



## PRESS RELEASE

---

**INVESTOR CONTACT:**

Steve King, CEO  
Top Local Search, Inc.  
858 876 3013

### **Franchise Survey highlights Importance of Online Local Search as an Essential Best Practice in Today's Economy**

#### **Changing times, changing focus on Internet marketing - Top Local Search, Inc shares survey results from International Franchise Association (IFA) members.**

DEL MAR, CA. March 20<sup>th</sup>, 2009 Top Local Search™ (TLS), the leading provider of hosted online marketing services today released provisional results from a survey conducted across IFA members who have 100 or more franchisee locations. The purpose of the survey was to determine franchisor feedback to shifting online marketing strategies, particularly in light of recent research from eMarketeer suggesting that Search Engine Optimization (SEO) is now the “best customer acquisition tool online” and that ‘Internet users prefer organic listings to paid search as they are more relevant’.

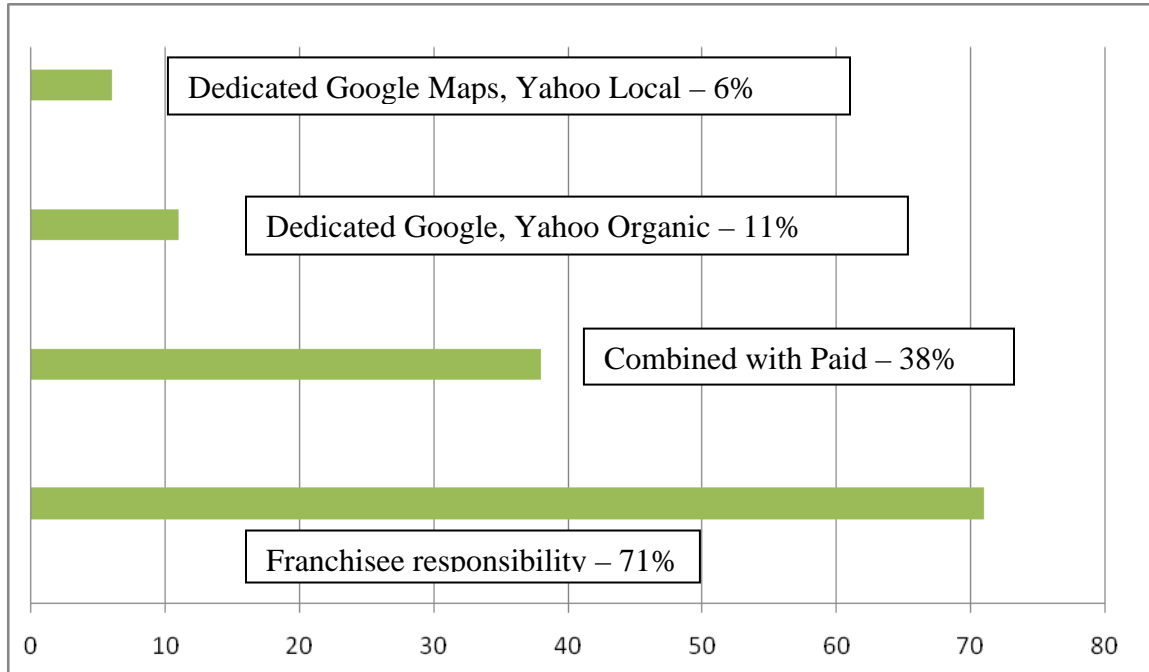
According to eMarketeer; SEO spending is growing twice as fast as paid search.

“With an economic backdrop that has many business owners reducing or withdrawing marketing dollars”, said Bill Connard, founder of Top Local Search, Inc, “we spoke with senior and executive management teams regarding their current SEO and SEM strategies, the importance of local search techniques in franchise development and consumer sales, brand requirements across franchise networks, paid search effectiveness and ROI and awareness of emerging online technologies such as hosted SEO and SEM platforms and subscription services that are challenging conventional online marketing programs and budgets”.

