

## Southport's No 1 Website 2000—2015

Best value for promoting  
your business in Southport &  
surrounding areas

More views than other websites  
or media

New SPOT weekly advertising  
slots & site sponsors on Home  
and News pages

**All prices + VAT, payable in advance, STO, DD, Cards accepted**  
**NOT VAT REGISTERED? We will pay the VAT for you**

## Site Sponsors

These appear on the right hand side of **ALL** pages.

For one town or multiple towns.

Image size 300 x 100 pixels. Can be rotating image (see Massams Supplies example). Linked to your website of social media page.

Full monthly statistics of number of times viewed and clicked sent by email to you.

Average over 20,000 impressions a day.

Get click through to your website.

Limited places.

Discounts for additional towns or counties or regions

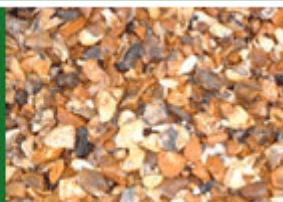
Only £100 pm or £1,000 pa.

### MASSAMS SUPPLIES LTD

Aggregates, cobbles, fencing, soil, sand, bark  
Coal, firewood, paving, boulders, gravels.  
Leading supplier in the area to trade & public

#### AGGREGATES @ MASSAMS

Full range of aggregates  
and landscape supplies



#### COAL & FIREWOOD @ MASSAMS

Best quality & prices  
Collect or delivered



In the seven days 9th—15th March 2014 a total of 166,282 impressions (average 23,754 a day) and a total of 75 click through to their website advertised for Southport & Ormskirk.

## Free Business Listings

YES, you can list your business for FREE on Qlocal under the BUSINESS sections:

TRADE

PROFESSIONAL

RETAIL

HEALTH

BEAUTY

FASHION

WEDDINGS

***Upgrade to a featured listing for just £100***

## Business Directory Rates

Position	Size (pixels)	Monthly Min 6	Annual	Comments
Typically 5 random per page shown + Directory	300x60	£20	£200	Business Directory entries and random banner display

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## Spot Advertising Rates

Code	Position	Size (px)	Week	4 Weeks	Comments
A1	Top of <u>ALL</u> Pages (1 slot)	728x90	£200	£600	<u>ALL</u> pages
H1	Home Page News Top (1 slot)	650x100	£100	£300	Below the main highlighted news story
H2 H3	Home Page Featured Stories (2 slots)	650x100	£50	£150	Above and below the Featured Stories
N1	News Pages—Top (1 slot)	650x100	£100	£300	Below the main highlighted news story
N2 N3	News Page—Bottom (2 slots)	650x100	£50	£150	Bottom of story after any comments
A2 A3	Right Hand Feature ALL pages (2 slots)	300x250 or 336x280	£100	£300	Right hand column on <u>ALL</u> pages

Additional towns at 50% discount to above prices. Choose three from other local towns such as: Ormskirk, Preston, Formby, Tarleton etc. Three extra towns for just 50% of the main booking for Southport.

Weeks normally start on a Monday.

Bookings accepted in advance as these are limited slots.

See next sheet for Spot Ad Code Locations on our pages.

### ***Weekly Spot Advertisements are Ideal For ...***

Events

Sales

New Opening

Moving Premises

New Product Launches

Special Offers

Seasonal Promotion

New Service

New Management or Menu

Open Days

Car Boot Sales

Family Days

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## Spot Advertising Locations

### HOME PAGE

**A1**

The screenshot shows the homepage of Qlocal.co.uk Southport. At the top is a navigation bar with links like Home, News, Forums, Buy/Sell, Vouchers, Jobs, Business, Out&About, Money, Local Info, and Contact. Below this is a 'Welcome to Qlocal Southport' message. The main content area features several news stories and advertisements. Notable stories include 'Witness appeal after concrete paving slab thrown at train in Southport' and 'Re-appeal for man still missing from Preston'. Advertisements for 'SUPERFIRE', 'RSPB', 'Green Deal', and 'Free Cavity Wall & Loft Insulation' are visible. The bottom section has a 'Featured News Stories' grid with various local news items.

**H1**

**A2**

**A3**

**H2**

**H3**

### NEWS PAGE

#### Southport - Online News

The screenshot shows the 'Southport - Online News' page. It features a headline 'Re-enactment of the Crucifixion of Jesus on Good Friday in the Botanic Gardens'. The article text describes a re-enactment of the Crucifixion of Jesus on Good Friday in the Botanic Gardens. It mentions that the Churches of North Meols are holding a re-enactment of the Crucifixion of Jesus on Good Friday in the Botanic Gardens. The article is dated 29/03/2015 11:31 AM and is reported by 'rovingeye'. There is a photo of a cross on a hill. The article mentions that it will begin at 12.30pm and last about 45 minutes. People are asked to meet up by the Car Park in Verulam Road. Although the cast will be in costumes, this is not a play with an audience, but rather it is intended to be an experience for all of those present as we journey together with Jesus to His Cross. In this regard, the crowd that follows is every bit as much a part of that journey. Everyone is very welcome to join in.

