



Better Business Bureau Search Engine Marketing For Your Business!

Where do consumers find businesses today?

- Some talk to a neighbor. Some find them at the BBB. Some use the Yellow Pages.
- **But more and more...if your business isn't found by Google, Yahoo!, MSN or Bing...well, someone else's is!**

Your BBB has an affordable solution. The new BBB Search Engine Marketing Solution combines the trust that customers have in the Better Business Bureau with the power and reach of Google, Yahoo! and Microsoft to provide search results that match the consumer's request. This program offers your business a unique opportunity to put yourself in front of consumers at the exact time and place where they are looking for a company in your industry.

The BBB Search Engine Marketing solution targets your Search Engine Marketing to the geographic area where you conduct business. We've figured out exactly how to make sure you get the biggest bounce for each marketing dollar.

Enroll today, for a month or longer. Sign up for 3 paid months and you'll get a 4th month free!

Why Google, Yahoo! and Microsoft?

Google is the #1 search engine on the Web. By far! But Yahoo! and Microsoft (MSN & Bing) appear to do equally well at targeting ads to consumers based on search keywords and the geographic location specified for search engine marketing. Your BBB will put your listing on all three!

Who Is Eligible?

The BBB is offering the program to BBB Accredited businesses in selected industries. We started with Roofing Contractors, and have now added HVAC and Home Improvement categories (as in the ads below). Only BBB Accredited businesses with an A level rating (A+, A, or A-) with the Better Business Bureau are eligible to participate. You qualify.

What do consumers see?

We're testing various ads, such as:

[Find A Trustworthy Roofer](#)
BBB Accredited & Highly Rated
By Your Better Business Bureau
www.bbb.org

[Better Business Bureau](#)
Start With Trust! Use BBB To Find A
Remodeler or Home Improvement Co.
www.bbb.org
Louisville, KY

When a Louisville-area consumer uses Google or another major search engine to search a term like "home improvement" or "home improvement Louisville," "remodeler louisville" (or similar terms for your industry), an ad similar to the one above, customized for your industry, will frequently appear prominently in the "sponsored links" section of the search results. Using your sponsorship dollars, BBB pays Google, Yahoo! and Microsoft for this service. If the consumer clicks the ad, they see a random-order list of sponsoring businesses, all BBB Accredited businesses in the industry the consumer is looking for and all with a high BBB rating. You will profit by being on this list. Sign up today for the BBB Search Engine Marketing Program!