



Google local business ads

Promoting location-based products and services to customers in your area

A new way for advertisers to reach local customers



For more information visit
www.google.co.uk/ads

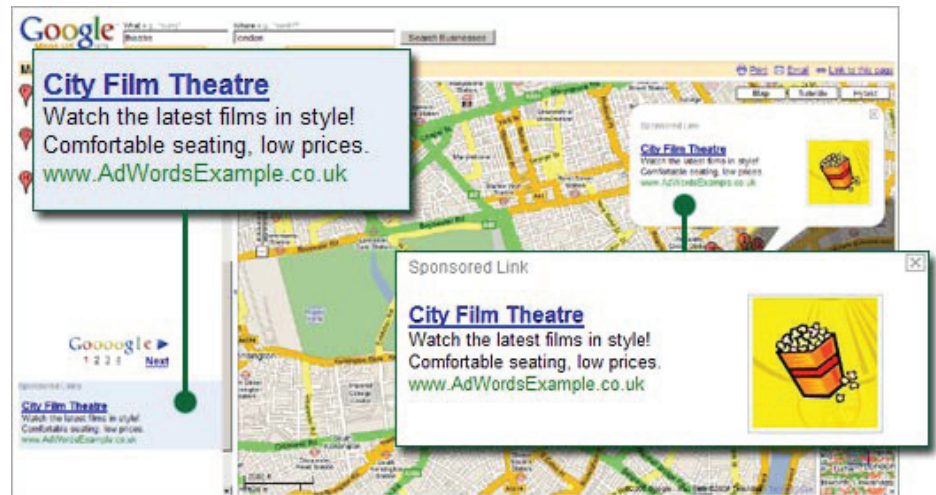
Why local business ads?

Google local business ads enable advertisers to connect with customers searching for products and services local to them.

These ads appear on Google Maps UK with a highly visible window and on Google.co.uk as a text ad. They can also appear on other sites in the Google network. Local business ads are available for business locations wherever we have Google Maps.

How it works

Whenever a user enters a search term that matches advertisers' chosen keywords and business information, up to four local business ads may appear as "Sponsored Links" below the user's Google Maps search results. The ads display in two parts: a highlighted listing in the search results column on the left hand side and as a distinctive map marker that expands when clicked to show additional business details.



The highlighted listing consists of your business name, two description lines about your business, your website address and your business address. The window that expands from the map marker displays an optional phone number and image, along with the standard business information.

Finally, a text-only version of each local business ad automatically runs on Google.co.uk and other sites in our search network. The text version has the same ad text and website address as the enhanced ad on Google Maps. A fifth line of text lists the city in which your business is in. The text only version of your ad is ranked and priced just like any other text ad running on Google.

Features & Benefits

- An exciting new way to connect with local customers.
- Display your business logo and a custom map marker directly on Google Maps.
- Track your campaign results online using Google AdWords.
- Complements both online and offline advertising campaigns: advertise in-store promotions in the text of your local business ads.

Pricing

Local business ads are purchased on a cost-per-click (CPC) basis. You pay only when a user clicks through to your website and not for impressions generated on maps.

Getting Started

Local business ads are a great extension to any online and offline advertising campaign.

If you do not yet have an AdWords account, you can create one now by going to this page: <http://adwords.google.co.uk>

If you already have an account, just make sure your business is listed accurately in Google Maps by adding it to the Local Business Centre (www.google.co.uk/local/add). Once you are listed, you will be ready to create your local business ads.

