

The Truth About Local Marketing



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Introduction

The face of marketing is changing rapidly. Never before has it been so easy and so inexpensive to attract prospects and customers, but most companies aren't aware that such enormous potential even exists.

Many companies are still stuck in the past, using outdated marketing methods that just don't work anymore. They persist in using the outmoded methods, because they don't know much about the potential of today's newest marketing medium – the internet.

Many years ago, companies relied on a few main methods of marketing to bring in customers. For decades, those marketing methods changed very little. Companies all used the same basic methods of advertising, which meant that dozens, even hundreds of businesses were all competing against each other in the same closed arena. The only way to differentiate themselves from their competitors was to spend more money buying bigger, better placed ads.

Traditional advertising mediums include:

- Phone Book Advertising

- Local Newspapers

- Offline Press Releases
- Magazine Advertising
- Television Advertising
- Radio Advertising
- Traditional Mailing Lists

Most of these advertising methods just don't work anymore, except in certain, narrow demographics. More and more customers are adding other types of media on a regular basis, and they are abandoning some of the traditional forms of media for newer forms.

This report is going to discuss some of the outdated marketing methods that just don't work anymore, and what your business can do to bring your marketing into the new millennium.

You're going to learn about today's hottest new marketing methods, and how you can use them to bring your business more prospects and customers than ever before, at a cost that is a fraction of the cost of traditional mediums!

Before we get started, I just want to clarify one thing. I'm not saying you should abandon these old methods entirely. Some of them do still

work, even if they don't work as well as they used to in our society. But you should definitely take a look at these new forms of media. If you don't, you're going to be losing potential customers to your competitors who probably **are** using these new methods!

Outdated Advertising Methods

First, we need to discuss some of the outdated advertising methods that just don't work as well as they once did. Some of them do still work if used wisely, but most of them are losing a lot of the power they once had.

Even some of the world's most effective advertising methods are beginning to lose steam. Fewer people are turning to phone books to find what they need, instead turning to the Internet or their mobile smart phone such as the iPhone and Blackberry phones. Newspaper readership has dropped drastically, with more people preferring to get their news online.

Let's look at some traditional advertising methods that have lost, or are beginning to lose a lot of their effectiveness.

Phone Book Advertising

One form of traditional advertising that is really losing steam is phone book advertising. With the prevalence of online directories, phone books are being used by a far smaller percentage of the population than ever before.

Advertising in phone books has always been very expensive, with the average cost for a half-page display ad for one year hovering at over \$15,000 in the larger markets, it is extremely prohibitive for the average business.

Since most businesses can't afford prices like this, they have to resign themselves to the fact that their smaller ads won't be noticed nearly as often, and they will be losing business to competitors at an alarming rate.

Local Newspapers

Several decades ago, newspaper advertising was extremely effective. Almost every home received newspaper delivery, so the scope of this form of advertising was astounding.

Unfortunately, newspaper readership has been in decline for many years. Radio and television began to overshadow newspapers a few

decades ago, and the internet has all but destroyed most local newspapers. Many publishers are throwing in the towel after many years in operation, because their subscriber numbers have dwindled to nearly nothing.

Even a full page ad in most local newspapers will barely bring in enough business to justify the cost, and only in major markets can a business hope to bring in a significant number of customers based on an ad in the local newspaper.

Offline Press Releases

Press releases were, also, far more effective many years ago. Because newspaper readership has sharply declined, the number of readers exposed to the information in most press releases has also dropped off, even while the amount of traditional press releases that are submitted have skyrocketed.

Print magazine readership has also declined, so even those magazines that would pick up the information in press releases now generally have a much smaller readership.

Magazine Advertising

Yes, magazines are also susceptible to the decline in readership, just as are newspapers. Many magazines have seen their subscriber base plummet as more people choose to get their information online.

Some magazines that were once global phenomena have closed their doors in recent years. The most recent example is *Gourmet* magazine. Once a media powerhouse, *Gourmet* saw its readership decline rapidly, and when it was obvious that the magazine could no longer be profitable, it had to close its doors forever.

Television Advertising

Television is still an extremely popular form of media, with millions of viewers tuning in to their favorite shows each day. You would think that this would make television the perfect medium to reach the masses, but the last decade has seen changes in the way viewers watch

television that have severely cut down on the effectiveness of this advertising method.

