



Press Release

For Immediate Release

eLocal Listing Offers Online Small Business Video Marketing Product

New online video product makes video marketing accessible for small businesses.

Temecula, CA (PRWEB) January 28, 2008 -- eLocal Listing is pleased to announce that it has launched **eLocal Video**, an affordable and customized online video that enhances a business' listing and increases their online presence.

In a continued effort to provide leading edge Search solutions to our customers, eLocal Listing is offering a personalized business video as part of our <http://www.elocalisting.com> [local internet marketing] campaign. With Google's recent acquisition of YouTube™ and a shift by major Search Engines to blended search, the addition of video marketing is advantageous to our customers and ensures that our mission of bringing value to our customers by driving business to them through local search is met. While content is still "king", major Search Engines are fast recognizing the importance of video and are now incorporating a media-rich blend of images, maps, local results, and video on their results pages. With the launch of eLocal Video, eLocal Listing now makes it possible for SMBs (small businesses) to leverage the power of video by including an eLocal video on their <http://www.elocalprofiles.com> [eLocal Business Profile] and by submitting it to YouTube®, Google™ Video, and Yahoo!™ Video.

Steve Espinosa, Director of Product Development, shares his excitement for this new feature, "In light of Yahoo!™ and Google™'s adoption of blended search results combined with an increased inclusion of video in results pages, the time was right to add an online video to our current product features. eLocal Listing is excited to help SMBs take advantage of this online marketing strategy. With the addition of an eLocal Video, small businesses can now compete with the larger players in the Search arena. Since the first of the year we have conducted both alpha and beta testing on this new offering with amazing results. We look forward to adding an eLocal Video to our Search Engine marketing products."

Tim Judd, CEO and President of eLocal Listing adds, "We are very excited to be launching an online video marketing product that fits the budget of small businesses. Video marketing is exploding and will soon be the most popular online marketing strategy. eLocal Listing is ahead of the curve in delivering this product to our customer base and helping them increase their online presence. While your high school English teacher may not be happy to hear this, recent surveys estimate that the vast majority of all people would rather watch a video about a company than read content about that same company. So, why not give them what they are looking for; a video, but not just any video, a video that is compelling enough to capture and keep a customer's attention. We believe that an eLocal Video does just that. They are professionally crafted and designed for the most widely searched business categories. They last about 20 seconds and include all the information that is needed to turn a search into a sale."

More information is available on the <http://www.elocaldevblog.com> [eLocal Listing Blog] or you can visit our website at www.elocalisting.com or call 877-240-0436 to find out how an eLocal Video can improve your online presence.

About eLocal Listing

eLocal Listing is a wholly owned subsidiary of Search Initiatives, LLC and is located in Temecula, CA. eLocal Listing specializes in managing internet marketing campaigns for small and medium sized businesses. The company has over 130 employees and currently thousands of customers who take advantage of eLocal Listing's expertise in Search Engine Optimization and internet search. www.elocalisting.com