

RECOMMEND US.ES
R U RECOMMENDED?

WWW.RECOMMENDUS.ES

THE LOCAL BUSINESS SEARCH ENGINE IN SPAIN

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RECOMMEND US.ES

R U RECOMMENDED?

WELCOME TO RECOMMEND US, THE LOCAL SEARCH ENGINE IN SPAIN.

THERE IS ALWAYS LOTS OF PUBLICITY ABOUT "COWBOY" BUILDERS, DODGY BARS, FILTHY RESTAURANTS AND DODGY, RIP OFF TRADESMEN. IT'S GOOD THAT THERE IS, BUT WHEN YOU WANT TO HIRE A GOOD PLUMBER, BUILDER, ELECTRICIAN, ESTATE AGENT, OR FIND A NICE RESTAURANT OR PUB IN YOUR LOCAL AREA WHERE DO YOU LOOK? WELL YOU MIGHT ASK YOUR FRIENDS FOR A RECOMMENDATION. GOOD THINKING, BUT HOW MANY PEOPLE CAN YOU ASK?

THIS IS WHAT **RECOMMEND US.ES** IS ABOUT. WE'RE ABOUT WORD OF MOUTH RECOMMENDATIONS. ALL BUSINESSES THAT ARE LISTED CAN BE RECOMMENDED IF YOU THINK THEIR QUALITY OF SERVICE WARRANTS IT. BUSINESSES WITH THE MOST RECOMMENDATIONS WILL GO TO THE TOP OF THE LIST WITHIN THEIR RELEVANT CATEGORY. THIS SHOULD REDUCE YOUR RISK WHEN SEARCHING FOR A PARTICULAR SERVICE, AND IS A CHANCE FOR THE MANY QUALITY AND PROFESSIONAL BUSINESSES AND TRADES PEOPLE TO SHINE.

RECOMMENDATIONS ARE THE BASIS OF THIS WEBSITE AND CONSTANT UPKEEP OF YOUR PROFILE IS ALMOST AS ESSENTIAL. REGULARLY UPDATED PROFILES ARE AUTOMATICALLY DISPLAYED ON THE FRONT PAGE WHEN THEIR PROFILE IS UPDATED, NO MATTER HOW MANY TIMES IT IS UPDATED. IT IS A WELL-KNOWN FACT THAT THE MAJORITY OF PEOPLE VISIT A WEBSITE HOME PAGE, AND THEN DISAPPEAR IF THEY DON'T SEE ANYTHING OF INTEREST. IF YOUR PROFILE IS DISPLAYED ON THE FRONT PAGE, YOU HAVE THE OPPORTUNITY TO GRAB THEIR ATTENTION BEFORE THEY GO TO ANOTHER PAGE. IF THAT PERSON DOES GO TO THE SEARCH PAGE, THE RESULTS ARE DISPLAYED IN DESCENDING ORDER ACCORDING TO THEIR STAR RATING. STAR RATINGS ARE ASSESSED ACCORDING TO THE NUMBER OF GOOD RECOMMENDATIONS THAT BUSINESS HAS RECEIVED. IF YOUR PROFILE HAS LOTS OF GOOD RECOMMENDATIONS, IT WILL APPEAR AT THE TOP OF THE RESULTS AND BE ONE OF THE FIRST RESULTS SHOWN TO THE VISITOR. THIS OF COURSE INCREASES YOUR CHANCE OF GETTING THAT POTENTIAL CUSTOMER BEFORE THEY LOOK AT YOUR COMPETITION.

IN ORDER TO FIND A LOCAL BUSINESS, SIMPLY TYPE IN A WORD TO SEARCH FOR IN THE SEARCH BAR ON THE WEBSITE, YOU WILL BE OFFERED SUGGESTIONS THAT ARE IN OUR DATABASE VIA A DROP DOWN MENU; ENTER YOUR POSTCODE, AGAIN YOU WILL BE OFFERED A SUGGESTION VIA A DROP DOWN MENU, AND CLICK SEARCH, IT'S THAT SIMPLE!