**N1**

This block contains two screenshots of the 'Southport - Online News' page. The top screenshot shows a comment by 'Jing-thunder' dated 23/03/2015 02:19 PM, stating: '8 on November the 22nd someone will drive through the Gardens only to be shot in the head to celebrate the death of John F Kennedy!'. The bottom screenshot shows a comment by 'Jing-thunder' dated 23/03/2015 02:27 PM, stating: 'Obviously the Churches of North Meols. What a load of old baloney. We can only hope for a thunderstorm. God bothers and mini benders. I despair at humanity at times. Perhaps some of the clergy could attempt to walk across the lake or feed the population of Churchtown with contents of a duckfeed bread bag.' Both screenshots show the 'Report this post', 'Edit Post', and 'Reply With Quote' options.

**N2**

**N3**

The screenshot shows the right-hand side of the 'Southport - Online News' page. It includes a 'Local Google MAP for Southport' with 'Tide Predictions from NTSFL.ORG'. There are several advertisements: 'Fast and affordable card machines' by CardMachine Solutions, 'MASSAMS SUPPLIES LTD' (Aggregates, cobbles, fencing, soil, sand, bark, Coal, firewood, paving, boulders, gravels), 'Supporting Local Business' (Southport Bespoke Cabinet Co. 01704 231 478), 'User Control Panel' (Welcome Steve, User Control Panel, Southport (PR4 6JF), Inbox, Log Out), and 'The Best Of Local Business' (West Lanes Antiques 01704 894 634, Southport Mini-Mix Concrete 01704 50 60 70, KARWOWSKI MOTORS). There is also a 'Report this post' button.

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## Longest established

Southport.gb.com, the original website was established in the year 2000 and has continued ever since. Since 2011 the site has also been available under the Q brand as qlocal.co.uk/southport.

Our popular news, forums, and other sections have made this the top website for the Southport community in every year since 2000, and continues to grow year on year.

## High google profile

With our rich content and long established record, search engines just love our Southport site. Our stories are often picked up in the top search engine Google within minutes.

Local searches often have our content on the first page. Even free text entries in our business sections appear on the first page. Being on our Southport site really can help your business.

## Check the facts

With regularly 30,000 to 50,000 unique visitors a month, over 500,000 page views per month, 5,000 to 10,000 unique visitors a day, our Southport.gb.com & Qlocal.co.uk/southport is by far the number one website in Southport.

**\*\* Figures by google analytics and freely available for audit \*\***

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## Qlocal.co.uk

2014—Over 1.65 million unique visitors

2014—125,00 to 175,000 unique visitors per month, over 1m page views a month, over 1 terabyte bandwidth pm

Dedicated top of the range rackspace servers based in the UK

## Southport.gb.com / Qlocal

30,000 to 50,000 unique visitors a month

Over 500,000 page views per month

10,000 to 20,000 unique visitors a week

Over 100,000 page views per week

5,000 to 10,000 unique visitors per day

Over 20,000 page views a day

All figures from google analytics and available for audit.

## Proof

On December 5th 2013 the day of the highest tides in Southport, over 10,000 unique visitors that day, over 36,000 views of the tides news story in 24 hours, our video footage shown on Sky News all evening. **PROOF** that we are where people turn to for local news in Southport.

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## Your website not found?

Maybe not found, or not high enough, or not for the right key-words. Our Southport website has such a high profile in google that we can help with our own website profile.

We ourselves use the Southport site to promote our other business interests successfully, and even get found on google for new products and or services literally within 24 hours.

The Southport site was successfully used to promote the company Direct Hygiene Ltd in google where the top search term obtained 5-7 / 10 on the first page of google. This business was later sold for a substantial sum.

We use this ourselves successfully. **CAN WE HELP YOU?.**

## Local SEO solutions

We can promote your goods and services at a local level, whether just Southport, or including other local towns as well. Searches for your service or product type with a local town name is our speciality.

## National SEO solutions

The qlocal network has over 650 active towns in the UK. We use this ourselves to promote products and services where we appear on the first page of google for most towns.

**Can we help with SEO for your business?**

**Get in touch for a personal one to one and confidential discussion.**

**Many examples of our success can be given.**