



Search Smart Marketing Launches iSearchLocal

Geographically targeted advertising platform provides small and mid-size businesses with a cost-effective solution to boost Internet presence

Mt. Kisco, NY (June 2009) - Search Smart Marketing, a Westchester-based search engine marketing firm, today announced its launch of iSearchLocal, a technology-driven solution to help small and medium-sized businesses cost-effectively drive targeted website traffic. The pay-per-click advertising program incorporates such top search engines as Google, Yahoo and MSN.

The iSearchLocal process starts with the development of a website landing page (mini website) or direct website link. A comprehensive list of targeted keywords is developed and a team of professional advertising copywriters create text-based ads that appear on search engines when these keywords are searched. Since search engine users view only the ads that pertain to their search terms, this targeted process is cost-effective. Advertisers are charged only when users click on the ad and are subsequently directed to the advertiser's web page.

"iSearchLocal was developed to provide an affordable, effective way for companies to reach potential customers through the internet, said David Hoffman, president and founder of Search Smart Marketing. Small business leaders are often confused by the range of online advertising options that are available to them. iSearchLocal offers a simple solution that delivers tangible results in an easy-to-read report."

iSearchLocal's features include:

- Results-driven landing page (mini-web site) designed to convert website visitors into customers
- 24/7 Merchant Center Access featuring phone call tracking, reporting and email response tracking
- Unlimited keywords and regular ad updates
- Ads run locally, statewide or nationally, depending on objectives
- Customer service and support

According to a study by Forrester Research and Shop.org, Search Engine Marketing is most often mentioned among effective customer acquisition tactics (83%). And in February, 2009, the research firm comScore reported that Search Marketing was the leading source of online sales conversions (nearly four times as effective as email).

"Most small business owners recognize that they need to do a better job of utilizing search engines to reach new clients, but they also recognize that their time is better spent growing their business than becoming experts in Google advertising. This solution

allows business owners to focus on their core business activities while getting more from their online investment” said Hoffman.

Search Smart Marketing is located at 100 South Bedford Road, Suite 340, Mount Kisco, New York and can be reached by visiting www.isearchsmart.com.

About Search Smart Marketing

Search Smart Marketing is a search engine marketing firm that specializes in helping small and mid-size businesses run smarter Search Engine Marketing and Search Optimization efforts. It offers cost-efficient, web-based solutions to help companies get the most out of targeted budgets and resources.

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