OUR GOAL IS SIMPLE – TO SORT THE BEST IN THE AREA, AND TO GET OUR PAID MEMBERS THEIR **RETURN ON INVESTMENT** BACK AS QUICK AS POSSIBLE WHILST BUILDING A BRAND NAME THAT EVERYONE WILL RECOGNISE AND TRUST TO USE.

ARE YOU A TRADESPERSON OR BUSINESS OWNER?

RECOMMEND US.ES IS ALMOST CERTAINLY THE BEST WAY OF ATTRACTING NEW BUSINESS AND SHOWING OFF YOUR WORK IN SPAIN. LET US SHOW YOU WHY!

WHAT IS RECOMMEND US.ES

RECOMMEND US IS ALL ABOUT GOOD TRADESMEN AND BUSINESSES, THE ONES THAT CUSTOMERS TALK ABOUT TO THEIR FRIENDS. IF THAT SOUNDS LIKE YOU, YOU'RE IN THE RIGHT PLACE. IF NOT, THERE ARE ALWAYS OTHER DIRECTORIES FOR YOU TO ADVERTISE IN.

RECOMMEND US IS THE PLACE WHERE RELIABLE TRADESMEN AND BUSINESSES ARE FOUND BY HOMEOWNERS THAT NEED THEM. AND SINCE A BASIC ENTRY IS **ABSOLUTELY FREE**, YOU'VE GOT NO EXCUSE NOT TO EXPLORE FURTHER.



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HOW DOES IT WORK?

WE ALL USE THE INTERNET WHEN WE'RE LOOKING FOR A RESTAURANT OR LOCAL SERVICE, AND MORE AND MORE PEOPLE ARE GOING ONLINE IN THE SEARCH FOR A LOCAL TRADESMAN OR BUSINESS. GOOGLE AND YAHOO LIST THE RESULTS OF YOUR SEARCH ACCORDING TO HOW THEY GRADE YOUR WEBSITE. IF YOU DON'T HAVE THE RIGHT AMOUNT OF KEYWORDS, OR YOUR SITE CONTAINS SOME FLASH, YOU SUFFER IN THE RANKINGS – AND THAT'S WHERE WE COME IN.

ON RECOMMEND US.ES, YOUR BUSINESS IS LISTED ACCORDING TO HOW YOUR CUSTOMERS RATE YOU, NOT BY ANY OTHER MEANS. YOU HAVE YOUR OWN DEDICATED **PROFILE PAGES** PACKED WITH INFORMATION ABOUT WHAT YOU DO, PICTURES OF YOUR WORK, THE AREAS YOU COVER AND WHAT YOUR CUSTOMERS SAY ABOUT YOU. AND IT CAN BE UPDATED AS LITTLE OR AS OFTEN AS YOU LIKE. RECOMMEND US.ES IS YOUR ONE STOP MARKETING SHOP. AND IT COULDN'T BE EASIER TO SET UP.

WHY DOES IT WORK?

WELL, PEOPLE TRUST OTHER PEOPLE - SIMPLE AS THAT. IF YOU HAVE BEEN RECOMMENDED BY A MEMBER OF THE PUBLIC, IT'S THE BEST POSSIBLE WAY TO SHOW THAT YOU'RE ONE OF THE GOOD GUYS. ON TOP OF THAT, WE PROMOTE RECOMMEND US.ES 365 DAYS A YEAR THROUGHOUT THE LOCAL PRESS, ONLINE AND ON LOCAL RADIO, MAKING SURE WE'RE THE FIRST PLACE PEOPLE LOOK WHEN THEY WANT A RELIABLE, LOCAL TRADESMAN OR BUSINESS THEY CAN RELY ON.

AND THE REST IS UP TO YOU – THE MORE YOU SAY ABOUT YOURSELF ON YOUR RECOMMEND US.ES **PROFILE PAGE**, THE MORE INFORMATION YOU GIVE TO POTENTIAL CUSTOMERS, THE MORE OF YOUR CUSTOMERS WHO RECOMMEND YOU, THE HIGHER YOU WILL BE RANKED.

CAN YOU MAKE #1 IN YOUR AREA?

WHAT ARE THE BENEFITS TO ME?

