



## WHAT IS Yellowtom

**Yellowtom** is a local search engine with an integrated local marketing system containing many unique features that combine all advertiser needs. You do not see all these features on an ordinary business directory or basic community website.

*We don't give you a little we give you a lot for very little!*



## WHY IS Yellowtom DIFFERENT TO AN ONLINE BUSINESS DIRECTORY OR COMMUNITY WEB SITE?

### Search Engines ( Yellowtom )

Search engines use computer programmes called Robots to automatically go from page to page through the web, reading content and adding it to their databases. To speed up the process of getting your site indexed, they usually have a way for you to submit your site for indexing. You usually only have to tell a Search Engine the URL (address) of your site and it takes care of the rest.

### On Line Directories (others)

Directories are run by humans who review web sites and categories them within their directories. This leads to a more restricted set of sites which can be good or bad depending on what you're searching for.

*We don't give you a little we give you a lot for very little!*



## GROWTH MARKET – SEARCH ENGINES

### **UK Users Make Record-High Visits To Search Engines In Dec 2012**

Internet users made 400 million more visits to search engines in December 2012 compared to the same month of the prior year. Online visits to retail websites also hit a record number - 2.8 billion - in December 2012, with over a third (35%) of visits coming from search engines.

*We don't give you a little we give you a lot for very little!*

# LONG TAIL SEARCH = KEY WORD SEARCH

Are you ignoring most of your potential traffic?

If you wanted a manicure or pedicure you wouldn't search the internet for beauty salons! This is an old paper-based directory myth. These days people want faster results.

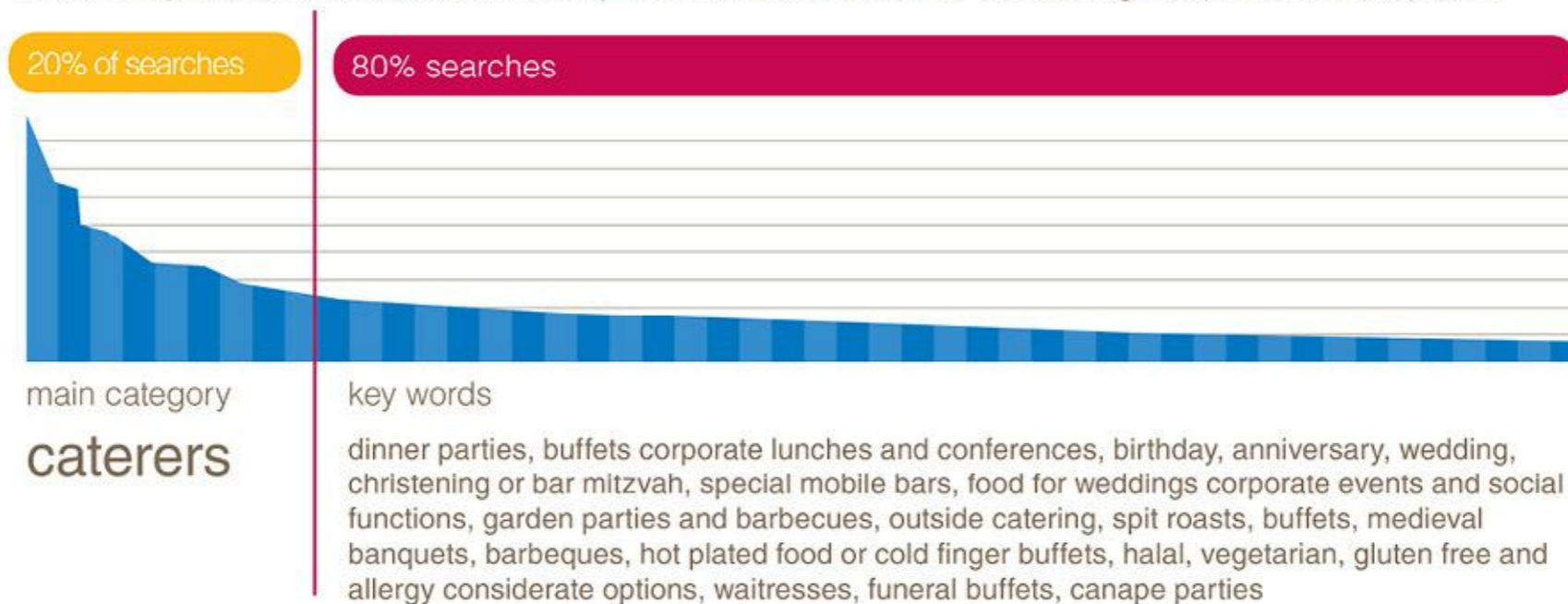
- **People search for more specific items than many of us realise**
- **We cannot control the public searching for different phrases, so the long tail goes on indefinitely**
- **Including your key words, tailored to your business products and services ,is essential**
- **80% of searches are made up of long tail searches - e.g. 'manicure', 'pedicure'**
- **20% of searches are made up of main category searches e.g. 'beauty salon'**

**Example** on how to fill in the form *with your business key words* online under 'list my business'....  
at [www.yellowtom.com](http://www.yellowtom.com).

