sponsored Listing?

Your Sponsored Listing is comprised of two elements: A SERP page advert that's listed in the heading and location of your choice and a profile page that tells everyone about your amazing business

#### SERP ADVERT



#### PROFILE PAGE



SERP stands for 'Search Engine Result Page' and refers to the page that appears after placing a search on Thomson Local or search engines like Google.

### Your Profile Page

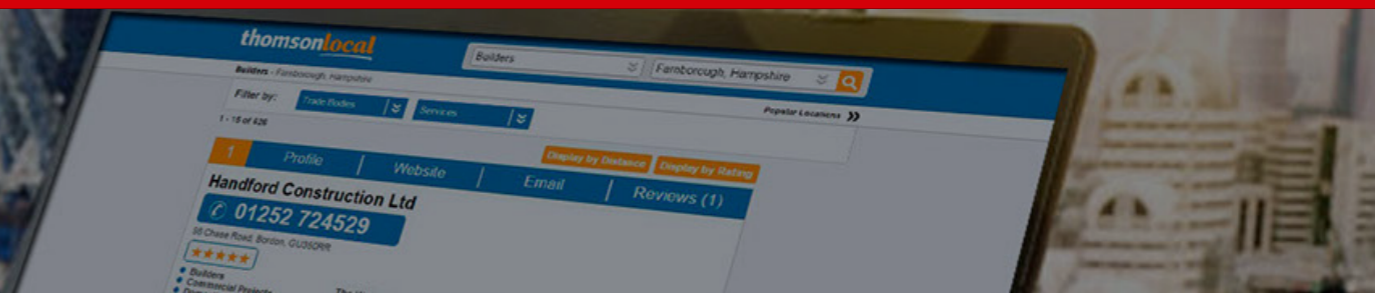
Your profile page is the page that's displayed once a customer has clicked on your listing in the SERPs.

- Name Address & Telephone
- Website Link
- Email Submission Form
- Unique Selling Points
- Strapline
- Company Profile
- Gallery & Videos
- Products & Features
- Customer Reviews
- Map
- Directions
- Opening Times & Offers
- Social Media Links
- Social Media Feed

### Get the most from your Sponsored Listing

Your Sponsored Listing offers far greater functionality over basic Free Listings, allowing you to add a detailed description of your business, showcase high quality images and promote special offers and discounts. To reap these benefits you should stick to the following best practices for completing your Listing:

- Add an eye catching strap-line to capture the attention of your potential customers.
- Ensure you add at least 300 words of content to describe your business.
- Upload high quality photos of your business
- Take advantage of adding attributes to your business such as special offers, opening times, payment methods and other useful information.
- Ensure that your NAP details are always correct





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## Scheme Listing



### What is a Scheme Listing?

People buy from people they trust, so if you're a member of a trusted trade association like Gas Safe Register or Federation of Master Builders our Scheme Listing product allows you to shout about it.

Your Scheme Listing will function much like an Enhanced Listing, giving you greater priority and functionality over basic Free Listings. However the key feature of your Scheme Listing is that your listing will also appear in exclusive trade association searches too. This means that your business will benefit from two sources of potential new leads, giving you a greater chance of attracting calls and clicks.

### How does a Scheme Listing work?

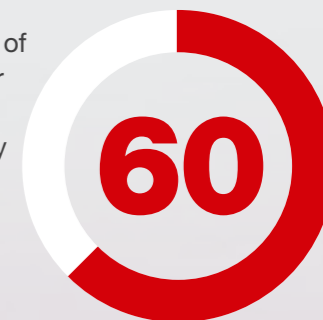
We will add the relevant badge for your trade association membership to your Scheme Listing. This will appear alongside your contact details in search results, clearly highlighting your trade association membership.

We will then ensure your business appears in the relevant trade association searches which Thomson Local users use to filter trade association members from non-members.

With Thomson Local you have the perfect platform to promote your membership as part of your Thomson Local Ad. As well as placing your relevant trade association logos on your Thomson Local Ad, we will provide you with unique exposure on an exclusive page solely focused on members of trade associations, giving you multiple opportunities to generate enquiries for your business.

### Did You Know?

Make sure you are at the front of the queue when competing for new business. Trades people who are registered and identify themselves as an association or trades body member are reportedly up to 60% more likely to be chosen.



Increase your potential sales by displaying a trusted, independent scheme logo like the Federation of Small Businesses (FMB).

Displaying your scheme logo can increase sales by 32%



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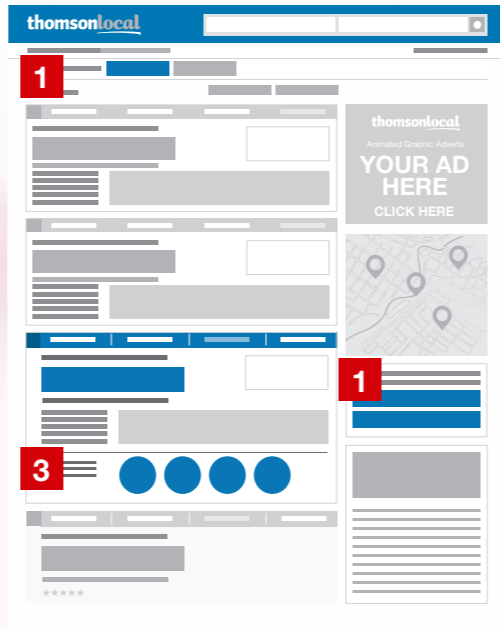
## Scheme Listing



### What's included in your Scheme Listing?

Your Scheme Listing has all the benefits of an Enhanced Listing plus additional Scheme Listing-only features that set your business apart from non-scheme listed businesses in search results.