TiVo paved the way for these massive changes. *TiVo* allows users to record television shows and play them back at a later date, even allowing users to completely skip the commercials!

Now, almost every cable and satellite television provider in the United States and many other countries will provide digital video recorders (DVRs) that allow users to record their favorite shows to watch whenever they please.

Users can easily skip through the commercials, diluting this advertising method and causing this advertising method to lose a tremendous amount of power.

Radio Advertising

The radio is another form of media that has lost a lot of its user base. Now that MP3 players are so prevalent, many users prefer to download songs and play them on portable devices rather than tune in to the radio.

A few radio personalities can still attract listeners, but those listeners are becoming immune to advertising. They have learned to tune out the ads almost as well as they've learned to tune out the radio entirely.

Traditional Mailing Lists

One of the most effective advertising methods in history was through the use of mass mailings. While many people called these ads “junk mail” and just tossed them out, those that did read them were very likely to buy something.

An unbelievable number of companies made seven or eight figure sales just from sending ads to people in the mail. These ads came in the form of postcards, letters, flyers, and more, and they were incredibly effective.

Unfortunately, even this former powerhouse is losing steam. Not only are more people throwing away these ads than ever before, but some people are becoming more environmentally aware, and are even becoming angry at companies who “destroy trees” with “useless junk mail”.

Updated Advertising Methods

Now that we've discussed some of the methods that don't work well anymore, we need to talk about those that do. The internet is the new frontier of media. In just about a decade, it has grown to the point where almost every adult in the developed world uses the internet, at least occasionally.

It's hard to ignore the power of so many millions and millions of users, but most offline businesses just don't realize the power of using the internet to market local businesses.

It's a shame, but the internet is seen by many businesses as a place for only "eCommerce" merchants to advertise. They believe that if they aren't selling online, they don't need to access the global reach of the internet.

In truth, **any** business can benefit from marketing online. Even the corner drugstore or the mom-and-pop gift shop can find customers

online. Also, just think about how many mobile phone users search the Internet to find a business they need when they are out and about! And many online advertising methods are free or incredibly inexpensive!

Local Search Engine Results- Google, Yahoo & Bing

The first thing you will want to do to get your business online is set up a business account in the 3 major search engines. These accounts are called local accounts and they allow your local business to be placed in the search results for your specific area. Google Local, Yahoo Local and Bing Local are all important search engines and make up most of all the search traffic on the Internet.

Typical local search queries include not only information about "what" the site visitor is searching for (such as keywords, a business category, or the name of a consumer product) but also "where" information, such as a street address, city name, postal code, or geographic coordinates like latitude and longitude.

Examples of local searches include "New York hotels", "Springfield restaurants", and "Chicago Hertz". Local searches are specifically made to request local businesses. A search that includes a location modifier, such as "San Antonio, TX" or the zip code "60657", is an explicit local

search. A search that references a product or service that is typically consumed locally, such as "restaurant" or "nail salon", is an implicit local search and google will use it's tracking data to offer you search results of businesses in your area.

The local results these search engines offer are usually at the top of the search results and accompanied by maps. Having a listing in the local search as well as the "organic" or "natural" search results that we will talk about later in this report give you the opportunity to be in front of your prospects twice on the first page of search engine results.

This is not just for US companies. Google offers search results in many countries worldwide!

Be sure to sign up for all three search engines immediately. Click the links below to get started!

Local Search Resources:

[Read Your Bonus Report For Exact Instructions!](#)

Do It Yourself- [Google Local](#)

[Yahoo Local](#)

Websites

If your company doesn't have a website, it's time to get one! Any business in any developed nation with a significant percentage of their citizens online should have a website.

Let's say your business is a small-town restaurant. You may think your business wouldn't benefit from an online presence, but the fact is, a website could benefit you in many ways.

Let's look at a few ways a website could benefit a similar business:

1. Local customers could visit your website to find coupons, specials, and to read your menu. This could help them choose to visit your business instead of a competitor.
2. Someone who just moved to your town might go online and search for a local area restaurant. Wouldn't you want them to find your restaurant, first?

3. Visitors to your town might also go online to find a place to eat, especially from their mobile phones. I've personally used my iPhone numerous times when traveling to find restaurants and other businesses.
4. You could sign website visitors up to an email list, allowing you to send them notices about special sales in order to remind them to keep visiting your establishment.