RECOMMEND US.ES IS A LOW COST ADVERTISING MEDIA, WHERE EACH **PAID MEMBER** WILL HAVE THEIR OWN DEDICATED BUSINESS PAGE. WITH OUR UNIQUE FEEDBACK SYSTEM WHERE CUSTOMERS CAN LEAVE REVIEWS. YOUR POTENTIAL CUSTOMERS WILL INSTANTLY KNOW THAT YOU ARE A RELIABLE AND TRUSTED BUSINESS, AND THEY WILL HAVE NO NEED TO SHOP ELSEWHERE. WHAT COULD BE BETTER THAN YOUR CUSTOMERS' RECOMMENDATIONS TO ATTRACT NEW BUSINESS?

IF YOU ARE A GOOD TRADESMAN OR RUN A GOOD BUSINESS, YOU'LL GET A LOT OF YOUR WORK THROUGH RECOMMENDATION. RECOMMEND US.ES IS DESIGNED TO KEEP IT THAT WAY AND RECOMMEND YOU TO MORE PEOPLE THAN EVER BEFORE.

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GUESS WHAT?

MEMBERSHIP IS ONLY 55 CENTS PER DAY

AND

**RECOMMEND ANOTHER BUSINESS AND RECEIVE AN EXTRA
MONTHS ADVERTISING**

IF YOU RECOMMEND RECOMMEND US.ES TO ANOTHER BUSINESS, AND THEY SIGN UP AS A PAYING CUSTOMER, WE WILL EXTEND YOUR MEMBERSHIP SUBSCRIPTION BY ONE MONTH.

THERE IS NO LIMIT TO THE NUMBER OF BUSINESSES YOU CAN RECOMMEND, AND WE WILL GRANT YOU ONE MONTH EXTRA TO YOUR SUBSCRIPTION FOR EVERY NEW BUSINESS YOU RECOMMEND THAT SIGNS UP WITH US. NOT JUST THAT, BUT WE ALSO OFFER AN AFFILIATE SCHEME WHEREBY YOU CAN PLACE OUR LOGO ON YOUR WEBSITE AND RECEIVE FREE MONTHS FOR EVERY ONE THAT CLICKS THE ADVERT AND SIGNS UP AT THE SAME TIME.

SO BY RECOMMENDING 12 OTHER BUSINESSES THAT TAKE OUT OUR PAID MEMBERSHIP YOU WILL HAVE FREE ADVERTISING FOR A WHOLE YEAR!!!

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SO FAR, SO GOOD.

AS WE SAID EARLIER, YOUR BASIC ENTRY IS ABSOLUTELY FREE AND THERE REALLY ARE NO CATCHES. YOU ALSO HAVE THE OPTION TO TAKE FULL MEMBERSHIP; THIS GIVES YOU A MUCH HIGHER PROFILE ON THE SITE, WHICH MEANS CUSTOMERS ARE MORE LIKELY TO CONTACT YOU - AND IT COSTS AS LITTLE AS 55 CENTS A DAY

PRODUCT OVERVIEW

	BASIC LISTING	PAID MEMBERSHIP
	FREE	FROM AS LITTLE AS
		€0.55
		PER DAY
BUSINESS ADDRESS AND TELEPHONE NUMBER	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
BRIEF COMPANY INFORMATION	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
COMPANY PROFILE LENGTH	500 CHARACTERS	1,000 CHARACTERS
NUMBER OF SEARCH KEYWORDS	10	20
EMAIL ENQUIRIES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
RECEIVE CUSTOMER REVIEWS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MONTHLY PROFILE STATISTICS REPORTS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
LINK TO YOUR WEBSITE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
COLOUR PHOTOS AND COMPANY LOGO	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FACILITY TO REPLY TO REVIEWS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ENHANCED PRESENCE ON MAJOR SEARCH ENGINES	<input type="checkbox"/>	<input checked="" type="checkbox"/>
POST DETAILS AND IMAGES OF RECENT JOBS WITH YOUR OWN PHOTO GALLERY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
KEEP EVERYONE UP TO DATE WITH YOUR OWN BLOG	<input type="checkbox"/>	<input checked="" type="checkbox"/>
UNLIMITED FREE "WE ARE RECOMMENDED" A6 FLYERS FOR YOUR CUSTOMERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
PRIORITY POSITION ON OUR TEXTING SERVICE (COMING SOON)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
APPEAR ABOVE ALL FREE LISTINGS (REGARDLESS OF RATING)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GOOGLE MAP FACILITY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
LINK TO AFFILIATE SCHEME	<input type="checkbox"/>	<input checked="" type="checkbox"/>
INCLUSION TO SPANISH SISTER SITE WITH TRANSLATION FACILITY	<input type="checkbox"/>	<input checked="" type="checkbox"/>