*We are a **beauty salon** and also offer **nail treatments, tanning and hair extensions** and sell a wide range of treatments. We have a **pedicure room** and also offer **full body and shoulder massages** as well as **Indian head massage**. You may want a **manicure** or even a **facial** and our **nail technician** is always on hand.*

## Simple demonstration: in an example for the main category caterers

It is easy to see how this caterer category example will cover 100% of its product services as the key word long tail search phrases are covered extensively in this written editorial for search engine optimisation purposes:



*Everyone needs Key words when describing their business on line.*

*The technical term that Search Engines use is 'Long Tail Search' but we don't use jargon when explaining the benefits to you because we have a professional and common sense approach so we simply term it 'Keywords' and on that basis it is clear for us all to understand :*

*Long Tail Search = Keywords and they mean exactly the same thing. Every business needs them when advertising on line otherwise it is a futile exercise.*

## Effective coupon offers

We see it every day - wherever we go - whatever we are doing:



National companies - **Costcutter**  
**Sainsbury's**  
**Total Garage**  
**Farm Foods**  
**Argos**  
...are all using effective coupon promotions

now tailored to **local businesses** by your local business 'friend'

## Yellowtom



### give people a reason to buy

the real purpose is to create visitors or footfall to a business and to increase the number of actual customers buying the product or service of that business and, of course, any extra products outside of the offer

**Coupon Offers Drive business!**  
**We don't ask for anything like 50%!!**

## A Reason to buy

- **We do not ask for any percentages from you from redeemed vouchers!!**
- As a business **you** control the offer and the amount of vouchers
- Offers **must not** destroy profits
- Offers should be aimed at **quieter times** or **specific products** of your choice
- Create a sense of urgency in people's minds giving a purchaser a reason to buy

### Call to action advertising for local businesses

We see offers every day on TV and on leaflets through our doors and what we see are reasons to buy now. This is what is commonly known as 'call to action' advertising (directional advertising). It can be a coupon or an offer of any kind to make someone want to do something **now** about a product or service they have been thinking about.

### Examples:

- **Butchers** - **25% off** brisket or silverside
- **Computers** - **£50 off** any built system
- **Electrical** - buy any widescreen tv & **get a free dvd player & free delivery worth £50**
- **Travel** - **15% off** all advertised holidays
- **Beauty** - **£5 off** all manicures & pedicures
- **Cycles** - **free squire lock** with any adult bike purchased
- **Takeaways** - spend over £15 and get **any starter free**
- **Tourist attractions** - **two for one** admission
- **Fitness club** - **free day trial** and **£20 off** joining fee when joining for a year
- **Furniture** - **£100 off** when you buy furniture above a value of £500



- **Your Profits are your business**
- **Your Prices are your business**
- **We do not ask for commission from successful Promotion of your business.**

**Coupon Offers Drive business!**  
**We don't ask for anything like 50%!!**

# THE ULTIMATE IN SHOWCASE PACKAGES

from  
**£1.09**  
per day

## OPTION 1

### SHOWCASE HUB

Full page advertorial with massive benefits

Your Business showcase contains

- Priority position keyword summary
- Long tail keyword organic search facility
- A4 – Full colour page with all the features
- Coupon customer controlled offer
- Unique identification address
- Opening Times
- Email a Friend recommendation facility
- Customer enquires direct to advertiser
- Photo slide show
- Automated Social Media Marketing
- Weekly offer newsletters to local customers



from  
**£1.09**  
per day

## OPTION 2

### ADD A VIDEO

Add a video and increase results whilst bringing your business alive

Your Business showcase contains

- Priority position keyword summary
- Long tail keyword organic search facility
- A4 – Full colour page with all the features
- Coupon customer controlled offer
- Unique identification address
- Opening Times
- Email a Friend recommendation facility
- Customer enquires direct to advertiser
- Photo slide show
- Automated Social Media Marketing
- Weekly offer newsletters to local customers



from  
**£1.36**  
per day

## OPTION 3

### ADD A WEBSITE

Add a website and link three powerful promotional packages together

Your Business showcase contains

- Priority position keyword summary
- Long tail keyword organic search facility
- A4 – Full colour page with all the features
- Coupon customer controlled offer
- Unique identification address
- Opening Times
- Email a Friend recommendation facility
- Customer enquires direct to advertiser
- Photo slide show
- Automated Social Media Marketing
- Weekly offer newsletters to local customers



from  
**£1.64**  
per day

*We don't give you a little we give you a lot for very little!*



# YOUR Yellowtom ADVERT

HOW IT SHOULD BE ON THE WEB



# More than just an advert!

No charge for all these extras included.

Message Town & Country Skip Hire

Your Name

Your Email

Your Message

Send

Collect Enquiries and Orders

Email Marketing

Sign Up To Receive Weekly Digests of Coupons in Carlisle

First Name

Last Name

Email

Sign Up!

Personal Slide Show



Your Company Logo



Written by Kevin Carver ★★★★★

Third or fourth time I have used the service and its so good to have the car collected and delivered back. Good sound advice and money saving suggestions. Great Service Yan Thank You

Have your say

Recommendation Reviews

## Multiple Coupon Offers on One Advert.

Town & Country Skip Hire

Like Be the first of your friends to like this.

