



Press Release

For Immediate Release

Search Initiatives/eLocal Listing Partners with MediaSpan to Deliver Local Advertiser Online Search Marketing Solution

eLocal Listing and Media Span Partnership Helps Local Media Companies to Provide New Online Advertising Solutions in Their Markets

Temecula, CA (PRWeb) March 9, 2009 -- Search Initiatives, LLC and its subsidiary, eLocal Listing LLC of Temecula, CA; pioneers in Local Search Marketing and search engine optimization, today announced a strategic partnership with MediaSpan Online Services. MediaSpan Online Services is a leading provider of digital content management and online marketing solutions providing local media companies with a new, local Search Engine Marketing product designed for small and medium sized local advertisers.

"Our local media customers are always looking for new ways to engage their audience, increase traffic and drive new revenue streams online," said MediaSpan executive vice president of online services, Steven Barth. "eLocal.Listing's proven SEO platform meets this need by providing powerful Local Search technology as well as added revenue and growth opportunities for our media clients. With this solution, the local media company continues to be the required channel to connect prospective customers with local businesses."

eLocal Listing's Premium and Standard Products, which utilize the Found Fast Technology™ platform, will enable local and regional media companies to incorporate eLocal's powerful search engine optimization solutions to get their clients found on major Search Engines. The package provides a search engine optimized business profile, along with an online directory listing, that increases the ranking of the local business on major Search Engines.

"We are pleased to partner with MediaSpan, enabling their media customers to offer a more valuable advertising experience to their clients," said Tim Judd, CEO of Search Initiatives and eLocal Listing, LLC. "Combining eLocal Listing's online advertising solutions with MediaSpan's online content management and marketing products will create a strong marketing media mix and will increase revenue for MediaSpan's clients. In these challenging economic times, the ability to reach local customers both on and offline is key for the best long term growth of local media and their advertisers."

For more information about this new Local Advertiser SEO Solution, please contact Steve Barth, Executive Vice President, MediaSpan Online Services at sbarth@mediaspanonline.com, or 949-892-2929 extension 3101.

About eLocal Listing

eLocal Listing is a wholly owned subsidiary of Search Initiatives, LLC and is located in Temecula, CA. eLocal Listing specializes in managing internet marketing [internet marketing] campaigns for small and medium sized businesses. The company has over 120 employees and currently thousands of customers who take advantage of eLocal's expertise in Search Optimization and internet search. www.elocallisting.com

About MediaSpan

MediaSpan (www.mediaspanonline.com) powers digital content management and online marketing solutions for many of the world's leading media companies. MediaSpan Online Services (www.mediaspanonline.com) provides a comprehensive suite of website management and marketing solutions.