- 1** A scheme filter that enables users to refine their search results by a particular trade body or association giving your company more prominence on the scheme filter page
- 2** A fully completed Enhanced Listing detailing all your business information
- 3** Information and logos of the trade scheme or association you are a member of so that customers can see at a glance that you are a trusted and reputable business



### What are the benefits of a Scheme Listing?

- Clearly displaying your trade scheme logo on thomsonlocal.com so that it differentiates your business as an established and trusted supplier, Increases the likelihood of you being selected
- Filtered results showing only listings that are accredited members of your scheme
- A boost in the Thomson Local algorithm that can give your business an improved ranking in our search results

We use an internal search algorithm on to decide the order of how business listings appear in our search results. This algorithm takes into account a number of factors. Whilst we can't divulge the full list of factors involved, we can tell you that having a scheme listing with fully completed business details can give you a boost in our search results.



## Product Suite

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## Sponsored Consumer Tip

### What is a Consumer Tip?

Consumer Tips are short, informative articles packed with useful advice for customers searching within your industry. As part of the Consumer Tip product, you have the option to 'sponsor' these articles with your brand name, therefore associating your company with the tips they provide.

### How does a Consumer Tip work?

After a brief consultation to understand exactly what you are looking for we will get to work on creating a bespoke graphic to be placed above the Consumer Tip – based on your current logo and branding. Our writers will also create the content of the Consumer Tip, ensuring that it's unique and targeted at the geographic area of your choosing. Assuming no amendments are required, your Consumer Tip should go live after 7 days.

### What's included in your Consumer Tip?

Your Consumer Tip is broken down into two sections. The first section is your logo and contact details, including a link to your company website. The second part is the content of the Consumer Tip which is targeted at the consumer and written in a conversational tone.

The Consumer Tip is then placed in the right sidebar space of SERPs on [www.thomsonlocal.com](http://www.thomsonlocal.com) with your company logo and contact details displayed prominently above it. Clicks on your logo will lead directly to a link of your choosing – generally your company website.

### Did You Know?

People are far more likely to remember what they see versus what they read or hear. This isn't surprising when you consider that humans process images up to 60,000 times faster than words.



We retain approximately  
**10% of what we read**



We retain approximately  
**20% of what we hear**



We retain approximately  
**30% of what we see**



Adding your company colours to Sponsored content can increase your brand recognition by 80%



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## Sponsored Consumer Tip

### What are the benefits of a Consumer Tip?

Consumer Tips are a great opportunity to demonstrate your business's credibility and expertise in your target area. Additionally, the prominent presence of your company logo in searches will contribute to your business's brand awareness. Other benefits include:

#### Branding

SPONSORED BY

**YOUR LOGO**  
CONTACT DETAILS  
WEBSITE LINK

Your company branding including contact details and a link through to your website or profile page.

#### Content

##### Finding a Reliable Plumber in London

If you live in the borough of Westminster in the nation's capital city, not only do you have HRH The Queen and the Prime Minister for neighbours, you've also got some of the best shops, restaurants, galleries and other attractions right on your doorstep. But whether you own a commercial or residential property, and regardless of if you're a resident of Bayswater, Abbey Road, Little Venice, Knightsbridge or Covent Garden, you can get access to a range of qualified and reliable local plumbers in Westminster, all with the click of a button...

Useful industry and location specific content that shows you to be an expert in your field.

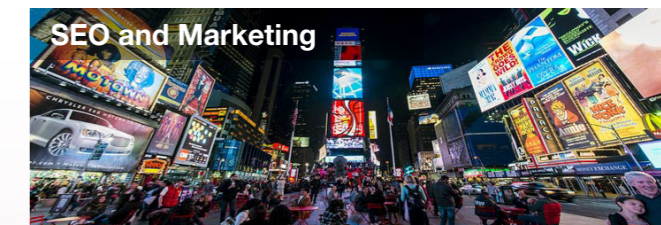
#### Positioning



Prime positioning on the heading of your choice giving you the opportunity to stand out from the crowd on desktop and mobile.

- Space for three lines of content – your company name, call to action and phone number
- Prominent positioning in searches for your geographical area and industry
- Do-follow link to your company website that acts like a vote in your favour
- Choice of border colours to complement your corporate branding

### 5 Benefits of Display Advertising



Display advertising – often referred to as graphic advertising or banner advertising is a popular form of online advertising, but is it actually any good? Let's find out.

It's far cheaper than TV advertising. For major brands such as Coca Cola the investment in TV advertising is a key part of their marketing strategy, helping to cement their product in the hearts and minds of each new generation before they can even consider reaching for a Pepsi.

[Read More](#)





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## Graphic Adverts

### What is a Graphic Advert?

Graphic Adverts are animated visual advertisements placed in prime position on SERP pages and all competitor Free Listing profile pages in the heading of your choice. We often refer to these Graphic Adverts as MPUs.