**£15 Off**

Midi skips Anytime (with this coupon)

Print NOW

- Print / Save
- Coupon Sharing:
- Email Forwarding
- Twitter
- Facebook

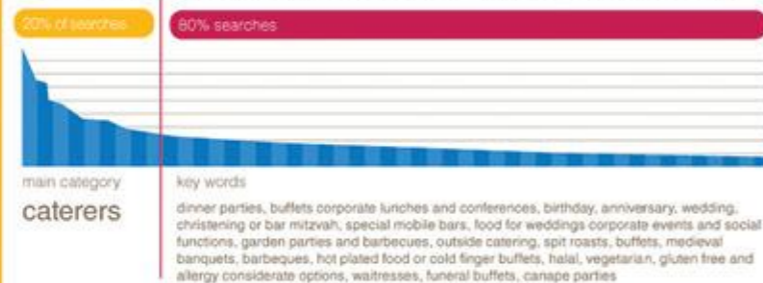
Share Coupon Offers

# MANY FREE EXTRAS

WE INCLUDE MANY GREAT FREE EXTRAS FOR ALL PACKAGE CLIENTS

## Simple demonstration: in an example for the main category **caterers**

It is easy to see how this caterer category example will cover 100% of its product services as the key word long tail search phrases are covered extensively in this written editorial for search engine optimisation purposes:



**FREE**  
Search Engine Optimisation  
on all packages.

## From This Day Forward

Tel: 01274 615050

From This Day Forward specialise in a full range of bridal wear for your big day including corset repairs, traditional and 50s inspired vintage dresses, wedding gowns & modern accessories such as tiaras, jewellery, veils, vintage head-dress styles, wraps & shawls along with more... MORE >

50/A Harrogate Road  
Kilnsea  
East Yorkshire  
YO21 6RD

Website

**FREE**  
Weblink  
on all packages bringing extra visitors to your website.

## Carlton Joinery

Tel: 01904 731279

Carlton Joinery specialise in the installation of high quality kitchens in all YO postcode areas and throughout North Yorkshire. We are members of the Guild of Master Craftsmen and are experienced fully qualified joiners. We undertake kitchen installations whether it be supply and fit, supply o... MORE >

21 Higham Road  
Huntington  
York  
YO21 9HF

Website

**FREE**  
Extra Video Promotion  
with Package 2.

# OPTIONAL PAID FOR EXTRAS

Add Extra pages for menus, extra products, testimonials etc



Online Brochure



Menus

Local Sponsors Become a Local Community Sponsor

Blindingly Clean

MCSHERRY & CO  
WEST LOTHIAN | GLASGOW | EDINBURGH



Cambridge Weight Plan  
Real people, real support, real results.



# YOUR UNIQUE ADDRESS

- You have a unique company identity number on each package advert
- You can market on any social media by adding the link
- Send to friends and family and Customers with a new latest offer if business goes quiet
- Use on your business cards or company stationery



Example: [www.yellowtom.com/123456](http://www.yellowtom.com/123456)

# PROOF IT WORKS IS ALL YOU NEED

CUSTOMERS ASKING FOR QUOTES AND PLACING ORDERS

Message Town & Country Skip Hire

Your Name


Your Email

Your Message

Send




Collect Enquiries and Orders



Subject	From	Date	Size
[Yellowtom Bradford] Contact form - from: <paulchriswilson@btinternet.com>	paul wilson	03-10-2013 14:15	1 KB
[Yellowtom Bradford] Contact form - from: <stevenmiller@live.co.uk>	Steve	30-09-2013 19:14	1 KB
[Yellowtom Bradford] Contact form - from: <Darren@qbouk.com>	Darren	28-09-2013 10:42	1 KB
[Yellowtom Bradford] Contact form - from: <Aaronkormes@hotmail.co.uk>	Aaron	27-09-2013 15:37	1 KB
[Yellowtom Bradford] Contact form - from: <tariq4u_739@hotmail.com>	malik tariq khan	23-09-2013 13:25	1 KB
[Yellowtom Bradford] Contact form - from: <mo.sharpe@btinternet.com>	Trevor Sharpe	04-09-2013 10:53	1 KB
[Yellowtom Bradford] Contact form - from: <aadilmalik@yahoo.co.uk>	Aadil malik	28-08-2013 23:26	1 KB
[Yellowtom Bradford] Contact form - from: <gw Waltonjoiner@hotmail.com>	Mr Walton	24-08-2013 10:05	1 KB
[Yellowtom Bradford] Contact form - from: <Jaguarxv@hotmail.co.uk>	Baseer	15-08-2013 15:16	1004 B
[Yellowtom Bradford] Contact form - from: <ian.vickers@yellowtom.com>	ian vickers	10-08-2013 09:28	1 KB
[Yellowtom Bradford] Contact form - from: <ian.vickers@yellowtom.com>	Ian Vickers	07-08-2013 11:40	977 B
[Yellowtom Bradford] Contact form - from: <grhorm@hotmail.co.uk>	Graham Orme	28-07-2013 13:41	1 KB
[Yellowtom Bradford] Contact form - from: <janeefx@btinternet.com>	Jane Goodwin	15-07-2013 22:04	1011 B
[Yellowtom Bradford] Contact form - from: <joejoe_10@hotmail.co.uk>	Joe	15-07-2013 16:39	1 KB
[Yellowtom Bradford] Contact form - from: <shazarda@gmail.com>	Shazard Ashraf	05-07-2013 23:46	1 KB
[Yellowtom Bradford] Contact form - from: <brian64c@gmail.com>	Mr Cresswell	26-06-2013 12:38	996 B
[Yellowtom Bradford] Contact form - from: <peter.nicholls50@ntlworld.com>	peter nicholls	23-06-2013 17:27	2 KB
[Yellowtom Bradford] Contact form - from: <steve.womble@gmail.com>	steve womble	17-06-2013 10:06	1 KB
[Yellowtom Bradford] Contact form - from: <ffff21@virginmedia.com>	crosfiatts cricket club	03-06-2013 08:51	1 KB
[Yellowtom Bradford] Contact form - from: <callumthornton87@gmail.com>	callum thornton	23-04-2013 18:41	1 KB
[Yellowtom Bradford] Contact form - from: <phil.goulding@jamprint.co.uk>	Phil Goulding	22-04-2013 11:09	1 KB
[Yellowtom Bradford] Contact form - from: <revans@hwmartin.com>	Ralph	28-03-2013 09:01	1 KB
[Yellowtom Bradford] Contact form - from: <jordanbrown133@hotmail.co.uk>	jordan brown	14-02-2013 18:58	1 KB

