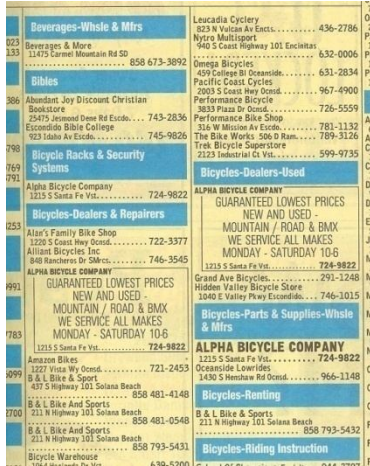


# Yellow Pages vs. Local Internet Search Advertising

## Comparing Apples to Apples

A one inch Yellow Page Ad for one year costs between \$300 and \$2500 per year depending on if you are in Little Town, KS or New York, NY.



Yellow Page Ad starts on a page like this:

With a one inch Ad looking like this:



## Local business results for bikes near Encinitas, CA



- A **El Camino Bike Shop** - [www.elcaminobikeshop.com](http://www.elcaminobikeshop.com) - (760) 436-2340 - [6 reviews](#)
- B **B & L Bike & Sport** - [www.bilibikes.com](http://www.bilibikes.com) - (858) 793-5431 - [More](#)
- C **Encinitas Bicycle Retailer** - [ebr101.net](http://ebr101.net) - (760) 632-6674 - [More](#)
- D **Enviro-Bike Electric Vehicles** - [www.enviro-bike.com](http://www.enviro-bike.com) - (760) 670-5575 - [More](#)
- E **Nyro Multisport** - [www.nyro.com](http://www.nyro.com) - (760) 632-0006 - [1 review](#)
- F **REI - Recreational Equipment Inc.** - [www.rei.com](http://www.rei.com) - (760) 944-9020 - [4 reviews](#)
- G **Bike 101 Rentals** - [maps.google.com](http://maps.google.com) - (858) 793-5486 - [More](#)
- H **Leucadia Cyclery** - [www.leucadiabikes.com](http://www.leucadiabikes.com) - (760) 436-2786 - [1 review](#)
- I **The Sports Authority** - [www.sportsauthority.com](http://www.sportsauthority.com) - (888) 801-9164 - [1 review](#)
- J **ScoterBatteries.net** - [www.scooterbatteries.net](http://www.scooterbatteries.net) - (760) 670-5575 - [More](#)

A Local Internet Business Search is what search engines like Google and Yahoo have created to highlight local business can cost your business nothing and provide broad information about a business

### El Camino Bike Shop

6 reviews - [Write a review](#)  
 121 N El Camino Blvd  
 Encinitas, CA, CA 92024  
 (760) 436-2340  
[elcaminobikeshop.com](http://elcaminobikeshop.com)



Get directions: [To here](#) - [From here](#)  
[Add or edit your business](#)

[View Larger Map](#)

[Overview](#) [Details \(5\)](#) [Reviews \(6\)](#) [Coupons \(1\)](#) [Photos & Videos \(2\)](#) [User Content \(11\)](#) [Web Pages \(45\)](#)

**Website:** [elcaminobikeshop.biz](http://elcaminobikeshop.biz)  
**Hours:** Open Weekdays 10am-6pm; Sat 10am-5pm; Sun 11am-4pm  
**Payment Accepted:** American Express, Cash, Check, Discover, Financing, MasterCard, Traveler's Check, Visa  
**Haro Bicycles:** BMX  
**Pearl Izumi:** Clothing  
**Trek bicycles:** Mtn / Road / Hybrid  
**Gary Fisher Mountain Bikes:** Mtn  
**Description:** El Camino Bike Shop has been serving San Diego's North County for over 30 years. We service and sell bicycles "family" bike shop supporting everyone from beginners to the serious athlete.  
**Diamond Back Bicycles:** Mtn / BMX / Kids  
**Electra Bikes:** Cruisers / Townies / Comfort Bikes  
**Shimano:** Shoes / Bike Parts  
**Email:** [info@elcaminobikeshop.biz](mailto:info@elcaminobikeshop.biz)  
*Provided by the business owner*

## Which advertising medium looks better and provides more in-depth information?

In 2009 very few owners have as many people coming into their businesses as they did in 2007. *Flat sales in 2009 is being touted as good or the NEW UP.* We are all hurting for new customers every day.