Each advert is expertly created by our in-house graphic design team and is built to reflect your existing company branding tone of voice.

Your advert features 3-4 messages of your choosing, allowing you to showcase your services, business contact details and special offers. The goal of your Graphic Advert is to increase calls and clicks to your company and help you stand out from the crowd when your customers are searching for the products and services you offer.

### How does a Graphic Advert work?

After a consultation to understand exactly what you are looking for we will get to work on creating the perfect advert for your business. Alternatively, you can submit your own advert which must follow our Graphic Advert specifications.

We aim to provide a proof of your advert within two weeks of your request. Assuming all is well with the proof and no amendments are required, your advert will go live the following week.

Your Graphic Advert features three slides that rotate in a looped animation. The first slide is generally an introduction, the second is for your products and services and the third shows your contact details. Your advert will also be pointed at a link of your choosing; generally your company website.

### Did You Know?

People are far more likely to remember what they see versus what they read or hear. This isn't surprising when you consider that humans process images up to 60,000 times faster than words.



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Adding your company colours to Sponsored content can increase your brand recognition by 80%



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## Graphic Adverts

### What are the benefits of a Graphic Advert?

The position of your graphic advert is intended to take advantage of the way internet users focus their attention online. Essentially most people are used to web pages that resemble an F shape and your Graphic Advert is positioned at the focal point of this F shape. Other benefits include:

- Prime positioning on meaning your advert will always be seen when relevant searches are carried out by potential customers looking for your type of business in your area
- Your Graphic Advert will show on the profile page of all Free Listings within that heading meaning your competitors will be displaying your business details
- A direct link through to your business's website
- An animated banner over 3 slides gives you more space to tell people about your business and special offers

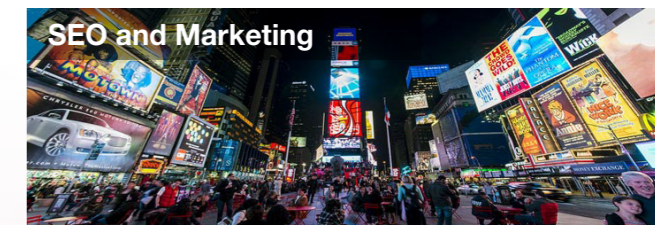
### Graphic Advert Specifications

All of our Graphic Adverts are designed and built free by our design team but if you would like to supply your own design the following specifications should be adhered to.

- **Number of slides** - maximum of 3 slides
- **File Size** - All Banners have a maximum file size of 45KB for the combined 3 slides
- **Dimensions** - 300 pixels wide x 250 pixels high at 72 dpi
- **File types\*** - Banners should be supplied as a Gif. file

\*If you would like to supply the artwork as 3 separate slides our designers are happy to animate the artwork. (jpeg, Tif, or psd file.)

### 5 Benefits of Display Advertising



**Display advertising – often referred to as graphic advertising or banner advertising is a popular form of online advertising, but is it actually any good? Let's find out.**

It's far cheaper than TV advertising. For major brands such as Coca Cola the investment in TV advertising is a key part of their marketing strategy, helping to cement their product in the hearts and minds of each new generation before they can even consider reaching for a Pepsi.

[Read More](#)



## Product Suite

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## Mobile Banners

### What is a Mobile Banner?

Mobile Banners are animated visual advertisements designed to promote your business services, contact details and special offers to potential customers. The banners appear in the footer of SERP pages and all Free Listings on Thomson Local for searches within the heading of your choosing.

As the name suggests, Mobile Banners are optimised to display well on mobile devices, with persistent prime positioning at the base of a searchers mobile phone screen. They also appear on both mobile and desktop too, unlike the graphic advert which cannot be shown on mobile devices due to the lack of usable side bar space.

### How does a Mobile Banner work?

After a consultation to understand exactly what you are looking for we will get to work on creating the perfect Mobile Banner for your business.

Alternatively you can submit your own banner which must follow our Mobile Banner specifications. We aim to provide a proof of your Mobile Banner within two weeks of your request. Assuming all is well with the proof and no amendments are required, your Mobile Banner will go live the following week.

### What's included in your Mobile Banner?

Your Mobile Banner features three slides that rotate in a looped animation. The first slide is generally an introduction to your business, the second is used to describe your products/services and finally the last slide shows your contact details. Your Mobile Banner will also be pointed at a link of your choosing – generally your company website.

### Did You Know?

60% of searches are now from mobile devices

searchengineland.com



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## Mobile Banners

### What are the benefits of a Mobile Banner?

With approximately 60% of all searches on [www.thomsonlocal.com](http://www.thomsonlocal.com) now taking place on mobile devices, it's never been more important to ensure that your business is prominent in mobile search results. Other benefits include:

- The Mobile Banner is the only graphic advert on Thomson Local that is visible by all customers searching for your services and products regardless of device type
- A direct link through to your business's website, helping to funnel traffic and search engine robots in your direction
- A Mobile Banner over three slides gives you more space to tell people about your business and special offers
- Your Mobile Banner will show on the profile page of all Free Listings within that heading meaning your competitors will be displaying your business details

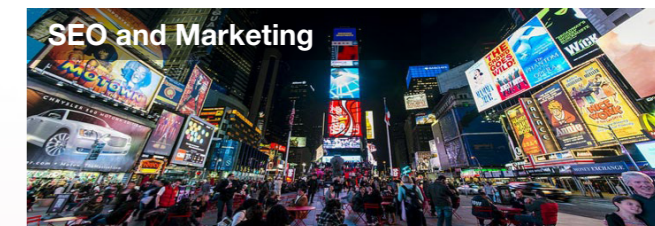
### Mobile Banner Specifications

Mobile Banners are designed and built for free by our design team but if you would like to supply your own design the following specifications should be adhered to.