Actual Customer Email In-box

## Actual Customer Email Responses




The following details were submitted via the contact form on Yellowtom advert. <http://www.yellowtom.co.uk/166321>  
Date submitted: 03 Oct 2013 14:15  
Title: AMS Gas Ltd  
Message:  
Hi could you give me a price for replacing an inset gas fire with a new inset gas fire the same size please

The following details were submitted via the contact form on Yellowtom advert. <http://www.yellowtom.co.uk/53123>  
Date submitted: 30 Sep 2013 19:14  
Title: Firth Cycles  
Message:  
Hi  
I'm after a rough price on a repair to a carrera Vulcan  
It needs a new bracket which holds the derailleur to the frame and the hydraulic brakes bleeding or refilling also a service to the bike itself  
Please could you let me how long you would need the bike for and also when I could bring the bike up to you I only live a mile down the road  
Many Thanks  
Steve

The following details were submitted via the contact form on Yellowtom advert. <http://www.yellowtom.co.uk/53821>  
Date submitted: 24 Aug 2013 10:05  
Title: Ashley Timber  
Message:  
Please could you quote me for 16 Omega fence panels 1.8m x 1.8m with trellis ? Thank you

The following details were submitted via the contact form on Yellowtom advert. <http://www.yellowtom.co.uk/53123>  
Date submitted: 15 Jul 2013 16:39  
Title: Firth Cycles  
Message:  
Have you any Land Rover City Elite Folding Mountain Bikes in. If so, are they any good, and how much do they weigh.  
REGARDS JOE



The following details were submitted via the contact form on Yellowtom advert. <http://www.yellowtom.co.uk/121983>  
Date submitted: 17 Jun 2013 10:06  
Title: Northern Stone Sales Ltd  
Message:  
Hi there, I just called you regarding stone gateposts. I'm after a pair suitable for holding up 6'x5' gates, roughly 12"x12"x8". I may also need a little walling stone and a few flags. I'm after yorkstone and would consider reclaimed, redressed or new. You can call me on 07968161646. I need the posts asap.  
Regards  
Steve

# WE MONITOR IT ALL FOR YOU

OUR COMPREHENSIVE MONITORING SYSTEM PROVIDES PERSONALISED RESULTS FOR YOUR BUSINESS

You need to be satisfied that it works.  
 You will receive a **personal** graph monitoring enquiries to **your business**.  
 This is exclusive to your business and not a generic graph.

## Results by week



CROSS-REFERENCE FILTERS  
Page Title: eqsqs 'Sunday - Monday' Coach Tours - Yellowtom

Year	Page Views	%	Avg. Time On Page	Visits
2006	100	100%	0m:15s	100
2007	100	100%	0m:15s	100
2008	100	100%	0m:15s	100
Total	300	100%	0m:15s	300

## Results by year



CROSS-REFERENCE FILTERS  
Page Title: eqsqs 'Sunday - Monday' Coach Tours - Yellowtom

Month	Page Views	%	Avg. Time On Page	Visits
Jan	10	10%	0m:15s	10
Feb	20	20%	0m:15s	20
Mar	30	30%	0m:15s	30
Apr	40	40%	0m:15s	40
May	50	50%	0m:15s	50
Jun	60	60%	0m:15s	60
Jul	70	70%	0m:15s	70
Aug	80	80%	0m:15s	80
Sep	90	90%	0m:15s	90
Oct	100	100%	0m:15s	100
Nov	110	110%	0m:15s	110
Dec	120	120%	0m:15s	120
Total	600	100%	0m:15s	600

## Results by month



### Detailed visitor reports

This report gives you detailed information about your last visitors, by clicking on the PATH link you can change the navigation path of a visitor page by page.

ACTION: [04] Coupon downloaded

- Date: 2006-04-21 13:12:56  
 IP/Host: 193.115.70.42 (strikium.com)  
 Country: United Kingdom  
 No. of visits: New visitor  
 Entry page: Cars, Motoring, Yellowtom, Leeds  
 Visit path: VIEW VISIT PATH - 5 Page views - 18m 51s  
 Referrer: http://www.google.co.uk/search  
 Search phrase: car stereo york road leeds

System: Windows XP  
 Browser: MSE 6.0  
 Language: English (United Kingdom)  
 Javascript: Enabled (1.5)  
 Monitor colour: 32 bit  
 Resolution: 1024x768  
 Cookies: Enabled
- Date: 2006-04-21 13:12:20  
 IP/Host: 81.144.188.204 (barbaray.com)  
 Country: United Kingdom  
 No. of visits: New visitor  
 Entry page: House, Home and y - Yellowtom  
 Visit path: VIEW VISIT PATH - 3 Page views - 1m 10s  
 Referrer: http://www.google.co.uk/search  
 Search phrase: driveway paving

