

FAQ for Advertisers

1. What is LocalAdLink.com and how does it work?

LocalAdLink is a complete online advertising solution connecting local businesses with local customers. We are the industry leading low cost provider for online advertising.

1. LocalAdLink - The Interactive Directory Service.

As you first may notice when arriving to www.localadlink.com, we have a full national directory service like yellowpages.com and yellowbook.com. We offer many of the same services as other directories, including geo-targeted landing pages which show local businesses by first detecting where the visitor is coming from. We also offer featured listings, logos, business information, directions, business Web sites, and easy search ability. Our directory moves beyond other services by engaging the customer with interactive movie galleries, picture galleries, coupon galleries, full descriptions, and reviews. LocalAdLink is the community oriented site for consumers to find businesses and for businesses to have a larger Web presence while interacting with consumers. All of these features are controlled by you and are traceable in real time so your advertising campaigns can be updated to maximize results.

2. LocalAdLink - The Advertising Network.

Like Google ad words and Double Click, LocalAdLink is also a full ad network designed to spread local businesses across the internet. This is done by allowing small to large businesses to display their listing across a network of partnered Web sites. What this means to businesses is that users can do their searches, but we also use the internet to show people what they are searching for. This is based on place of residence and Web sites they visit. The first part is accomplished by geo-targeting our advertising to a person's location by detecting where they come from. The second way we accomplish targeted advertising for is by reading the content of the Web site ahead of time and ensuring we deliver advertising through LocalAdLink that matches well. This all means that a person from New York City reading an article about gardening may get an ad or coupon from their local gardener, nursery, or local florist. With this superior targeting technology, LocalAdLink is capable of advertizing to hundreds of millions of people a day, on millions of different Web sites and pages and sift through all of it to find people more likely to visit and shop with businesses near them.

3. LocalAdLink - The Web Presence.

We've all heard of SEO (search engine optimization), but reality is, that no one can guarantee that you will be the first on a Google search result every time. Google uses automated programs called "bots" to add new websites to their system every minute and determines search results by best word match up as well as by popularity. LocalAdLink uses this common knowledge to advertise your business by taking the descriptive words added to our system and displays them for "bots" to find. LocalAdLink takes the same words used to describe your business and inserts them in ads across our vast network of partnered Web sites across the internet. This builds up popularity as these "bots" find you all over the place.

2. Who is LocalAdLink?

Beyond Commerce, Inc. (OTC Bulletin Board: BOMJ) provides best in class products, services, and solutions in innovative and cost effective ways. The company owns and operates three divisions: i-SUPPLY which provides easy to use, fully customizable E-commerce services and revenue solutions for any Web site, large or small. LocalAdLink, is a local search directory and advertising network that brings local advertising to geo-targeted consumers. BOOMj.com is the leading niche portal and social networking site for Baby Boomers and Generation Jones.

3. What is “geo-targeting” and how does it work?

Geo-targeting is a technical term referring commonly used technology. We attach programs to a national database that stores zip codes, cities, counties, states, and countries tracked by IP addresses. IP addresses are unique addresses assigned to your internet access by your ISP (internet service provider). LocalAdLink matches your IP Address to this national database and delivers the closest results. These results allow LocalAdLink to display advertisements, businesses, events, coupons, and maps accordingly. While not 100% accurate, it comes close with over 83% accuracy.

4. How can I get my business placed on search engines?

There are a few ways businesses can get placed on search engines.

1. Submit your business.

You can go to each search engine and manually add your business listing into the search engine directories, or use aftermarket software to do this for you. LocalAdLink automatically submits you to over 100 of the most popular search engines on the internet, including Google, Yahoo, MSN, and Ask.

2. Pay for your listing.

Many businesses pay search engines to display their advertisements and listings to try to get them closer to the top. The biggest issue for this option is that most search engines charge you per person that they send to your website, which can get very expensive for very little actual sales. Costs can reach as high as \$4 per visitor they send to you. LocalAdLink proprietary technology is designed to get you high placements by using naturalization.

3. Naturalization.

There are several factors that can improve your search results naturally.

- If your Web site is very popular with many users
- If your site is updated frequently with new information
- The length of time your Web site has been online
- How many other sites link to yours
- Having a clean and easy to read design allowing automated programs to easily index your site

LocalAdLink helps you speed up this process by using its large network of partnered Web sites to display your business information and utilizes your business display on a clean and easy to read format through our directory system while showing many visitors by combining total traffic into one main site (LocalAdLink.com).

5. What are keywords and how do they work?

Keywords are just that; “Key” “Words.” They are the key to successfully advertising your business to the internet. What you want to do is find single words best describing your business, not phrases or terms. Make sure the words used are root form, such as “move” instead of “movers” and “moving”. The system on most search engines including LocalAdLink will automatically match you to other forms of the word. If I were a florist, I may use the words “flower”, “plant”, “deliver”, “wife”, “anniversary”, and “birthday” to best describe my business. This way your ad will show up for people that are looking for those words when they type it into search engines. Then, if someone were to search for, “what do I get my wife for her birthday”. Since I have the keywords “birthday” and “wife”, and the other words are considered too basic to conduct a search on, such as “what”, “and”, “is”, “I”, “my”, and “for”, I will come up higher on search results since the subject and proper nouns best match what the business is about. LocalAdLink uses keywords inside the LocalAdLink.com directory and targeted terms elsewhere.

6. What are targeted terms and how do they work?

Targeted Terms are the one to two word terms that are used during a search by a consumer on a search engine such as Google. LocalAdLink uses the Targeted Terms in addition to the zip codes selected during the 'Create a New Customer' process of creating the ad to actively push an advertisement onto the various search engines outside of the LocalAdLink network.