- **Number of slides** - maximum of 3 slides
- **File Size** - All Banners have a maximum file size of 45KB for the combined 3 slides
- **Dimensions** - 728 pixels wide x 90 pixels high at 72 dpi
- **File types\*** - Banners should be supplied as a Gif. file

\*If you would like to supply the artwork as 3 separate slides our designers are happy to animate the artwork. (jpeg, Tif, or psd file.)

### 5 Benefits of Display Advertising



**Display advertising – often referred to as graphic advertising or banner advertising is a popular form of online advertising, but is it actually any good? Let's find out.**

It's far cheaper than TV advertising. For major brands such as Coca Cola the investment in TV advertising is a key part of their marketing strategy, helping to cement their product in the hearts and minds of each new generation before they can even consider reaching for a Pepsi.

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## Verified Reviews

### The challenge of gaining customer reviews

Ever been promised a glowing customer review after a completing a job, only to find that the customer review never materialises? Most likely the customer had every intention of leaving a review, but simply forgot – or worse, they tried to leave the review but didn't know how.

### How do Verified Reviews solve this problem?

Verified reviews are the fastest and most efficient way to gain high quality customer reviews for your business; helping you to grow your reputation, increase customer loyalty and secure new business. Simple. You tell us which customers to contact and we will get in touch with them on your behalf. We then post the customers feedback on your Thomson Local business listing as a Verified Review. This means no more waiting around for reviews to materialise and the peace of mind that your businesses reputation is continuing to grow.

### Why are customer reviews so important?

- **Build Trust and Credibility** - People buy from people they trust and the more positive reviews your company has the more likely people are to trust you. Some studies show an 82% higher chance of converting customers when you have reviews
- **Influence Search Engine** - Reviews are also important to your SEO and can increase the number of clicks your business receives from Google search results.
- **A Professional Touch** - Your customers will recognise you as a professional and credible business. By giving your customers the opportunity to speak with our dedicated reviews team



## Did You Know?

92% of consumers now read online reviews vs 88% in 2014

2014



2018



**Positive reviews that are fed through to Google SERP results can increase your chance of gaining new customers**



and a star rating is the number one factor used by consumers to judge a business



50% of consumers will select a local business if it has positive reviews



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Verified Reviews

How does the Verified Reviews process work?

All you need to do is confirm your customers are happy to be contacted by your dedicated reviews team by completing the contact details on the cards provided. Then submit your customers details on the Thomson Local ADCentre or via WhatsApp or text and we will contact the customers to ask them a series of questions about the service they received. This feedback is then recorded on your Thomson Local business listing and marked as a Verified Review for authenticity.

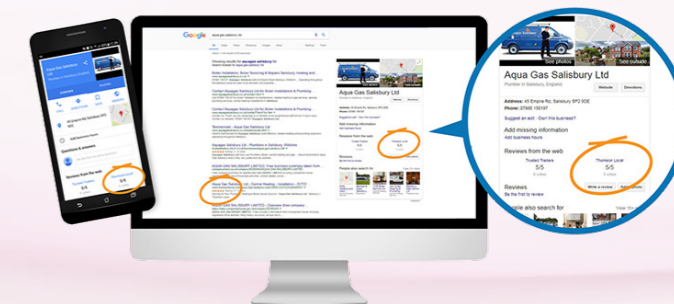


The Verified Reviews Widget

Add credibility to your website and showcase your Thomson Local reviews using the Verified Reviews widget. Once live the widget will display a feed of your most recent reviews directly on your website, along with your overall score and a prompt for visitors to leave their own reviews.

Google now display reviews and ratings in their SERP results

Google is now displaying reviews and ratings in search engine results of businesses listed on Thomsonlocal.com and other trusted review sources. This feature is known as 'Reviews from the Web' and adds credibility to your business when people search for you.



In order to show up on Reviews from the Web you will need to have current reviews of your business on your Thomsonlocal.com listing. The more reviews your business has the greater chance you have of appearing.



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## Promotional Video

### Be the director of your very own business video

Did you know that over half a billion people watch videos on Facebook every single day? If that number wasn't staggering enough, then throw YouTube, Twitter and others into the mix and the numbers are off the charts.

So it's safe to say that online video is here to stay, but up until now the cost of producing promotional videos has been out of reach for many small businesses.

Well that's about to change, because the Thomson Local video product gives small business owners – from florists to plumbers and window cleaners to dog walkers – a customisable video all about their business, in a professionally-designed yet affordable package.

### How the video product works

Within 48 hours you will receive a phone call from our Video Creation Team. During this call you will need access to your computer, tablet or smartphone to open a link to our Video Builder Platform. If you are unable to access this link, we will arrange a convenient time to call you back.

Once loaded into the Video Builder we will walk you through the process of putting together your video, including adding your company logo and choosing a voiceover artist.