System: Windows XP  
 Browser: MSE 6.0  
 Language: English (United Kingdom)  
 Javascript: Enabled (1.5)  
 Monitor colour: 32 bit  
 Resolution: 1024x768  
 Cookies: Enabled
- Date: 2006-04-21 12:47:40  
 IP/Host: 192.6.178.101 (opacem)  
 Country: Switzerland  
 No. of visits: New visitor  
 Entry page: Heavenly refer - cars - Yellowtom  
 Visit path: VIEW VISIT PATH - 3 Page views - 2m 8s  
 Referrer: http://www.google.co.uk/search/?  
 Search phrase: bedevine in huddersfield

System: Windows 2000  
 Browser: MSE 6.0  
 Language: English (United Kingdom)  
 Javascript: Enabled (1.5)  
 Monitor colour: 32 bit  
 Resolution: 1200x768  
 Cookies: Enabled
- Date: 2006-04-21 12:36:23  
 IP/Host: 86.128.174.145 (btceemalplus.com)  
 Country: United Kingdom  
 No. of visits: New visitor  
 Entry page: Yorkshire Ger - ets - Yellowtom  
 Visit path: VIEW VISIT PATH - 2 Page views - 0m 12s  
 Referrer: http://www.google.co.uk/search/?  
 Search phrase: tog cabins uk

System: Windows XP  
 Browser: MSE 6.0  
 Language: English (United Kingdom)  
 Javascript: Enabled (1.5)  
 Monitor colour: 32 bit  
 Resolution: 1280x768  
 Cookies: Enabled

## Updated search phrases

Search phrase	Visits	%
Walsford Bowling	144	0.0%
Walsford Bowling	137	0.0%
unique brooms	136	0.0%
china pillar south milled	133	0.0%
ultra sand	129	0.0%
reccarby glenn	125	0.0%
warm bedding	123	0.0%
loganlea pulley	121	0.0%
apple darts	119	0.0%
superbowl walsford	119	0.0%
cray tykes wetherby	106	0.0%
silas	106	0.0%
bowling in walsford	105	0.0%
lure shorts	104	0.0%
cray tykes charge ash	101	0.0%
sp jockey	101	0.0%
bed & breakfast cafe	97	0.0%
bedstead	93	0.0%
armers mucky	92	0.0%
springfield bowling lanes	91	0.0%
ring sun cadford	89	0.0%
gwynn hamper	87	0.0%
freemont shopping centre	86	0.0%
bedding wrens	86	0.0%
target health & fitness	84	0.0%
Subtotal	2,720	1.75%
Total	152,704	100.00%

We can tell you:

- Who is looking.
- Where they are.
- When they are looking.
- What they are looking for.



# POWERFUL SEARCH RESULTS

No.1 In Search Results



Google local coupon offers

Web Images Maps Shopping Applications More Search tools

About 58,500,000 results (0.26 seconds)

Cookies help us deliver our services. By using our services, you agree to our use of cookies. [OK](#) [Learn more](#)

**[Deals, Vouchers, Coupons and Special Offers in Your Town.](#)**  
[www.yellowtom.co.uk/](#)  
Thousands of deals, vouchers, coupons and special offers in your town. ... Yellowtom is an international local marketing platform designed by WebCertain.

<b><a href="#">Belfast</a></b> Belfast Deals: Thousands of vouchers, coupons and special ...	<b><a href="#">Dungannon</a></b> Dungannon Deals: Thousands of vouchers, coupons and special ...
<b><a href="#">Lurgan</a></b> Lurgan Deals: Thousands of vouchers, coupons and special ...	<b><a href="#">Bournemouth</a></b> Bournemouth Deals: Thousands of vouchers, coupons and special ...
<b><a href="#">West Lothian</a></b> West Lothian Deals: Thousands of vouchers, coupons and special ...	<b><a href="#">Leeds</a></b> Leeds Deals: Thousands of vouchers, coupons and special ...

[More results from yellowtom.co.uk »](#)

**[Groupon.co.uk – Local Deals, Goods and Getaways](#)**  
[www.groupon.co.uk/](#)  
Our deals offer discounts up to 70% on spa, cinema, travel and more! ... Menus use locally sourced produce where possible, and guests can even indulge in ...  
You've visited this page 2 times. Last visit: 25/05/13

**[Valpak Coupons, Free Printable Coupons, Coupon Codes ...](#)**  
[www.valpak.com/](#)  
Stretch your dollars and help contribute to your hometown economy with our printable local coupons. Over 250 retail categories offer choices to satisfy a wide ...  
Restaurants - Backyard BBQ Giveaway! - Automotive - Coupon Codes

**[New Facebook Coupon Feature Helps Local Businesses Determine ...](#)**

# LOCAL SEARCH RESULTS

Google

Web Images Maps Shopping More Search tools

About 28,600 results (0.70 seconds)

Cookies help us deliver our services. By using our services, you agree to our use of cookies. [OK](#) [Learn more](#)

**Car Valeting in Thirsk | Reviews - Yell**  
[www.yell.com/s/car+valeting-thirsk.html](http://www.yell.com/s/car+valeting-thirsk.html)  
 Find Car Valeting in Thirsk on Yell. Get reviews and contact details for each business including photos, opening hours and more.

**Autogleam Car Valeting, Thirsk | CAR & VEHICLE VALETING - Yell**  
[www.yell.com/biz/autogleam-car-valeting-thirsk-6703613/](http://www.yell.com/biz/autogleam-car-valeting-thirsk-6703613/)  
 Find Autogleam Car Valeting in Thirsk on Yell. Get directions or leave a review about this business.

