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Local Search Traffic Now Helps You Get Found Globally

*By offering international and Hispanic syndication,
the local search marketing agency helps to increase online visibility and drive sales
to locations anywhere in the world and to those targeting the U.S. Hispanic population.*

DENVER, CO – February 19, 2009 – U.S.-based franchises with locations around the world can now rest easy knowing that local customers will be able to find 100% accurate information about their business online. And in the native language and local dialects, too. Local Search Traffic is one of the first companies to offer distribution for [local map listings](#) to countries around the globe, as well as Hispanic searchers in the United States.

“The growth of local search is not just a U.S., English-speaking phenomenon. It spans all cultures and countries throughout the world,” says Erik Whaley, Director of Operations for Local Search Traffic. “We have several clients with international locations and we’re pleased to be able to offer this service, enhancing their campaigns and generating more traffic for every single location.”

International and Hispanic syndication work the same as the regular local map listings—data is manually submitted to numerous search engines, directories, internet yellow pages (IYPs), mobile phones and GPS devices, creating an updated, accurate and enhanced business listing. Some of the many benefits are: greater visibility for local listings; affordable per location fee; increased foot and phone traffic; and monthly performance reports.

One major difference lies in the distribution channels utilized. Each country has unique search engines, directories, IYPs, mobile phones and GPS devices for local search. Additionally, there are numerous channels specific to the U.S. Hispanic audience. Local Search Traffic manually submits and manages data for all of these international and Hispanic channels. Language is another major difference; for both international and Hispanic listings, there is a toggle feature, which allows users to switch between the native language and English. Using in-house and third-party copywriting teams, Local Search Traffic ensures that all business information is accurate and up-to-date.

Visit the [International Syndication](#) and [Hispanic Distribution](#) pages on the Local Search Traffic website to learn more or contact Angie Pascale at 720.881.8528 or apascale@location3.com.

About Local Search Traffic

Local Search Traffic is a solution of Location3 Media, Inc., a technology-driven direct marketing company that delivers internet marketing solutions for business targeting audiences on local to global scales. Founded in 1999, Location3 Media now offers a diverse portfolio of [online marketing](#) services through three solutions: SearchAdNetwork, winner of the 2007 and 2008 International DMA ECHO Award for Excellence in Search Marketing and 2008 SES Award for Most Innovative Paid Search Campaign; Local Search Traffic; and Hispanic Targeting. Location3 Media’s services include pay per click management, SEO, web analytics, media buying, social media marketing, post-click optimization, local map listings, Hispanic search marketing, mobile marketing, multivariate testing and more. From search to sale, Location3 Media covers every aspect of client campaigns, practicing an innovative, hands-on approach each step of the way.