

MyWebYellow.com Selects Spotzer as Online Video Producer

Rochester, NY, November 17, 2009 -- MyWebYellow.com, a new Web2.0 yellow pages search engine, has selected Spotzer Media Group, the global advertising agency that is making high quality video advertising fast, affordable and highly targeted, as an official media supplier.

Under the agreement, Spotzer will produce live onsite shoot videos and make available customized pre-recorded video for MyWebYellow customers. Spotzer also applies Video SEO to all produced videos to make them findable on Google and other search engines. "We are excited to bring another cost effective marketing program to our merchants" said James Cavagnaro, CEO of MyWebYellow. "In this economy where every cent spent matters, it is important to provide value that delivers results." Videos can be displayed on <http://www.MyWebYellow.com> business profiles for no additional charge.

Spotzer's model pairs businesses with professional videographers, scriptwriters, voice artists and musicians to create state of the art business videos. Customers will be visited by an expert videographer on their business location. The video includes a professional voice track, music, great graphics and an end card with the business logo, details and slogan.

Customers that want a video, but don't want to film an onsite shoot, can get a ready to air video-- a high quality, ready-made commercial created by Spotzer's studio. It features stock footage, voice and music tracks, and ends with a merchant's name, address and contact details. Merchants can customize clips with their own logos, photos, scripted voiceovers and other elements for an extra fee, while the standard fees include rights management--which ensure that no two merchants in the same geographical region or vertical end up with a video that features the same elements. Samples can be found on www.spotzer.com/mywebyellow.

The service, which is available for between \$299 and \$599 also includes video SEO. "Video SEO helps businesses get found on the Internet. It is a new technology in which a video first gets associated with relevant data and then the video plus data gets distributed across the Internet to be picked up by Google and other search engines." said Gordon Henry, President of Spotzer Media. "Creating a professional video and then having that video SEO-ed usually results in a high business ranking on Google. That attention from Internet users generates leads and phone calls to the local business."

A November Spotzer survey shows that businesses with properly optimized videos ranked high on the most important search query for small businesses -- Google searches for category with location (for example "skin treatment Philadelphia PA"). Over 60% of local businesses with a properly optimized video reached the first page in such a search and over 75% of those attained top five listing position.

For each video Spotzer also calculated the findability improvement ratio -- the highest Google ranking for the business before Video SEO divided by the highest Google ranking for the business after Video SEO. The average improvement ratio for all videos was over 30. The effect on number of clicks for the business was even larger than the findability improvement ratio because the number of clicks on Google behaves in a non-linear fashion (i.e. the number 1 rank on Google gets far more than 5 times as many clicks as the number 5 rank).

"We are extremely pleased to have been selected by MyWebYellow to produce online videos for the company's local business customers", said Henry. "Many merchants already understand the effectiveness of video advertising and are using it this gives us another chance to bring our services to a wider audience."

[About MyWebYellow.com:](#)

<http://www.MyWebYellow.com> is a new national yellow pages that dynamically links information from a company's Website to their listing for a more robust and accurate search.

About Spotzer Media Group:

Spotzer Media Group is the first global advertising agency dedicated to making high quality video advertising fast, affordable and highly targeted. Spotzer offers long tail advertisers a range of innovative web video and TV products and services through partnerships with media companies, directory and local search publishers and advertising and media agencies. Spotzer has offices in New York, Amsterdam, and Melbourne, Australia. Learn more at <http://www.spotzer.com>.

SOURCE: MyWebYellow.com

Contact: James E Cavagnaro, CEO, (585) 424-5090
jim@mywebyellow.com