**Car Valeting in Dalton, Thirsk | Reviews - Yell**  
[www.yell.com/s/car+valeting-dalton-thirsk.html](http://www.yell.com/s/car+valeting-dalton-thirsk.html)  
 Find Car Valeting in Dalton, Thirsk on Yell. Get reviews and contact details for each business including photos, opening hours and more.

**Shine Valet**  
[www.shinevalet.co.uk/](http://www.shinevalet.co.uk/)  
 At Shine Valet you are guaranteed a professional service and your car leaving us looking like new. We are based on the one way system around Thirsk and have ...  
 1 Google review · Write a review · Google+ page

22 Stammergate, Thirsk, North Yorkshire YO7 1BD  
 07598 472001

**Shine Valet Car Valeting in Thirsk - UK**  
[www.yellowtom.co.uk/144823](http://www.yellowtom.co.uk/144823)  
 We have our own valet bay where we use only the best products on your vehicle, care and attention is paid to all the little details like your car boot, bodykits and ...

**Car Valeting Thirsk - UK**  
[www.yellowtom.co.uk/thirsk/motoring-transport-car-valeting/](http://www.yellowtom.co.uk/thirsk/motoring-transport-car-valeting/)  
 Shine are based just outside the town centre and offer various different car valeting services including full, half and mini to just a hand wash and dry. Friendly ...

**Find car valet services in thirsk | The Sun Business Directory Online**  
[directory.thesun.co.uk/find/thirsk/car-valet-services](http://directory.thesun.co.uk/find/thirsk/car-valet-services)  
 20+ items - Search for car valet services in thirsk in the Sun Business ...

Lukas Pokorny Address: Labumum Cottage - Town: THIRSK ... YO7 4NS  
 GR VALETING Address: 35 Rutland Close - Town: CATTERICK ... DL9 3HJ

**Shine Valet**  
[www.shinevalet.co.uk/](http://www.shinevalet.co.uk/)  
 At Shine Valet you are guaranteed a professional service and your car leaving us looking like new. We are based on the one way system around Thirsk and ...

**Car Valeting in Thirsk - Reviews - thomsonlocal.com**  
[www.thomsonlocal.com/Car%20Valeting/in/Thirsk/](http://www.thomsonlocal.com/Car%20Valeting/in/Thirsk/)

Local Search Results

Google

Web Images Maps Shopping More Search tools

About 15,000 results (0.35 seconds)

Cookies help us deliver our services. By using our services, you agree to our use of cookies. [OK](#) [Learn more](#)

**Tilers in West Lothian | Reviews - Yell**  
[www.yell.com/s/tilers-west+lothian.html](http://www.yell.com/s/tilers-west+lothian.html)  
 Find Tilers in West Lothian on Yell. Get reviews and contact details for each business including online reservations, directions and more.

**West Lothian Tilers - Find Recommendations on MyBuilder.com**  
[www.mybuilder.com](http://www.mybuilder.com) Find Tradesmen UK Scotland  
 Find a Trusted Local Tiler. Read real feedback by local people and compare quotes. Over 22558 expert Tilers signed up. MyBuilder, the better way to find trusted ...

**Tilers West Lothian - Find Tilers in West Lothian with www.yellowto...**  
[www.yellowtom.co.uk/west-lothian/local-tradesmen/tilers/](http://www.yellowtom.co.uk/west-lothian/local-tradesmen/tilers/)  
 Ceramic tiling which is professionally done by the tilers at All In 1 Property Solutions in Broxburn completely transforms your homes and businesses in the area.

**RJS Plastering & Tiling**  
[www.rjsplasteringtiling.co.uk](http://www.rjsplasteringtiling.co.uk)  
 4.9 ★★★★★ 9 Google reviews · Google+ page

**PW Tiling**  
[www.pwtile.co.uk](http://www.pwtile.co.uk)  
 2 Google reviews

**Bonnie Tiler**  
[plus.google.com](http://plus.google.com)  
 1 Google review

See results for tilers west lothian on a map »

**tilers in West Lothian | Gumtree Plastering & Tiling**  
[www.gumtree.com/plastering-tiling-services/west-lothian/tilers](http://www.gumtree.com/plastering-tiling-services/west-lothian/tilers)  
 Find a tilers on Gumtree West Lothian, the #1 site for Plastering & Tiling classifieds ads in the UK. Boom! Success!

**West Lothian Tilers - Find a local Tiler on RatedPeople.com**  
[www.ratedpeople.com](http://www.ratedpeople.com) Tilers  
 ★★★★★ Rating: 4.5 - 13 reviews  
 Find Recommended tiling companies in West Lothian. Rated People has connected 21814 people with tilers in the UK.

**Tilers in Livingston, West Lothian - RatedPeople.com**  
[www.ratedpeople.com](http://www.ratedpeople.com) Tilers West Lothian  
 ★★★★★ Rating: 4.5 - 11 reviews  
 Find Recommended tiling companies in Livingston. Rated People has connected 21814 people with tilers in the UK.

**HK Tiling: Tilers, Tiling Services - Bathgate, Edinburgh**  
[www.hktiling.co.uk/](http://www.hktiling.co.uk/)

Local Search Results



# OPTION 2 - ADD A VIDEO

## VIDEO IN FOUR EASY STEPS

### Create a Powerful Interactive Video in Four Easy Steps

Easily create an engaging video for your business that includes pictures, video clips, text, voiceover, music, coupons & more!