The bottom line is this; your business needs a website. No matter what type of business you run, you should at least put up a quick website that offers potential customers more information about your products, services and gives them your contact information and your hours of business. If you don't have a website, but your competitors do, you'll be losing business!

With Platforms such as WordPress, it is easier than ever to get a website online and to combine it with the next marketing method, a blog!

Website Resources:

Learn More-

[Website Creation](#)

[Website Tutorial](#)

[How To Build Websites](#)

[Website Builder](#)

Do It Yourself-

[Build Website](#)

buildwebsite4u.com

[Building Your Website](#)

godaddy.com

xsitepro.com

Blogs

A lot of people think blogging is just for teenagers and celebrity gossip, but that's just not true anymore. These days, even major corporations

have blogs that they use to stay in touch with their customers, and to bring in new ones. Blogs are great for this!

One thing to remember is that no one is going to read your blog if it is entirely self-serving. You can attract more people to read your blog by offering industry related news updates, special offers, and other interesting observations.

Blogging Resources:

Learn More-

[What is Blog?](#)

[Blogging For Your Business](#)

[Online Profit Blogger](#)

[Blogging Tutorial](#)

Do It Yourself-

<http://www.blogger.com/>

<http://wordpress.com/>

<http://www.WP-ologist.com>

Search Engine Optimization

Once you have a website, it needs to be optimized for search engines. What good is a website if potential customers can't find it? Search engine optimization lets you take steps to make sure your website is found when people search online for certain phrases.

Let's say you own a pizza delivery restaurant in Chicago, Illinois. What terms do you think people might search for to find your company's website?

- Pizza delivery Chicago
- Chicago pizza delivery
- Order pizza online in Chicago
- Chicago pizza restaurants

These are a few examples of the types of phrases people might use to find your business. You could easily replace "Chicago" with your city (and state) and replace "pizza" with your type of business.

For example:

- Oil change Jacksonville, Florida
- Jacksonville, Florida oil change
- Get an oil change in Jacksonville, Florida
- Jacksonville, Florida auto repair

Search engine optimization (SEO) is actually a lot easier than you might think. While it may be all but impossible for a small bookstore in Ohio to rank on the first page of Google for the term “books”, it could easily rank on the first page for the term “Akron, Ohio bookstore”!

Learn How To Make Sure Your Website is optimized for customers to find you by visiting the websites below.

SEO Resources:

Learn More-

[Search Engine Optimization](#)

[Know More About SEO Services](#)

[selfseo.com](#)

Do It Yourself-

[Graphical Search Engine Comparison](#)

[Backlink Anchor Text Analyzer](#)

[Search Engine Spider Simulator](#)

E-mail Marketing

E-mail marketing is, by far, one of the most powerful marketing methods in the world. I'm not talking about mass, unsolicited e-mail. Not only is this practice very risky from a legal standpoint, but it could end up alienating more people than it would bring in the form of customers. Bulk e-mail "spamming" is also not very useful for offline businesses, because it is rarely targeted to a specific location.

The type of e-mail marketing I'm talking about is "permission-based" e-mail marketing. In other words, you only e-mail people who have given you permission to do so by opting in to your mailing list.

“Why would people voluntarily allow me to email them advertising?”
you might be asking. Good question!

You see, most people love bargains. Many people clip coupons, browse local sale papers, and even drive all over town looking for the best deals. If you can offer these people special incentives for signing up to your mailing list, you will be able to remind them about your business any time you want, just by sending them a coupon or special offer!

E-mail Marketing Resources:

Learn More- [Magnetic List Building](#)

[What is e-mail marketing?](#)

[e-mail marketing tips](#)

[E-mail marketing](#)

Do It Yourself-

My #1 Recommendation- [Autoresponder](#)

[Vertical Response](#)

[Constant Contact](#)

[iContact](#)

City Portals

If you use the Internet much, you've probably landed on a local city portal website at least once. These portals put local customers in touch with local businesses, by putting a directory of these local businesses together in one place.

You can think of them as being somewhat similar to an online version of the Yellow Pages, but many city portals also offer local news, events, weather, and other local information to attract visitors.

You should make sure your business appears in all of your area's city portals. If it doesn't, you'll be losing potential customers to your competitors who do appear there!

City Portal Resources:

Learn More-

[What are portals](#)

Do It Yourself- Check the Internet in your town for your city portal.

