



# TESTIMONIAL

“ We are a small automotive service company and have enjoyed a successful advertising program in the Thousand Oaks Verizon® Yellow Pages since 2000. About 20% of our business comes from the Verizon® directory. Recently, we purchased a Search Engine Marketing (SEM) program from Superpages.com® that lets us target our campaign to a 20-mile radius, which is perfect for our business. Since then, we are averaging about 20 new customers a month. These are good customers who typically spend about \$1,000 and up. In fact, we just landed a job worth \$2,200 the other day! Overall, our SEM campaign has brought in over \$20,000 in just the past couple of months. We advertise on the Internet through a couple of other companies, but none of it has proven as effective as our Superpages.com SEM program. It is definitely paying for itself. Thanks for helping our business grow!

”

*Susan Johnston*

Susan Johnston  
Automobile Repair Shop in Los Angeles, CA



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“ My company specializes in commercial and residential window cleaning, pressure cleaning, and house cleaning services for the entire Los Angeles area. I recently purchased an advertising program from Idearc Media that included postcards targeting the Santa Monica area, a five-page website, and a Search Engine Marketing (SEM) package. The postcards just mailed, and generated a new residential job that I’ve already booked. My SEM program is also delivering great results - it generated about 90 calls this past month! So far, I’ve closed about 60 of those calls, resulting in \$15,000 in revenue. I’ve seen an increase in leads, and business is steady. In fact, I’ve added another truck to keep up with all the new work coming in!

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Marcus Smith  
Window Cleaning Company in Los Angeles, CA



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“ We are a full-service painting company specializing in residential and commercial interiors and exteriors, and have been in business for 12 years. I was trying to promote our website on another search engine by myself, but was having a hard time getting the positioning I wanted. I decided I needed help, so I enlisted the experts from the Superpages.com® Search Engine Marketing (SEM) program. Already business is starting to pick up, and I just received a call to bid on a \$50,000 job. My SEM account manager is wonderful to work with and always comes through for me. I'm very happy with our Superpages.com® SEM program and the positioning it has given us on search engines. I am finally ahead of my competition!

”

John Engen  
Painting Contractor in San Diego, CA