#### STEP 1



Select from ready made templates

#### STEP 2



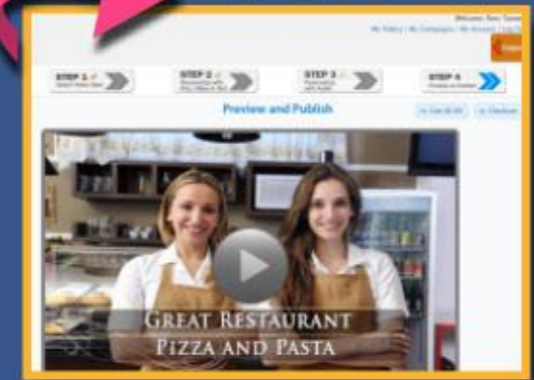
Upload Pictures, Text and or Video Clips

#### STEP 3



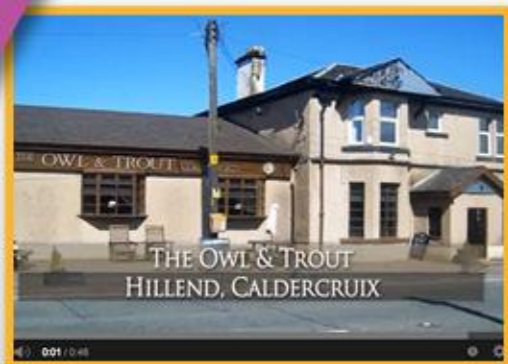
Voiceover and Background Music

#### STEP 4



Review and Publish

## View our Latest Videos



The Owl and Trout Restaurant



Hunter Tiling



High Spec Metal Polishers



Anytime Couriers

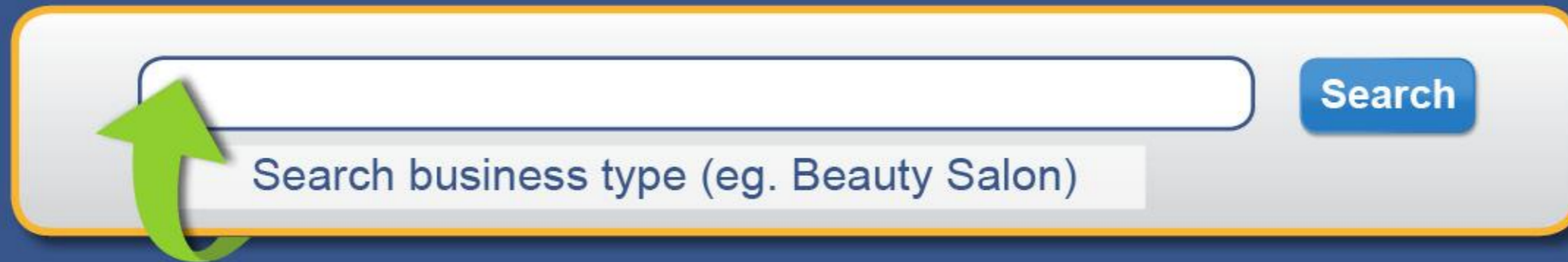
## **Experian Hitwise report: UK online video exceeds one billion visits a month (client) March 27, 2013**

The latest white paper from Experian Hitwise explores the growth of online video and social media, highlighting the vast opportunities available to businesses that seek to monetise social media and raise their brand awareness online.

### **Key Findings:**

- **86% of the UK Internet population visit a video site at least once a month.**
- **In September 2011 there were 785 million visits to video sites from the UK.**
- **The average Internet user makes 18 visits to video websites a month**

## OPTION 3 - ADD A WEBSITE



Search business type (eg. Beauty Salon)

Search



### Welcome To **Yellowtom** websites...

- At least a web site that you own with no copyright issues.
- Change photographs and text when it suits you.
- Simple editing system.
- Fabulous designs personalised to your business.
- Domain name of your choice registered in your name.
- Local technical support if and when needed

# Our Latest Designs



# THE ULTIMATE IN SHOWCASE PACKAGES

from  
**£5.75**  
per week

## OPTION 1

### SHOWCASE HUB

Full page advertorial with massive benefits

Your Business showcase contains

- Priority position keyword summary
- Long tail keyword organic search facility
- A4 – Full colour page with all the features
- Coupon customer controlled offer
- Unique identification address
- Opening Times
- Email a Friend recommendation facility
- Customer enquires direct to advertiser
- Photo slide show
- Automated Social Media Marketing
- Weekly offer newsletters to local customers

**Watch** video of this product



Click to preview example

**Create Your Advert**

## OPTION 2

### ADD A VIDEO

Add a video and increase results whilst bringing your business alive

Your Business showcase contains

- Priority position keyword summary
- Long tail keyword organic search facility
- A4 – Full colour page with all the features
- Coupon customer controlled offer
- Unique identification address
- Opening Times
- Email a Friend recommendation facility
- Customer enquires direct to advertiser
- Photo slide show
- Automated Social Media Marketing
- Weekly offer newsletters to local customers

**Watch** video of this product



Click to preview example

**Create Your Video**

## OPTION 3

### ADD A WEBSITE

Add a website and link three powerful promotional packages together

Your Business showcase contains

- Priority position keyword summary
- Long tail keyword organic search facility
- A4 – Full colour page with all the features
- Coupon customer controlled offer
- Unique identification address
- Opening Times
- Email a Friend recommendation facility
- Customer enquires direct to advertiser
- Photo slide show
- Automated Social Media Marketing
- Weekly offer newsletters to local customers

**Watch** video of this product



Click to preview example

**Create Your Website**

# EASY ON LINE ORDER FORMS

## Create an advert

Your full name:

Email address:

Name of business:

Type of business:

Land line contact phone number:

Mobile number:

SKYPE name (we will send request to speak on Skype):

Business street address:

City:

Post Code:

Yellowtom region:

**Short business description key words EXAMPLE:**  
We are a **beauty salon** and also offer **nail treatments**, tanning and **hair extensions** and sell a wide range of treatments. We have a **pedicure** room and also offer **full body and shoulder massages** as well as **Indian head massage**. You may want a **manicure** or even a **facial** and our **nail technician** is always on hand.