The Video Builder is very easy to use and should take up no longer than 10-15 minutes of your time.

### Did You Know?

People are far more likely to remember what they see versus what they read or hear. Some studies suggest we retain



**10** We retain approximately **10% of what we read**



**20** We retain approximately **20% of what we hear**



**30** We retain approximately **30% of what we see**



**76%** of marketers say video helped them increase sales.

**95%** of people have watched an explainer video to learn more about a product



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## Promotional Video

### What's included in the video?

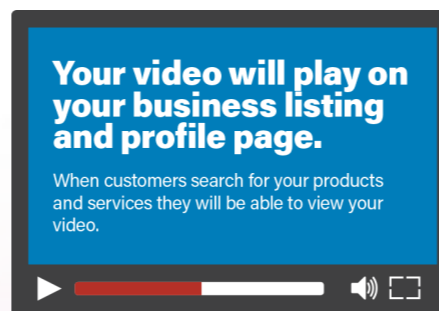
Your video will showcase 3 - 4 examples of your best work along with the key selling points about your business.

In terms of appearance, your video will have your preferred colour scheme, voiceover style, background music and the overall 'look and feel' of your brand.

Play time will be no longer than 45-60 seconds to maximise engagement with your audience.

The Video Creation Team will also keep you updated on the progress of your video and will endeavour to have it completed approximately 14 days after using the Video Builder Platform.

Once finished, your video can be added to your Thomson Local business listing. We will also provide you with an embed code to add the video to your website and social media.



### The POWER of video

Video marketing in 2018 is not merely a trend but the primary way content is consumed by millions of people every day.

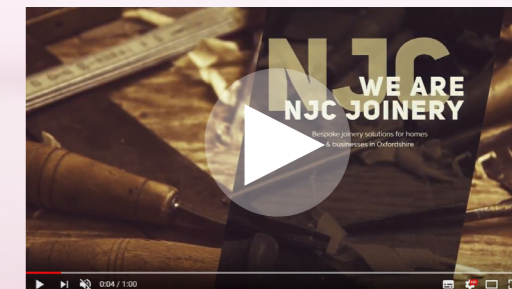
It fills up the news feed of every major social media platform from Facebook to YouTube, Instagram, Snapchat and Twitter as well as news and information sites.

It is now rare to find a piece of news content that doesn't contain a video. Staying ahead of the game with video marketing is important for all modern businesses.

### What will my video look like?

You can choose your preferred colour scheme, voiceover style, background music and overall look & feel to create a video that's tailor made for our business.

Opposite is a video created for NJC Joinery.







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## Get Me Everywhere

### What is Get Me Everywhere (GME)?

Get Me Everywhere is a quick and simple way of submitting your business NAP (Name, Address and Telephone Number) to hundreds of directories, search engines, portals, maps and other online places so that you can be found when a customer searches for you. These mentions of your business NAP are often referred to as citations.

With over half of internet traffic now taking place on mobile devices it has never been more important to be optimised for local search. For local businesses this means making sure that your business details are readily available to people searching for your products and services in your local area.



### How does GME work?

We syndicate your business NAP throughout our extensive network of partner sites. This network is formed from dozens of high quality websites, working together to ensure customer citations are as consistent as possible throughout the internet.

Citations are a key component of the ranking algorithms in search engines such as Google and Bing. All factors being equal, businesses with a greater number of citations will probably rank higher in local searches than businesses with fewer citations

Having incorrect or incomplete citations for your business can have a negative impact on how much trust search engines place on your business details being correct. This could mean the difference between ranking higher or lower versus a competitor.

### Top 10 Citation Sources

#### Top 10 Citation sources

- |                        |   |
|------------------------|---|
| 1. Google              | ✓ |
| 2. Bing                | ✓ |
| 3. Apple Maps          | ✓ |
| 4. 118 Information     | ✓ |
| 5. The Phone Book (BT) | ✓ |
| 6. Scoot.co.uk         | ✓ |
| 7. Thomson Local       | ✓ |
| 8. Factual             | ✗ |
| 9. CentrallIndex.com   | ✓ |
| 10. Yell.com           | ✗ |

The GME partner network includes 8 of the top 10 Citation Sources that Google consider as trustworthy and have the best chance to enhance your local search visibility.

GME will submit your citations to Google Maps but to get the maximum benefit from a Google citation source it's recommended that you submit your business details to Google My Business to claim you free Google listing.

Source: Whitespark



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## Get Me Everywhere

### Improved Results

By minimising manual mistakes the level of consistency is improved and so are the results.

### Improved Rankings

Google finds you consistently repeated in so many different places that it awards you a higher organic ranking online

### Easy Amendments

Instead of notifying the individual sites, changes can be made swiftly via Get Me Everywhere.

### Simple Process

Business details can be uploaded in one go via a single portal.

### Time Saving

The NAP is distributed across the key influential online sources from a single point of entry.

### Cost Saving

There is no longer the need for expensive manual data input which is often charged per submission.

## Why are citations important to the success of local businesses?

Citations are a key component of the ranking algorithms in search engines such as Google and Bing. All factors being equal, businesses with a greater number of citations will probably rank higher in local searches than businesses with fewer citations

Having incorrect or incomplete citations for your business can have a negative impact on how much trust search engines place on your business details being correct. This could mean the difference between ranking higher or lower versus a competitor.

