

## Local Search Engine Submission to Google, Yahoo! and MSN

In order to improve rankings on 'local search terms', SearchForecast suggest that website owners submit their URL to search engines using the links below:

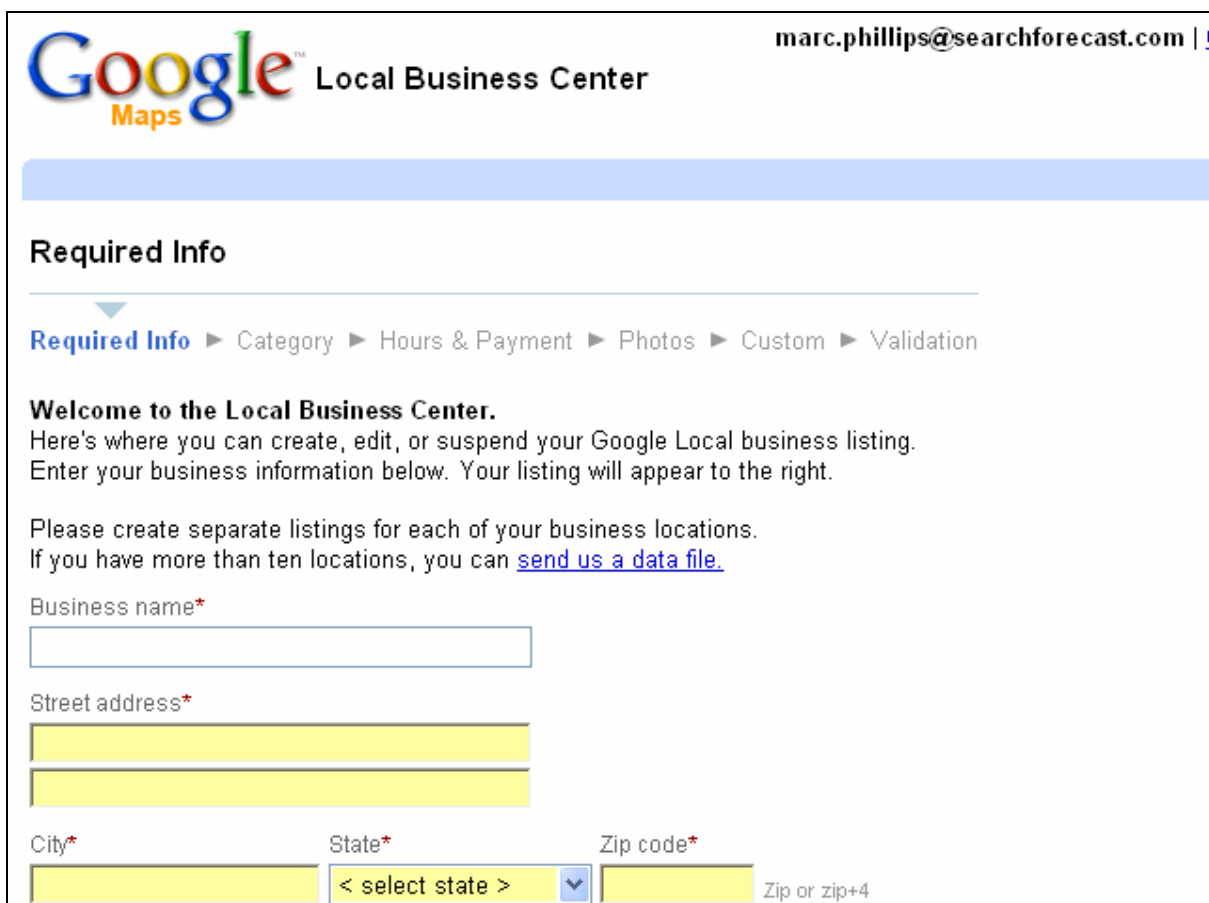
Google: <http://www.google.com/local/add/lookup?hl=en-US&gl=US>

Google Base: <http://base.google.com/>

Yahoo: <http://listings.local.yahoo.com/>

MSN: <http://expo.live.com/>

Expo is Microsoft's version of Google Base - a dynamic social listing service where you can buy and sell merchandise, discover local events, find a new career, and meet local people - all for free!



The screenshot shows the Google Local Business Center submission page. At the top right, the email address [marc.phillips@searchforecast.com](mailto:marc.phillips@searchforecast.com) is visible. The main heading is "Google Maps Local Business Center". Below this is a navigation menu: "Required Info" (selected), "Category", "Hours & Payment", "Photos", "Custom", and "Validation". A welcome message reads: "Welcome to the Local Business Center. Here's where you can create, edit, or suspend your Google Local business listing. Enter your business information below. Your listing will appear to the right. Please create separate listings for each of your business locations. If you have more than ten locations, you can [send us a data file](#)." The form fields are: "Business name\*" (text input), "Street address\*" (two stacked text inputs), "City\*" (text input), "State\*" (dropdown menu showing "< select state >"), and "Zip code\*" (text input with a note "Zip or zip+4").

### For further information, contact

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