

# everyone's guide .ca

powered by Google™

Benefit from local search, website or no! That's right! You don't need a website to have your business listed on search engines. More powerful than global search, more powerful than yellow pages, the evolution of the web is local search.

60% of searches on the web are for local goods and services. It makes sense. As consumers, we spend most of our dollars **locally**.

## A Winning Combination

*A win for the searcher - **finding a local business** for purchasing goods or services.*

*A win for the business owner - who depends upon those **local buyer** dollars.*

*A win if you have no website - you can still **get in on the local search market**.*

*A win for the business with a website - **grow your local search traffic**.*

Power Up Local™ with everyone's guide – a truly local search engine, powered by Google™.

## The Local Goldmine Result for Your Business

Businesses in the everyone's guide Power Up Local™ program are optimized for search terms, including the all-important geographic words, so you can have the result of a search-engine friendly, optimized page listing your goods, services, service area and more. Those who use the web to find goods & services locally will **find you** and **call you** or **come in to your location**.

Your business receives the benefit of local and global optimization.

- Without changes to your website itself, if you have a website
- Without investing in a website at all, if you don't have one already. Get your business in local search for those local spending dollars – you declare and define your own geographic area of service.
- Yes – when you Power Up Local™ your business can be found on Google, Yahoo and MSN.
- We all know how costly advertising is. Do yourself a favor! For ~~\$240.00 per year~~ \$120.00 (for the first year), get found by local searchers 24/7 (twenty-four hours a day, 7 days a week) on the all important local search level, as well as on global search.

- We link your business to Google Maps. Your clients can identify where you are geographically.
- We link your business to Google Local, which has the potential to put your business at the top for a global search

***The business investment of ~~\$240.00~~ per year \$120.00 (for the first year) is a 1-2-3 no brainer...***

1. Local search = being found
2. Power Up Local™ = a local door, available to anyone, anywhere, into your business
3. Being found through web search = 24/7 directed advertising, existing website or no website, sending you customers or clients through phone calls and walk-ins

**Everyone's guide is a local search engine, to qualify for inclusion, your business must be an "in-person" business. In other words, you must interact directly with the clients or customers you service. If your business involves strictly web-based sales, it does not qualify.**

**Join the Power Up Local™ Program at everyone's guide**

To join, complete the application below and send with your cheque, in the amount of \$127.20 (includes GST of \$7.20, GST # 865370704RT0001), by regular mail to

Power Up Local Applications  
P.O. Box 20005  
Newcastle, ON L1B 1M3

***PLEASE MAKE CHEQUES PAYABLE TO THE WEB DYNAMIC***

**Note: Items in red are required.**

**Referral Information**

If you were referred to this program personally by one of our promotional affiliates, providing this information ensures that person gets paid. The referral ID is located on the front left corner of the card you received.

**Referral ID #:** \_\_\_\_\_

**Contact Information**

**Your Name:** \_\_\_\_\_

**Your email:** \_\_\_\_\_

**Contact Phone:**  
**(other than** \_\_\_\_\_  
**business)**

**Information About Your Business**

**Business Name:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**Suite:** \_\_\_\_\_

**City:** \_\_\_\_\_

**Province:** \_\_\_\_\_

**Postal Code:** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_

*Hours of Operation*

**Monday** \_\_\_\_\_

**Tuesday** \_\_\_\_\_

Information About Your Business		
<b>Wednesday</b>	_____	
<b>Thursday</b>	_____	
<b>Friday</b>	_____	
<b>Saturday</b>	_____	
<b>Sunday</b>	_____	
We have more than one location.	Yes ___	No ___
We do not have a "storefront" location. We provide our service/product in the customer's location.	Yes ___	No ___
Business Website URL:	_____	
If you have a blog (either personal or business), your blog URL:*	_____	
<b>Years in Business:</b>	_____	
<b>Your Service Area:</b>	_____	
(towns/cities to which you will travel to provide your service or from which your customers/clients come to you)	_____	
	_____	
	_____	
	_____	
	_____	
<b>Physical Location</b>	_____	
(strip plaza, shopping centre, one way street, multi-floor building, back of building, etc.):	_____	
	_____	
	_____	
<b>Parking:</b>	_____	
	_____	
	_____	
	_____	
This business is at least 50% owned by a woman.**	Yes ___	No ___





**Products & Services**

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**In the Community**

**We sponsor these events,  
activities or amateur teams:**

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**We are members of these  
business associations:**

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**We have received these awards:**

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