## Who is in the network of GME partners?

The GME partner network is an extensive collection of websites, including directory websites such as 118118 and Scoot as well as media websites such as Trinity Mirror Group and The Independent.

Unlike many other citation syndication services, GME also syndicates your business NAP to topically linked websites that match your industry type. This is especially important for search engines like Google, who tend to favour links between websites that have similar content targeting the same subject.





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## Website Design

### What is a V6 Website?

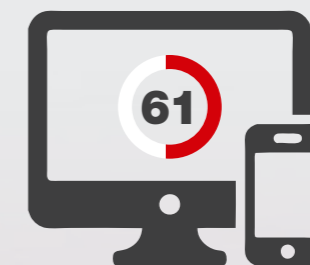
Your V6 website gives you all the high end features you would expect from a dedicated business website – without the premium price tag. This means you no longer have to rely on low quality website offerings from free template website providers or cheap DIY website builders. Instead, you gain the freedom to reach out to an online audience of potential new customers and showcase your products and services via a business website that you can be proud of.

### What's included in the V6 website product?

With over 20 years of experience developing websites for businesses like yours, we can ensure that your website not only looks great but provides the following features as standard:

- **Responsive Design**  
for all screen sizes and devices
- **Up to 10 pages**  
for dedicated products and services
- **6 images per page**  
to add personality and character
- **Professional copywriting**  
creating original and captivating content
- **Google My Business**  
(GMB) listing on Google Maps
- **High quality hosting**  
that's fast and reliable
- **Unlimited modifications**  
and amends
- **Social Media Links**  
giving you the opportunity to grow an audience
- **Search engine friendly**  
using the latest SEO best practice
- **Professional personalised email**  
address

## Did You Know?



### Google

Google says 61% of users are unlikely to return to a mobile site they had trouble accessing.



Google says 40% of users will visit a competitor's site if they have trouble accessing your mobile site.



79% of consumers tend to abandon a website that takes longer than 3 seconds to load. Worse, 44% would tell a friend.



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## Website Design

### Additional pages

Additional pages can be requested for a range of purposes, such as adding a new product or creating a sales page to promote a special offer. We can provide the copy and images you may require to bring these additional pages to life, helping your website to evolve and grow.

### Geo pages

Geo pages are effective for local businesses to target their products and services at multiple locations. We can build you location specific landing pages, helping you to rank for the same service or product in multiple locations. Just let us know the purpose of the page and the location you intend to target. We can handle the rest for you.



### Discover Your Business

Our expert team of content consultants will work with you to find out everything we need to know about your business & services to ensure we deliver a website that meets all your requirements.

### Keyword Foundation

Using a well-perfected taxonomy, our expert keyword research team identifies targeted keywords for your business that takes advantage of what your ideal customers are looking for online.

This helps our copywriters create appropriate content to increase visibility online, resulting in more prospects being able to find your website. Great copy is vital for making your website work hard for you. Our team of experienced and professional copy writers create engaging and compelling copy to help get your business's key messages across in the most effective way, helping you convert more visitors into customers.

### Mobile First: Is your website at risk of being penalised?



The internet is buzzing with doomsday warnings about 'mobile first' and 'mobile web' but what does it all mean for your website and what can you do to prepare for the imminent apocalypse?

Well, good news, you don't need to panic and stock up on tinned beans just yet. Though if you do, make sure you get those BBQ flavour beans. Trust me, the end of world won't seem so bad when you're dining...

[Read More](#)



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## SEO Product

### What is the SEO product?

Optimising your organic Search Engine rankings can be a long-winded, complex and challenging process. Thomson Local offer one of the most effective and hassle-free seo services in the marketplace!

The goal of our SEO product is to improve the long term performance of a customer's website in organic search engine results. This is achieved via SEO best practices, such as gaining backlinks from industry related websites. These improvements are made in stages over the course of a year to ensure that the SEO efforts appear as natural as possible and that a customer's website is never 'over-optimised'.

### SEO Will Help People Find You.

Your website is the first point of contact with your audience online. It can generate leads and attract potential new customers but unless people can find it, your website is good for nothing. SEO plays an invaluable role here. SEO can make your brand stronger, better and well recognised.

The eventual goal should be that, when people search for the products & services you offer, relevant keywords and phrases, they should find you on the search engine results.

SEO rewards your business for its efforts at a higher rate than pretty much all traditional forms of offline advertising — the same can be said for almost all types of internet marketing.

The reason for this is because SEO is an inbound marketing strategy; that is, it allows you to market to people when they are looking for the products and services your business provides. You don't have to interrupt their favourite TV show, you don't have to take up space on a page where they are reading a news article. You just show up when they are looking for businesses like yours.

## Did You Know?

Google

**59% of consumers use Google every month to find a reputable, local business**

The number of people using internet search engines is increasing year on year and is almost unfathomable. Its estimated that there are 3.5 billion searches on Google every day which equates to 1.2 trillion searches per year worldwide.



**40% of all online customers are acquired through organic search on search engines, more than any other marketing channel**

93% of online activities start on a search engine.



### People trust Google

They use it every day to find what they are looking for. By ranking high on search engines, your business will build trust and credibility with your audience. In fact, 37% of search engine clicks are on the first organic listing.



