

YELLOWPAGES.COM Quotes and Headlines January 1, 2007 – May 31, 2007



Promotion World

SEO and Google Local

January 10, 2007

If you look at a local listing, it displays several local directories in the web pages tab as well. Some of the more common ones are super yellow, yellowpages.com, yahoo's local listing, etc. Scanning your competition should give you a few good ideas on where you can get your address/phone listed.

By Ross Johnson

ST. LOUIS POST-DISPATCH

St. Louis Post Dispatch

Cell phone coupons, websites proliferat

January 12, 2007

In a similar vein, Yellowpages.com, an AT&T company, just launched a "send-to-mobile" feature that allows customers to look up businesses on its website and send their numbers to a cell phone for use on the go. The numbers are sent as text messages that customers can scroll through as needed.

By Jerri Stroud

San Antonio **Business Journal**

San Antonio Business Journal

AT&T makes it easier for wireless customers to access Yellow Page listings

January 22, 2007

AT&T Inc. has created a new product offering that gives wireless customers content from the company's YellowPages.com subsidiary, the company said Monday. Now that AT&T has completed its purchase of BellSouth Corp., which consolidated ownership in both their YellowPages.com and Cingular Wireless LLC joint ventures, AT&T is offering customers local directory listings on their cell phones.



ClickZ News

YellowPages Offers Mobile Ad Value-Add

January 24, 2007

YellowPages.com has upgraded its wireless YP search in recent months. The AT&T company now sends users of its MEdia Net mobile platform in all 50 states biz listings when they search on popular biz categories. Local listings are served based on the user's known zip cod. According to my contact there, in the past that search resulted in standard Web links rather than providing immediate contact info for say, florists or Mexican restaurants.

The Boston Globe

The Boston Globe

About big numbers: Dozens of phone directory firms wrestle for a piece of an industry that's worth \$16b -- and growing

February 8, 2007

The yellow pages industry grew from \$13.7 billion in 2000 to \$16 billion in 2005, and is projected to continue growing at 3 percent a year, to \$17.5 billion in 2008, according to research firm Simba Information....Much of the growth is coming online, from websites like Yellowpages.com, SuperPages.com, and Yellowbook.com that are linked to print phone books.
By Carolyn Y. Johnson

San Antonio **Business Journal**

San Antonio Business Journal

More people order flowers on Mother's Day than Valentine's Day, study shows

February 14, 2007

When it comes to buying flowers for that special woman, it seems more people are sending arrangements to their mothers rather than their significant others, according to search data from Yellowpages.com. "Our search data acts much as a cultural barometer, reflecting what's on the minds of consumers day-to-day and as holidays approach," says Matt Crowley, vice president and chief marketing officer of Yellowpages.com.

Quote by Matt Crowley, Vice President and Chief Marketing Officer, Yellowpages.com

Screenwerk

Screenwerk - Greg Sterling's Thoughts on Online and Offline Media

AT&T's Big Local Opportunity

February 15, 2007

YellowPages.com (through AT&T) has perhaps more assets than any other single player in the market when it comes to local search: a strong online local search brand, mobile assets with Cingular/AT&T wireless, a free DA service (1-800-YellowPages) and, coming soon, IPTV. The directory division also has a local sales force, which is growing in non-print yellow pages markets.

By Greg Sterling

ADWEEK

AdWeek

Yellowpages.com Provides Local Focus

February 19, 2007

"User reviews give consumers another element to consider when choosing a local business, gives our advertisers access to valuable feedback about their operations and helps generate sales referrals," said Charles Stubbs, CEO of Yellowpages.com. "Our service also puts advertisers in the driver's seat by allowing them to interact directly with reviewers' postings." The company received about 1 billion searches last year.

By Joan Voight

Quote By Charles Stubbs, CEO, Yellowpages.com

Entrepreneur

SOLUTIONS FOR GROWING BUSINESSES

Entrepreneur Magazine

The Basics of Local Online Advertising

March 2007

Most entrepreneurs don't have time to become experts in marketing their businesses locally through the web. These sites can take that chore off your hands. ... YellowPages.com: Large online local directory site that also includes city guides and advertising solutions. Basic listings are free.

By Amanda C. Kooser

THE WALL STREET JOURNAL.

The Wall Street Journal

Local Search Sites Draw Users' Input

March 1, 2007

AT&T Inc.'s YellowPages.com recently began allowing users to rate and review businesses, launching the feature on YellowPages.com, which has generated some 200,000 reviews, nationwide in February.

By Jessica E. Vascellaro



Search Engine Watch

Yellowpages.com Launches Text-based Mobile Local Search

March 30, 2007

Yellowpages.com today announced text-based local search tool for mobile devices. ... It also has an enhanced DA product in certain markets, 1-800-YellowPages, which could be the foundation for a wireless voice search product. Together with the SMS product, this could come together as a nice multi-modal mobile search product. By casting all of these lines, AT&T is getting users accustomed to various forms of mobile search while meanwhile buying itself an education in the mobile marketplace. It is also a nice point of differentiation as an IYP looking to get into the mobile space.

By Mike Boland



Search Engine Watch

Video and Mobile Search Take Center Stage

April 3, 2007

On the web, another possibility presented by Yellowpages.com CMO Matt Crowley, is a video player that is embedded in some online Yellow Pages listings. This would essentially enhance the level of media and information of a traditional online Yellow Pages lookup.

By Michael Boland

MediaPost.com

Localized Search: A Threat to SEM?

May 18, 2007

Another key factor in your quest to dominate localized and personalized search results is to ensure you are listed in local-specific search engines like Yellowpages.com, Verizon Superpages, Citysearch.com and AOL's City Guide.

By Heather Frahm

MediaPostPublications

Media Post

Localized Search: A Threat to SEM?

May 18, 2007

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By Heather Frahm



ClickZ News

YellowPages.com to Invest Heavily in New Sales Staff and Locations

May 31, 2007

Unlike print yellow pages, noted Deal, "We have found that our YellowPages.com usage has a long tail...and we have just begun to identify and provide effective service to those businesses. To do so, we need to continue to diversify and provide optimal focus to our account executives."

Quote by Danny Deal, Vice President of Local Sales, YellowPages.com
