



## Swiftlocal™ Delivers the Power of Affordable Local Search Marketing and PR to Small, Medium and Large Size Business Organizations

Originally built for large companies and national brands, Client By Design's SwiftLocal solution now makes it easier for small to medium size businesses to increase local foot-traffic and sales.

Yonkers, NY (PRWEB) October 22, 2007 -- Continuing its tradition of creating affordable big business marketing solutions for small and medium size organizations, Client By Design, LLC officially launches the online version of its SwiftLocal, local search marketing and visibility solution to help drive foot-traffic to neighborhood businesses throughout the United States.

**Not to be confused with traditional search engine submission services**, SwiftLocal is a comprehensive and all-inclusive business profile distribution and management system for business of all sizes that allows business owners to create, edit, enhance (with important details) and then distribute their business profiles to over 50 top local search related databases, search engines, Internet Yellow Pages, directories and area guides. **SwiftLocal uses the Internet combined with strategic industry partnerships to promote businesses beyond standard search.**

Small to medium size business owner's don't always have the time or resources to announce, fully develop or manage their local marketing presence, especially with the growing number and complexity of directory resources that Internet users are turning to when they want to shop or look for something important to them in their local neighborhoods.

Local search providers (search engines, Internet yellow pages, and other resources) need accurate data to provide consumers with relevant info. SwiftLocal makes it possible for business owners to edit, manage and distribute multiple business directory entries from one single online account and with simple push-button ease. This saves hundreds to thousands of dollars in annual marketing expenses and returns time to already busy managers, marketing departments and owners who want to tell everyone in driving or walking distance about their products or services.

**"There is a misconception in search marketing that Internet users only use the top three search engines to find goods and services.** Business owners that rely on local business to generate revenue need to understand and add Local Search to their marketing mix. When business owners begin to treat their local marketing differently than their everyday website marketing, that's when they'll begin to drive walk-in traffic and get more phone calls and inquiries from local consumers. SwiftLocal was created with that evolution of thinking in mind and allows any business to get found and it even helps to correct "existing" business info that's already out there, whether prospects are searching from their desktop browsers or with their mobile phones and even some GPS systems, we make it easier to get found," says Richard D. Bailey, President of Client By Design, LLC and creator of SwiftLocal.

SwiftLocal serves individual business owners and also national brands that need to promote their brands, products and services in specific geographic locations throughout the United States. **Users simply open an account and once approved they can login to create their profiles that include: Business hours, languages spoken, products, services, licenses, company slogans and affiliations, accepted payment methods and more.** Profiles are then activated upon payment and distributed via exclusive data feeds to the top providers of local search, ready for publishing and end-user consumption by both mobile phone, some GPS and desktop/laptop users.

**Activations start at \$199 per year per business location and are all inclusive** with the ability to edit, enhance and update information at anytime from a secure online account during the annual subscription period.

Agency partner, national retailer and corporate account programs are also available.

Business owners can visit: [www.SwiftLocal.com](http://www.SwiftLocal.com) or call 914-206-9625 to learn more or to register and open an online account.

#### About SwiftLocal:

An online service developed by Client By Design, LLC., SwiftLocal's distribution network can be used by businesses of all sizes including, but not limited to: medical practitioners, retail stores, consumer electronics chains, real estate agents, education and training centers, martial arts schools, national retail chains, specialty shops, car rental agencies, hotels, restaurants and any other businesses that would normally run neighborhood advertising or get listed in a print version of their local yellow pages to increase their local visibility. SwiftLocal uses the Internet to promote businesses locally to increase leads, sales and to drive foot-traffic.

#### About Client By Design, LLC:

Founded by Certified Guerrilla Marketing Coach, Author and Consultant, Richard D. Bailey in 2002, New York based Client By Design develops methods and technology to attract customers. Client By Design's products and services include professional marketing training, technology development, e-commerce, search engine visibility and online and off-line public relations all based on Richard Bailey's own Go-To-Market - Access Point Market Entry Process.

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