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## SEO Product

### What's included in the SEO product?

**Citations:** We push your business's NAP (Name, address & Phone number) out to industry related directories, helping to raise your SEO profile.

**Keywords:** We examine your existing content and perform keyword research to identify the words and phrases that your potential customers are searching for online.

**Blogs:** Our writers will create blog posts on industry related websites and link them back to your website. This is known as backlinking and helps to increase your websites domain authority.



**Citation Audit & Report:** We provide a report showing you where we've placed your NAP details and highlight inconsistencies that could damage your off-page SEO.

**Ranking Report:** We will check to see how your website currently ranks for your chosen keywords and identify any other organic keywords you rank for based on your current content.



**Blog Placement Report:** We provide a report showing you which blog posts have been created, a direct link to the blog post and the domain authority of the website hosting them.

### Available SEO Packages

- 1 Starter Package Summary:**  
5 x Focus Keywords, 40 x Citations (NAP) throughout the year, Citation Placement Report, 7 x Blogs linked back to your website throughout the year, Blog Placement Reports, Existing Citation Report & a Keyword Ranking Report every month.
- 2 Intermediate Package Summary:**  
10 x Focus Keywords, 65 x Citations (NAP) throughout the year, Citation Placement Report, 12 x Blogs linked back to your website throughout the year, Blog Placement Reports, Existing Citation Report & a Keyword Ranking Report every month.
- 3 Premium Package Summary:**  
20 x Focus Keywords, 65 x Citations (NAP) throughout the year, Citation Placement Report, 26 x Blog Articles linked to your website throughout the year, Blog Placement Reports, Existing Citation Report and a Keyword Ranking Report every month.
- 4 SEO Multi-Page Package Summary:**  
SEO Multi-Page packages allow you to target different services and/or locations for your business. We will focus on logical & strategic keywords to drive the best result. Using a month on month strategy we will initially audit your website, report back on existing Citations you have across the internet & provide "best-practice" content to ingest on relevant target pages. As part of our approach we will submit multiple Citations & Blogs over the course of your campaign, providing reports showing you the SEO work we have carried out, coupled with a monthly performance report.



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## SEO Product

**SEO can be a complex and challenging process, requiring time, patience and a good level of technical knowledge to see results.**

**Thankfully we offer a fully managed SEO service so you can focus on what you do best – running your business.**

### Why do you need SEO?

Optimising your organic Search Engine rankings can be a long-winded, complex and challenging process. Thomson Local offer one of the most effective & hassle-free SEO services in the marketplace!

The goal of our SEO product is to improve the long-term performance of a customer's website in organic search engine results. This is achieved via SEO best practices, such as gaining backlinks from industry related websites. These improvements are made in stages over the course of a year to ensure that the SEO efforts appear as natural as possible and that a customer's website is never 'over-optimised'.

## Customer Case Studies

### SEO Starter Package

Dave Beach Building Services KEYWORDS	Position On Google MONTH 1	Position On Google 4 MONTHS	Last 30 Days VISITORS
Building Services Oxfordshire	22	10	67 16% Increase ↑
Best Building Services Oxfordshire	16	5	
Trusted Building Services Oxfordshire	58	5	
Reliable Building Services Oxfordshire	37	1	

### SEO Intermediate Package

Greystones Aggregates & Recycling KEYWORDS	Position On Google MONTH 1	Position On Google MONTH 4	Last 30 Days PHONE CALLS
Skip Hire Knaresborough	12	1	19 171% Increase ↑
Skip Hire Services Knaresborough	11	1	
Skip Hire Company Knaresborough	8	1	
Variations - Reliable, Affordable, Quality, Experienced	-	1	



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## Pay-Per-Click

### What is PPC (Pay-Per-Click)

Pay-Per-Click (PPC) is online advertising through Google, Bing and Yahoo! Essentially you sign up for a PPC campaign and each campaign is allocated keywords and ad text prewritten and determined by the heading category that your business falls under.

You will also be allocated geo modifiers depending on the type of PPC product you purchase, i.e. Generator PPC which uses a radius around a central postcode within a pre-selected area or a Radius PPC which is a fixed radius of 16km around your postcode. Each campaign is given a monthly fund, from £50 to £425, which includes a monthly Management Fee of 27%, we also take a one-off set up fee of £100 per campaign.

### How does PPC work?

Once the campaign has gone live, your PPC adverts will be available to be found when a user searches for your keyword and geo modifier on Google, Bing or Yahoo! Processing your campaign can take up to 48 hours but Google, Bing and Yahoo! can take a few days to set your campaign live.

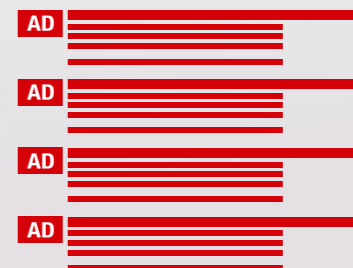
You can be found either by searching on a keyword and geo modifier, e.g. plumber Farnborough, or if a user just searches on the keyword, e.g. plumber. The search engines will then recognise where the user is searching from by their IP Address and display adverts relevant to their area, e.g. if I search on Plumbers and I'm in Farnborough, Farnborough-related ads will show.