7. What is the difference between Keywords and Targeted Terms?

Keywords are used only within the LocalAdLink.com search directory. Targeted Terms are used to search outside of LocalAdLink.com along with geo-location in order to specifically direct an advertisement to a potential customer. If a keyword is typed in using the LocalAdLink.com directory, it will search listings that match the zip code of the IP address where the search is taking place. If searching on a search engine like Google, a Targeted Term will collaborate with the targeted zip codes that your business selected while creating the advertisement.

8. How do I add my business to LocalAdLink.com?

Meet with your LocalAdLink representative and they can login to the system to add your business as "New Customer." There are three steps in this section that you must fill out. The first step is for you to choose a user name and password as well as to fill out your contact and basic business information. The second step will ask you to choose an ad package to purchase and the title of your advertising campaign. (Your business can have many separate advertising campaigns that you may want to manage.) Then the prompts will ask to add some more detailed information about your business in order to best target your marketing audience. This information can always be edited as well as anything else in the 3 steps. The third and last step will require you to decide how long your advertising will run as well as choosing a payment method. LocalAdLink currently accepts all forms of major credit cards. After all 3 steps are filled out, processed and the credit card is confirmed, the business is added into the Local Ad Link network.

9. How long does it take my business to appear in the LocalAdLink network?

It takes about six hours for a new business to appear in the LocalAdLink directory and approximately 24 – 48 hours to appear in the network. All edits to a pre-existing business will take effect immediately in real time on LocalAdLink.com. All other edits are completed once a month at this point.

10. How do I tell if I attract customers and how I attract customers?

LocalAdLink provides you with an assigned salesperson to help you with our system. You also get your own login to your account to manage the system directly. All changes to your account are instant throughout our entire network. One of the tools we give every business is live statistics. These statistic tools allow you to monitor how many visitors come to your Web site. In the coming weeks you will be seeing a more advanced system that will tell how many people visit, where they are coming from, what ad sent them, how many printed coupons, how many customers viewed your image and movie galleries, how many people asked for directions and where they are coming from, and more. With all this information, each business can see what works best for them and can modify advertisements accordingly.

11. How do I add my business into LocalAdLink.com?

All additions to the LocalAdLink directory are done through one of our many Account Executives. This is to ensure that you, as a client of LocalAdLink, are well taken care of and your advertisement is listed at its full potential. If you were introduced to our services by one of these Account Executives, they will be able to assist in creating your first advertisement with LocalAdLink. If you came across the LocalAdLink services on your own, we would be happy to provide you with a Sales Representative to initiate advertising for your business; please use the Contact Us page for more information.

12. Are there any tools to help me manage my account with LocalAdLink.com?

On LocalAdLink.com, once you are logged in to your back office there are many resources available. The main resource helps to optimize your listing with LocalAdLink and gives you option to view detailed statistics. This tool allows you to differentiate between unique views and total views or provides the top referrers to your listing in addition to many other options. By providing this information, LocalAdLink gives you the opportunity to take full control of your advertising while we do the work.

13. What are the security procedures for LocalAdLink.com?

LocalAdLink is an affiliate company to Beyond Commerce Inc. a publicly traded corporation. We are PCI compliant and go through rigorous audits to ensure security of all of our people. LocalAdLink sends our entire customer's information securely using VeriSign which is 128bit encrypted. We do not store credit card information whatsoever. All credit cards are processed through Authorize.net; a world leader in credit card processing. We offer a highly trained support staff to monitor for fraud activities daily. All passwords are encrypted and not visible, even to Beyond Commerce employees. All information stored with LocalAdLink.com is stored in different locations around the country and backed up securely at a non-disclosed location called "Iron Mountain".

14. Will my ad appear every time someone enters my zip code?

If you are searching on LocalAdLink.com your listing will automatically populate if your IP address registers in the same zip code as the physical address of the business listed. If a listing is searched using the LocalAdLink.com directory, it will appear by using the correct combination of category or keyword along with the zip code or city and state. Outside of LocalAdLink.com your ad will appear if your IP address is registered in one of the targeted zip codes chosen and the targeted term matches one of the three included during the sign up process.

15. How frequently will my ad appear?

This strongly depends on the competition your ad is up against. Because we work with several third party providers, we cannot guarantee any sort of frequency or position of your ad. Once your advertisement is live with the LocalAdLink service, there are several ways to optimize your ad. Remember in some ways online advertising is similar to a radio advertisement. Not everyone hears the same ad at the same time but it does not mean it is not working.

16. How will my business benefit from signing up with LocalAdLink.com?

The service LocalAdLink provides gives your business a robust Web presence at a fixed cost. LocalAdLink actively pushes the listing that you create for your business into our private network of Web sites in addition to many search engines, all the while providing a home base with the LocalAdLink.com directory.

17. Where do my ads appear?

LocalAdLink.com is the hub of our technology. All listings created through LocalAdLink can be searched using our online directory. Additionally, LocalAdLink provides exclusive access to advertising on the Beyond Commerce, Inc. network of Web sites.

18. In what ways will I benefit more by going with the premium package?

Three advertising packages are available through LocalAdLink: Basic, Standard, and Premium. The features included with each package progress with each package. With the Premium Package you will have a broader reach by Targeting 50 zip codes and adding 3 search terms. Additionally, your Business Tag line stands out in **RED LETTERING**.

19. Can consumers from outside my local network view my ad?

During the process of creating your advertisement with LocalAdLink, you will select which zip codes to target. This geo-location technology provides the ability to select areas in which your advertisement will appear.

20. How do I edit my ads in LocalAdLink?

All edits to your advertisement can be accessed by logging in to your account at LocalAdLink.com.