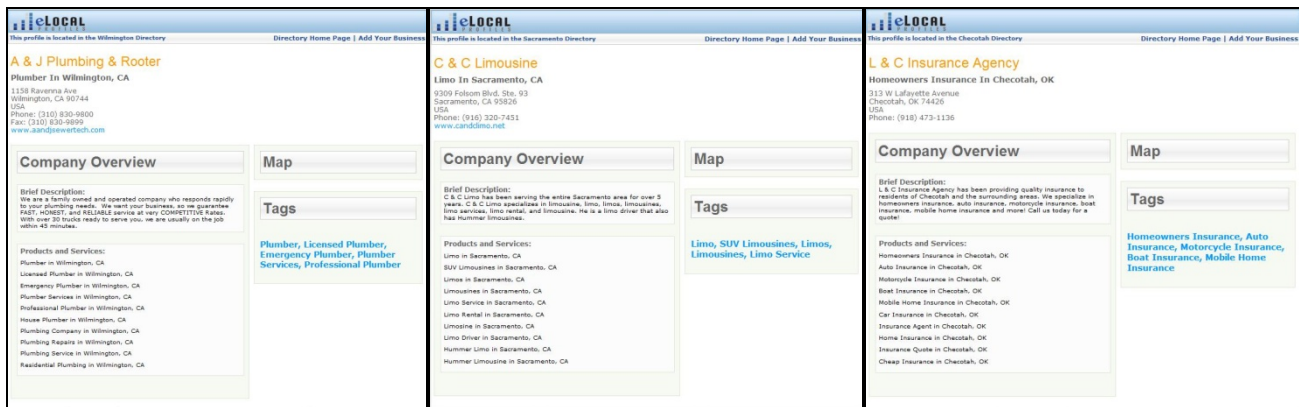


# Prospect Genius vs. eLocal

Prospect Genius and eLocal share the goal of delivering customers to local businesses, but we have very different views on how this should be done. If you're an eLocal customer, this helpful comparison will demonstrate the differences between our program and the one you're currently using.

## Unique Content

Differentiating yourself from your competition is important, especially online. This is why all Prospect Genius customers get a site with 100% unique content. We make sure that customers can tell you apart from the crowd, easily see what services you provide, and get a feel for your personality, because that's what leads to sales. The three images below are eLocal customer profiles: one of a plumber, an insurance agent, and a limousine company. Can you tell them apart?



At a glance, or even in depth, these very different companies have been wedged into a cookie cutter that prevents them from making an impression or even explaining their services in detail.

## Don't encourage the customer to leave

In an eLocal profile, the links in the "Tags" section connect to a directory of your local competitors, putting them *just two clicks* away from your profile. If customers leave your profile and head somewhere else, they likely won't be able to find their way back. The profiles look so much alike, customers won't be able to tell your profile from the next; the chances of them returning to your site are very, very slim.

## Professionalism

At Prospect Genius, we take very seriously the fact that our product will represent your business. We have professional writers and copyeditors on staff: not only do they employ correct grammar, punctuation, and spelling, they are also talented communicators. These writers are able to connect with site visitors and deliver a compelling message, conveying in detail the essence of your business and inspiring the customers to call. It is that well-written copy that is essential to getting your phone to ring.

To illustrate the difference between the work provided by Prospect Genius and eLocal, here is a sample of text from two different eLocal profiles, selected at random. We've highlighted the blatant misspellings, grammar mistakes, and copy that has clearly been written for search engines rather than humans. These glaring errors are guaranteed to produce lower conversion rates and reflect poorly on the companies they represent.

### **Brief Description:**

11 Avenue Limousine Service, **servicing the entire and around cities since 1998.** Our **services is** to perform the highest quality limousine service to all of our clients. **We're** a full service limousine company **who** covers the greater Denver area**.,** We have luxury town cars and shuttle services available to the airport and **through out** the city. **24 hours service** call for your free quote today.

**Brief Description:**

A Hallmark Limousine Service *have* been serving customers in the Katy, TX area, for over 12 years now. *we* specialize *in* Limo, Limousine, Limousine Service, Limo Service, Airport Transportation, Corporate Transportation, Executive Transportation, *Limo Rental, Limousine Rental, Affordable Limousine*. Call us for a night on the town!

**Video Service**

Prospect Genius, like eLocal, offers a video service to help promote your business. Video is an excellent tool for connecting with customers and can drastically enhance conversion rates. But it can also be a powerful deterrent when done poorly. Below are links to several videos produced by eLocal. You'll see that they are essentially identical from customer to customer, with only the contact information changed each time. Ask yourself, do these videos inspire a sense of confidence and professionalism for you? Do they make you want to patronize the business they represent? If they don't motivate you, imagine how unsuccessful they'll be at encouraging customers to call.

- Limo rental video 1 - <http://www.prospectgenius.com/files/elocal/limo1.mp4>
- Limo rental video 2 - <http://www.prospectgenius.com/files/elocal/limo2.mp4>
- Insurance video 1 - <http://www.prospectgenius.com/files/elocal/insurance1.mp4>
- Insurance video 2 - <http://www.prospectgenius.com/files/elocal/insurance2.mp4>
- Rental property video 1 - <http://www.prospectgenius.com/files/elocal/rental1.mp4>
- Rental property video 2 - <http://www.prospectgenius.com/files/elocal/rental2.mp4>

Video created by Prospect Genius, on the other hand, is as unique as our clients. As with site copy, we create a professional looking video tailored to your business, personality, and individual services. We utilize photos of you, your business, and even use your voice to tell the story!

**Conversion Rates**

It is a well-known fact that customers who search and then land on an advertisement have a lower rate of completing sales than those who search and land on the business' Web site. It will be clear to any visitor that the eLocal profile page is an ad rather than a Web site and as a result you will get lower conversion rates. If a customer cannot tell your business from your competitors because you both have a short profile with little unique content, your chances of closing the deal are drastically reduced.

Prospect Genius creates microsites that visitors view as the business' Web site. These pages are full of information about your company and services, so they don't look like basic ads. In fact, many of our customers use our microsites as their only web presence!

**Additional Features**

Prospect Genius also complements its microsites with helpful features including a metered number and reporting package so that you can track your return on investment. With these tools, you'll know exactly how many visitors have been to the site and what search terms put them there, but most importantly you'll know how many calls you've received. With Prospect Genius, not only will you reel in more customers, but you'll be able to see the direct benefit of your microsite.

We also allow customers to get directions from Google Maps without having to leave the site which minimizes the chances of losing the deal to a competitor.