**Write business description OR call us at 01904557655 OR email us info@yellowtom.com**

Logo Upload:  
 No file chosen

Opening times	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Closing Times	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Would you like to place an offer to attract more customers? Some examples:**  
**FREE** facial and head massage worth £10 when booking back and shoulder massage.  
**FREE** starters up to a value of £10 when 4 or more others order 4 main meals.  
£10 off accessories when spending £100

Place your offer here:  
Title:

Coupon expiry date:

Offer text:

Website domain:

Advert video url(should be youtube link):

Captcha: **c 0 x r**

## Create a video

Your full name:

Email address:

Name of business:

Type of business:

Land line contact phone number:

Mobile number:

SKYPE name (we will send request to speak on Skype):

Business street address:

City:

Post Code:

Yellowtom region:

**Short business description key words EXAMPLE:**  
We are a **beauty salon** and also offer **nail treatments**, tanning and **hair extensions** and sell a wide range of treatments. We have a **pedicure** room and also offer **full body and shoulder massages** as well as **Indian head massage**. You may want a **manicure** or even a **facial** and our **nail technician** is always on hand.

**Write business description OR call us at 01904557655 OR email us info@yellowtom.com**

Up load photos:  
Upload Image1:  No file chosen  
Upload Image2:  No file chosen  
Upload Image3:  No file chosen  
Upload Image4:  No file chosen  
Upload Image5:  No file chosen

Marketing Video name:

Marketing video description:

Link video to your web site url:

Comments instructions:

Captcha: **0 b u j**

## Create a website

Your full name:

Email address:

Name of business:

Type of business:

Land line contact phone number:

Mobile number:

SKYPE name (we will send request to speak on Skype):

Business street address:

City:

Post Code:

Yellowtom region:

Website Title:

Website name:

Website Logo:  
 No file chosen

Business Address:

Contact Number:

Email Address:

Domain name request choices  
1.   
2.   
3.

Home Page - Landing Page  
Full Business Description including meta tag keywords  
Attach word document  
 No file chosen

Page:

Page Title:

Homepage Video Link:

Page banners: upload 3 images  
 No file chosen  No file chosen  No file chosen

Extra images for page: Upload 4 images  
 No file chosen  No file chosen  No file chosen  No file chosen

Captcha: **e a d 2**



# NORMAL ADVERTISING COSTS!!

Representative prices for old traditional methods of advertising your business locally, so that you can easily compare the value of our system.

Compare our Prices



	Black on Yellow	1 colour on Yellow Premium	White Knock Out Premium	1 colour on White Knock Out Premium	2 or 3 colours on Yellow Premium	2 or 3 colours on White Knock Out Premium	Full Process Colour Premium
Final Booking Date *	02/01/2009						
Minimum circulation *000	237						
Quarter Col	352	+ 107	142	178	178	214	267
Three Eighth Col	530	+ 161	214	268	268	321	401
Half Col	706	+ 214	265	356	356	427	524
Double Quarter Col	706	+ 214	265	356	356	427	524
Double Three Eighth Col	1058	+ 320	427	534	534	641	801
Double Half Col	1410	+ 427	570	712	712	854	1068
Quarter Page	1057	+ 320	427	534	534	640	800
Half Page	2116	+ 641	854	1068	1068	1282	1602
Three Quarter Page	3171	+ 961	1291	1601	1601	1921	2402
Whole Page	4230	+ 1281	1708	2136	2136	2563	3203
Double Page Spread	8455	+ 2561	3415	4269	4269	5122	6403



## Local Newspapers - Daily rates

	Daily rates	Daily rates	
Support feature	£70 - £80	Full page	£1721
1/16 page ad	£90	Half page	£1000
1/8 page ad	£120	Quarter page	£400
Quarter page ad	£150	1/8 page	£250
Half page profile ad	£220	1/16 page	£200
Credit Card size	£120	Credit Card size	£110

**MOBILE COMPUTER REPAIRS**

NO FIX - NO FEE  
no call out charge  
call 0783 2299730  
www.icompuk.com

**MOBILE COMPUTER REPAIRS**  
No Fix No Fee  
no call out charge  
www.icompuk.com  
Tel 07832299730

	B&W	Colour
Large (56 x 40)	£301	£381
Small (27 x 30)	£103	£135
	B&W	Colour
Large (56 x 40)	£321	£401
Small (27 x 30)	£123	£155



## Local direct marketing

A5 x 5,000	£185 + Distribution costs
A5 x 10,000	£300 + Distribution costs
A4 x 5,000	£330 + Distribution costs
A4 x 10,000	£440 + Distribution costs

*There is just NO COMPARISON when the facts are laid out because we have invested heavily in all of this development work to bring an extremely cost effective system to YOU. Just compare one month's paper advertising against what we can supply for a YEAR?*