

# Announcing the Beta-Launch of LocaSource.com

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FOR IMMEDIATE RELEASE

## Building Our Local Economy

Portland-Vancouver business owners provide free advice

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By Joanne Laurent | of deScribe It!

LocaSource is the hottest new virtual hang-out for information seekers in the Vancouver-Portland area. Local business owners blog here to provide valuable resources to the community, while gaining recognition for their expertise.

In these times of stress and uncertainty, consumers are demonstrating a preference for personal connections and doing business locally with real people they know and trust. The goal of LocaSource is to provide those personal connections by offering a platform to Vancouver and Portland business owners so they can connect with customers and encourage them to buy locally. Shoppers turn to LocaSource for free advice from trustworthy experts. Local business owners contribute expert blog material a minimum of twice per month for the purposes of significantly increasing traffic to their websites and establishing, or strengthening, relationships with new and existing customers.

### **Companies that blog get 55% more website visitors**

The time-honored saying, "It's better to give than to receive" has measurable benefits. According to a study released August 17, 2009 blogging delivers potential customers right to your doorstep. A large, non-local internet marketing company studied web traffic of 1,531 customers and discovered that when small businesses blog they get 55% more website visitors and 97% more inbound links than business who don't blog. ([Source](#)).

### **Business experts wanted**

It is unfortunate that the smartest people with the most to offer are the ones we hear from the least. Real experts, quite often, are just too busy to blog. We want to hear from business owners and representatives who are knowledgeable about their industries. Non-bloggers are missing out on a host of business benefits that add up to walking away from cash rewards. LocaSource is currently looking for local companies to provide expert advice about their products and services as well as coupons, deals and other crazy, hot offers.

LocaSource experts will lock out competition and stand alone on a highly-optimized website with linking systems that put their websites on the top of local searches in every major search engine. LocaSource will work with existing webmasters to make sure the overall web strategy of each business is considered. Expert bloggers' businesses will stand out on local search results causing their website traffic to soar.

### **LocaSource takes the pain out of blogging**

A minimal time commitment is the beauty of blogging with LocaSource. Normally, bloggers are obligated to write frequent posts that interfere with work duties. The community involvement with LocaSource significantly reduces the number of blogs required to achieve recognition for participating businesses. Although it would be great to blog daily or weekly, we only ask that participants contribute articles, offers, or coupons 2-3 times per month. With so many local experts blogging, there will always be action on the LocaSource website—action that translates into recognition for participating companies and their websites.

LocaSource.com was founded by Andrew Deal of CGI Productions, who has unmatched experience in building sites that come up first in Google for a variety of common words. His dream is to promote the local economy by getting the messages of local businesses noticed on the web.

Call today to schedule an appointment and start blogging effectively, before a competing business does.

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