Searches are free to the user, however once a user clicks on the PPC ad this incurs a cost to you which is deducted from your PPC fund. The fund is spread across the month to avoid it being spent in one go and allow balanced visibility for the month.

## Did You Know?

The top 4 paid search results get 46% of the clicks

Google



PPC visitors are 50% more likely to purchase something than organic visitors



PPC leads are 3 times more likely to convert







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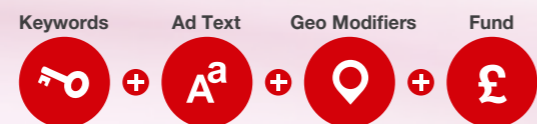
Pay-Per-Click



## Pay-Per-Click

### What is included?

Your PPC campaign will include keywords, ad text, geo modifiers and fund. Keywords will include search terms and phrases relevant to the heading, rather than the specific customer and will have only been included if there is a worthwhile search volume for each. This means that we do not include keywords that don't have any searches.



Ad text includes 2 headlines, a description, display URL and can also include call and address extensions (phone number and address), however it's down to the search engines if they display these ad extensions or not.

### What are the benefits?

A managed campaign that displays your business when users are actually searching for your service.

Keywords and ad text written by experts that are relevant to your heading and area. You only pay when someone clicks on your ad.

A fixed fund, spread across the month so you know exactly what you are spending and that your advert won't suddenly stop due to funds being spent prematurely.

Any fund not spent within the month is rolled over to the next month, so no fund is ever lost.



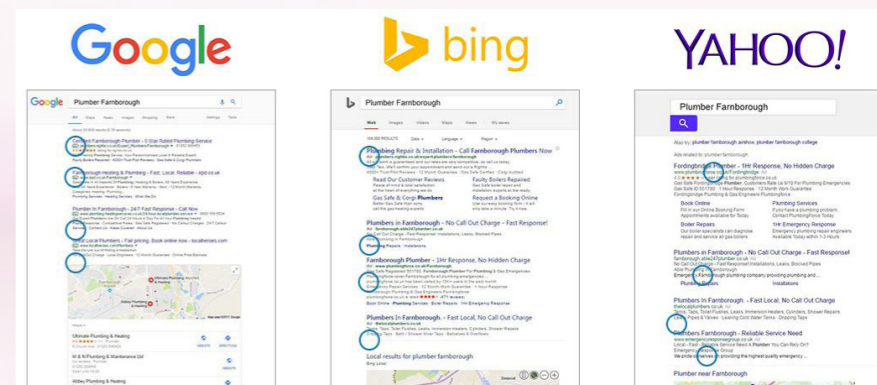
### How it appears on search engines:



The example below is how and where your Pay-Per-Click campaign will appear on Google



PPC campaigns show within the top 4 results and bottom 3 on a page and can be recognised as follows:-





# Customer Testimonials



## Mobile Banner



M & J Roofing & Building Ltd

### I am satisfied with the number of enquiries...

I have advertised with thomsonlocal.com for a few years now and I am satisfied with the number of enquiries that come through. Laura came to see me this year, she has really helped me with raising my profile on Google. She has helped me with adding photos to my page and she is always available when I call or message her.

#### Products

This customer has the following products with Thomson Local

- Mobile Banner
- Enhanced Listing

## Enhanced Listing



Gottschalk Mini digger Hire Ltd

### More than happy with Thomson Local

I've been with Thomson Local for quite a few years. Lisa has recommended and improved my advertising/google & website brilliantly. The response I get is fantastic. Thank you Lisa & Thomson Local on behalf of "Gottschalk Plant Hire".

Published 31 August 2017

#### Products

This customer has the following products with Thomson Local

- Enhance Listing
- Website
- Pay-Per-Click

## Enhanced Listing



Easy Fix Scaffolding

### Our experience with Thomson Local has ...

Our experience with Thomson Local has been very positive. I have a website & advertising on Google & thomsonlocal.com, I am very impressed with the level of enquiries we get. Laura has been very helpful and find her very prompt in coming back to me when I need advice. I would recommend highly

Published 31 August 2017

#### Products

This customer has the following products with Thomson Local

- Enhance Listing
- Website
- Pay-Per-Click

## Get Me Everywhere



DW Tree Specialist

### Brilliant web design, Brilliant company...

Brilliant web design, Brilliant company, great friendly people also very helpful and so professional have used this company for years would never go elsewhere Would highly recommend Lisa

Published 25 August 2017

#### Products

This customer has the following products with Thomson Local

- Get Me Everywhere
- Website
- Sponsored Listing
- Pay-Per-Click

## Enhanced Listing



Admiral Roofing UK

### I have been with Thomson Local for a...

I have been with Thomson Local for a number of years. The products work really well and keep me very busy. My Rachael looks after my account and is always around when I need help with anything and gets things done pronto. I wouldn't have any problems recommending Thomson local and their reps.

#### Products

This customer has the following products with Thomson Local

- Enhance Listing
- Website
- Pay-Per-Click

## Sponsored Listing



Able Paving Ltd

### I'm really happy with it.

I met with Rachel and we spoke about my business and what I wanted to achieve. She showed me PPC and how it worked. I'm really happy with it and would give her 5 stars. Thanks

#### Products

This customer has the following products with Thomson Local

- Pay-Per-Click
- Sponsored Listing