



LOCAL.COM CORP. LAUNCHES CHANGES TO SEARCH ADVERTISING RELEVANCE



Leading local search site and network, Local.com Corporation, located in Irvine, CA, has announced the launch of enhancements to the corporation's search advertising relevance. Local.com projects that the changes will increase monetization of search traffic through their site, as well as their network.

The new technology will deliver more relevant ads, increasing the click-through rate on those ads. Not only will the changes increase monetization of search traffic, but it should deliver an improved user experience. Local.com also claims that the upgrade will create faster search response times. "One of our key initiatives this year is to increase organic traffic. Improvements in search advertising relevance are expected to improve our users' experience, which in turn is expected to increase repeat usage of our sites," said Local.com's vice produce of product management, Eileen Licitra. "The enhancements have already show marked improvements in the relevance and click through rates to our advertisers. As with much of our research and development effort, our partners will share in these enhancements when we roll them out across our broader network."

Local.com serves more than 20 million customers every month through their site and network. Projections show that local search advertising throughout the United States will grow by \$5.147 billion by 2013.

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