[London City Portal](#)

[USA City Portals](#)

[Community Websites](#)

Online Classifieds

If you've ever placed a classified ad in a newspaper or magazine, you're already familiar with the concept. Fortunately, though, online classified

advertising is generally much cheaper than its offline counterpart!
Some places, like CraigsList.com, are even free!

There is really no reason not to use online classified advertising. It takes only a moment or two to place an ad, and most are free. Even if your ad doesn't attract any new customers, the time spent is negligible.

Online Classifieds Resources:

Learn More-

[What is Classified Advertising](#)

Do It Yourself-

[Craigslist](#)

[Kijiji](#)

[Free Classifieds](#)

<http://www.upillar.com/>

Done For You-

[Classified Ad Software](#)

Video Marketing

The popularity of video sites like *YouTube* is booming. These sites have millions of viewers, and they can be powerful marketing tools if used correctly. Almost any business can benefit from using video marketing!

Let's say you run a buffet-style restaurant, and you want people to see how comfortable your place is, as well as how delicious your food looks. You could make a quick video ad, showing the interior of your restaurant while diners are happily enjoying their meals. Then you could take a video of the buffet, showing potential customers the mouth-watering assortment of foods on your buffet.

At the end, you could tell potential customers something like this:

“If you're ever in Memphis and you're looking for a great family meal at an unbelievable price, head on over to Memphis Belle's Buffet at the

corner of Price and Davis. We're open seven days a week from 11 AM until 10 PM, and kids eat free with the purchase of an adult buffet!"

You could videotape your location, your products, your services, or anything else you think would be of interest to potential customers. Not only could you potentially attract traffic from people who see the video listed in the search engines or on the video sites themselves, but you can also place the video on your company's website to give potential customers a better picture of your company.

Video Marketing Resources:

Learn More- [Ask Mr Video](#)

[Make a Viral Marketing Video Clip](#)

Do It Yourself- [Video Distribution Marketing](#)

Done For You-

[tubemogul](#)

[youtube](#)

Online Press Releases

Unlike traditional press releases, which have become a bit less effective over the years, online press releases are booming. When you submit an online press release, two things can happen.

1. You can get the information picked up and published on industry-related websites, potentially bringing your site a lot of visitors.
2. The links you get to your site from the press releases and the websites the information is published on will not only bring you direct traffic – it will also help improve your search engine rankings!

There are many places to submit an online press release. Some of them charge for the service, and others are free. You will get better results with some of the paid services, but free services are also worth submission.

Some of the most popular online press release sites include:

<http://www.prweb.com>

<http://www.prnewswire.com>

<http://www.prlog.com>

Online Press Release Resources:

Learn More- [Writing A Press Release](#)

[How to write an online press release](#)

Do It Yourself-

[Http://www.DIYPressRelease.com](http://www.DIYPressRelease.com)

Done For You-

<http://www.newpathpublishing.com>

Social Media

Social media is the darling of the Internet at the moment. Sites like MySpace, Facebook, Twitter, and other similar sites have millions of active users. Even major corporations and celebrities are using these services to get more publicity!

Some of the companies and personalities that make use of social media include:

- Apple
- CNN
- Zappos
- Comcast
- Ashton Kutcher
- Demi Moore
- P. Diddy
- Martha Stewart
- Britney Spears

The list goes on and on. The power of social media is undeniable.

Just because your company isn't a major corporation or as famous as Ashton Kutcher; it doesn't mean it can't benefit from social media. In

fact, social media is an extremely powerful way to bring in potential customers.

Let's look at two of the most popular social media outlets. I'll give you a few ideas about how they can be used to bring local customers in to your establishment.

Social Media Resources:

Learn More-

[What is Social Media?](#)

[Uses Of Social Media](#)

Do It Yourself-

[social interaction manager](#)

[Social Web Browser](#)

[Social Media Addons](#)

Twitter

Twitter is a fabulous way to stay in touch with the people in your community, if you can find them. Twitter only allows you to post very short messages, but that means it doesn't take a lot of time, and more people will actually read what you have to say.

It's a great idea to put a link to your Twitter page on your company's website so people can follow you. Make sure to give people an incentive to follow you, such as coupons and specials that are announced only to your Twitter followers.