Examples of some of the survey's findings include:

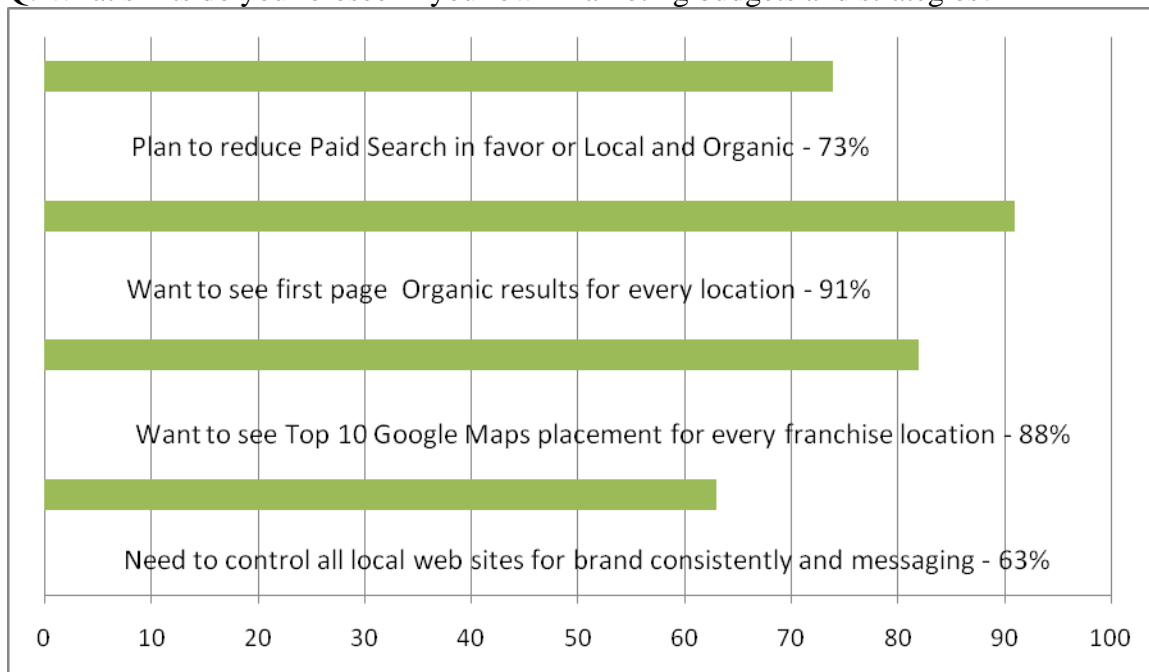
Paid Search is a widely adopted best practice in Internet marketing but with a growing trend towards achieving consistent first page Google and Yahoo Local and Organic search listings;

Q: What proportion of the franchisor's marketing budget is committed to online local search marketing for 2009?



With research suggesting that customers are now more likely to search online instead of traditional directories for local products and SEO is becoming more relevant than paid search;

Q: What shifts do you foresee in your own marketing budgets and strategies?



In summary, franchisors are very aware of the growing consumer trend, to search online (Google) for a local product or service instead of conventional directories and that current national ad campaigns need alignment to this trend. Franchisors were also very aware of evolving SEO techniques including the need to have individual web landing pages for every location but they equally recognized the need to have control of these sites for corporate branding and messaging and that these sites should reinforce sales campaigns and calls to action beyond traditional store locator guides.

87% said they would definitely consider emerging online technologies that automated SEM and SEO as long as the service required no set up fees, could be cancelled anytime, delivered to promise before payments, could compliment existing paid campaigns, were easy to use and manage and required no specialist in-house skills.

For more information on the survey results are available on demand

###

### **About Top Local Search, Inc**

Based in San Diego, Ca, Top Local Search Inc, is a privately held, software provider of web hosted Search Engine Marketing (SEM) and Search Engine Optimization (SEO) solutions. The Company's clients include many multi-location; franchisors, retailers, dealerships, manufacturers, resellers and small business owners. Top Local Search™ provides a fully automated, online marketing service including; optimized web page and mobile web template builder, optimized store locator, easy to use online management portal, relevancy and content generation as well many web 2.0 business tools for each web page including; appointment scheduler, dedicated call management, campaign and promotion management, location based services, newsletter service and much more.