COSTS

BASIC LISTING ON RECOMMEND US

FREE

FULL MEMBERSHIP FOR 12 MONTHS ADVERTISING PAID IN TWO INSTALMENTS

TWO PAYMENTS OF €120 PLUS IVA

FULL MEMBERSHIP FOR 12 MONTHS ADVERTISING (ONLY 55 CENTS PER DAY)

€200 PLUS IVA

EXPLANATION OF RATINGS:

RATINGS:

OUR RATINGS ARE BASED ON USER FEEDBACK. CUSTOMERS POST REVIEWS ABOUT OUR MEMBERS AND THOSE WITH THE GREATEST NUMBER OF GOOD REVIEWS WILL RISE TO THE TOP OF THE RANKINGS. IF YOU USE ONE OF OUR MEMBERS OR HAVE IN THE PAST, WRITE A SHORT REVIEW TO HELP OTHER USERS FIND THE RIGHT TRADESPERSON OR SERVICE FOR THEM. IT'S WORTH NOTING THAT REVIEWS OUTWEIGH ALL OTHER FACTORS IN THE SEARCH PROCESS. ALL MEMBERS START WITH A RATING OF 50% AND ARE REWARDED 5% FOR EACH POSITIVE REVIEW AND RECEIVE A DEDUCTION OF 3.5% FOR EACH NEGATIVE REVIEW.

PROXIMITY:

WHEN SIGNING UP, EACH BUSINESS IS ASKED FOR THEIR POSTCODE. THIS POSTCODE IS WHAT FORMS THE BASIS OF THE RECOMMEND US SEARCH. VISITORS ARE ASKED FOR THEIR POSTCODE, TO NARROW DOWN THE SEARCH RESULTS AND ALL BUSINESSES WITHIN 30KM ARE RETURNED USING THEIR POSTCODE AS THE RESULTS KEY. VISITORS CAN THEN DECIDE TO EXPAND THEIR SEARCH OUT TO UP TO 100KM OR NARROW THEIR SEARCH TO 5KM. WE HAVE ALSO IMPLEMENTED A "FUZZY LOGIC" TO THE SEARCH PROGRAM WHEREBY MEMBERS CAN REQUEST THAT SOME OF THEIR KEYWORDS ARE INCLUDED INTO A SPECIAL FILTER THAT AUTOMATICALLY RETURNS SEARCHES WITH CERTAIN KEYWORDS TO DEFAULT TO A 100KM RADIUS TO BEGIN WITH. THIS IS HANDY IF YOU THINK THAT YOU WOULD BE PREPARED TO TRAVEL UP TO 100KM FOR A JOB.

KEYWORDS:

TO DELIVER THE MOST RELEVANT RESULTS, WE HAVE ASKED OUR MEMBERS TO ADD SEARCH KEYWORDS TO THEIR PROFILE. THIS WORKS IN A SIMILAR WAY TO GOOGLE, IF YOU TYPE IN A SEARCH PHRASE, ALL PROFILES WITH THOSE KEYWORDS, OR DERIVATIVES OF THOSE KEYWORDS ARE RETURNED. UP TO 20 KEYWORDS WILL BE AVAILABLE PER LISTING.

INFORMATION:

THE MORE INFORMATION A TRADESPERSON OR BUSINESS ADDS TO THEIR ENTRY ON A REGULAR BASIS, THE MORE CHANCE THEY HAVE OF PEOPLE LOOKING AT THEIR PROFILE. EVERY TIME A BUSINESS ADDS INFORMATION TO THEIR PROFILE, BE IT A NEW BLOG, OR A PHOTO TO THEIR PHOTO GALLERY, THEIR LOGO WILL BE DISPLAYED ON THE FRONT PAGE.

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