You want to maximize your opportunity to every potential customer looking to spend money. This has a 10X better chance of happening using Local Search Advertising vs. Yellow Pages.

[Developing your identity on the internet should be the 1# priority for your advertising effort.](#) It is cheaper to invest in than the Yellow Pages and provides more information, which translates to a greater probability for a potential customer to contact your business.

## How many times in a year does a person look for stuff and what medium do they use?

Who uses what and how often? That is the first question that I ask myself. This is a complicated question, so I am going to take on the last part first:

How often depends on who you ask. Obviously the guy selling you Yellow Pages (YP) is going to add up the numbers differently than a guy like me who thinks that paying for Yellow Pages is better served by getting your Local Internet Advertising (LIA) started.

To help you decide about the quality of the information, I want to point out one big difference. When the Yellow Pages states a number like "It is estimated that there were 13.4 Billion Yellow Page references made by U.S. Adult consumers in 2006 " they are guessing, because how do you know every time a person opens up a Yellow Page book. On the other hand, when it is stated "There were 137 Billion searches in the US in 2008, a 21% increase from 2007", they are actually counting searches. Companies like Google and Yahoo know who, where, and what people are doing when they do a search from their computer.

### The Analysis

Take the two numbers presented above at face value, 13.4 B for Yellow Pages and 137 B for Local Internet Searches, that means that every man, woman and child (Total Population in 2008 300M in 2008) does 4.5 references per year for Yellow Pages and 44 Internet Local searches on the Internet. So right now people are searching 10X more on the Internet and that is using an optimistic number (in 2006) for the Yellow Pages and an actual count for Internet Searches.

But if you slice your demographics to be people between 20 and 65 with income over \$80K, daily Local Internet Searches goes to 92% and similar numbers for people between 15 and 35 with income over \$30K. As much as I looked, I could not find similar information for Yellow Pages, but with companies like [R.H. Donnelley \(YP Giant\) filing Chapter 11](#) in May 2009 I doubt the use of Yellow Pages is similar or growing. When was the last time you opened up the Yellow Pages?

### Nails in the Yellow Page Coffin

- Between 2005 and 2007, 10.4 million adults stopped using the yellow pages "during the past month."
- Google is over 50% of total Internet Search business, how many Yellow Page publications would you have to advertise in to get similar coverage just in Yellow Pages?
- Local Internet Business Search gives your customers plenty of information about your company from your website. No longer are you restricted to telling customers everything in a small Ad or expensive full-page Ad. Reduce or eliminate your Ad and save money.
- Leveraging the Internet can be FREE - Unlike the Yellow Pages.
- Update your Local Business Listing seasonally or as often as you like. Can you do that with Yellow Pages?
- Track your customer's interest of your business on the Internet. Can you do that with Yellow Pages?
- Stop printing Yellow Pages to save on paper and trees
- Google is the Yellow Pages of today

## **The Future is Now**

If you combine the PC based internet search numbers with the explosive growth of Mobile Phone browsing in 2008 (4 in 10 cell phone users ~105M people) with 20% of those users doing local search, you got a lot of local search activity on the Internet.

Local Internet Advertising results gets real exciting when you think about the person, driving in their car, looking for a new restaurant. There is a 40% chance (and growing) that they have a cell phone where they use their cell phone and type in "restaurant", the phone knows where they are located and gives them a list of 10 places to eat within 5 miles. I don't care how many times a person looks at the Yellow Pages – He is not driving around with the Yellow Pages in his car and Yellow Pages doesn't know where the car is and the distance to any restaurant.

As a local business owner you can leverage Local Internet Advertising for free, if you do it yourself or a onetime cost of a few hundred dollars. 2009 is being touted as the year of Mobile Media, but for the local business owner it is the year of Local Business Listing and Internet Search Advertising.