Twitter Resources:

Learn More-

[What is Twitter?](#)

[How Twitter Works?](#)

[How Does Twitter Work?](#)

Do It Yourself- Twitter.com

[Firefox Addons For Twitter](#)

[Retain Followers in Twitter](#)

[Friend Or Follow On Twitter](#)

Facebook

Facebook is even more appropriate for local businesses than Twitter, because it is so easy to target users in particular locations. When you join, you will put your company's location into your profile. This will help you connect with other users in your area. You can then send those people "friend requests."

Just like with Twitter and other social sites, you can use incentives to get people to follow you. These incentives will also remind people that your company exists, and will keep them coming back again and again!

Facebook Resources:

Learn More-

[How to Use Facebook.com](#)

[Facebook - Social Networking](#)

[How to Use Facebook For Better Social Networking](#)

Do It Yourself-

[Facebook Toolbar](#)

[FeedBurner For Facebook](#)

Review Sites

Review sites like Yelp.com make it easy for users to review companies in their local area. Most major cities are covered, and thousands of businesses are reviewed.

You can get your own business listed in these sites by asking your customers to do it for you. Many will oblige, because people love to share their opinions. All you have to do is make up some inexpensive business card-sized papers that look like this:

Like our service? We would be thrilled if you'd take a moment to let other people know what you thought.
Visit www.yelp.com/biz/OurName-Dallas and give us a

review! Thanks so much for taking the time to help
out!

You'll be surprised how many people will take the time to do this. As your ratings grow, more and more people will start to visit you, based on those reviews!

You'll also want to make sure your company's information is correct in the major review sites. Add your hours of business, and other vital information. If you're a restaurant, get your menu into as many online menu and review services as you can. Not only will local folks appreciate it, but out of town visitors will be thrilled to find a convenient menu online!

Review Site Resources:

Learn More-

[What Is Review Site?](#)

[How to write a Very Helpful product review?](#)

[How to Find Review?](#)

Do It Yourself- <http://www.yelp.com>

<http://www.zagat.com>

<http://citysearch.com>

Conclusion

If you want your company to stay ahead of your competition, it is vital to change the way you are marketing your products and services. As more and more companies move into the digital age, it is getting harder for companies that use primarily traditional marketing to keep up.

By moving your marketing online right now, you'll be able to get ahead of those competitors that aren't yet using it, and you'll be able to keep up with those that are benefiting.

It has never been more important to keep up with technology. In the past, companies could still compete by using smart local advertising methods like Yellow Pages ads and newspaper ads, even if they didn't advertise on television or other technological forms of media. Now, as fewer people are using the Yellow Pages and reading newspapers, companies that don't move into new forms of media will be losing customers to those that do.

The time to start is NOW. Don't let your competition get even further ahead. If you start now, you'll be able to bring in new prospects and

new business, and encourage potential customers to leave your competitors like never before.

Resources

Links recommending or mentioning other products, services, or websites are often special links that earn us a commission when you use or pay for their product/service, but I only recommend products or services that I have used myself or that have been recommended by people I respect.

Local Search Resources:

[Read Your Bonus Report For Exact Instructions!](#)

Do It Yourself- [Google Local](#)

[Yahoo Local](#)

[Bing Local](#)

Website Resources:

Learn More-

[Website Creation](#)

[Website Tutorial](#)

[How To Build Websites](#)

[Website Builder](#)

Do It Yourself-

[Build Website](#)

[buildwebsite4u.com](#)

[Building Your Website](#)

[godaddy.com](#)

[xsitepro.com](#)

Blogging Resources:

Learn More-

[What is Blog?](#)

[Blogging For Your Business](#)

[Online Profit Blogger](#)

[Blogging Tutorial](#)

Do It Yourself-

<http://www.blogger.com/>

<http://wordpress.com/>

<http://www.WP-ologist.com>

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[selfseo.com](#)

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[E-mail marketing](#)

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[youtube](#)

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[Retain Followers in Twitter](#)

[Friend Or Follow On Twitter](#)

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[Facebook - Social Networking](#)

[How to Use Facebook For Better Social Networking](#)

Do It Yourself-

[Facebook Toolbar](#)

[FeedBurner For Facebook](#)

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[How to write a Very Helpful product review?](#)

[How to Find Review?](#)

Do It Yourself- <http://www.yelp.com>

<http://www.zagat.com>

<http://citysearch.com>

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<http://www.zagat.com>

<http://citysearch.com>