

CALIS Knowledge Center

Cooperative

- Free consultation
- Free Internet classes
- Live & knowledgeable support

Accountable

- 99.9% uptime
- Power back ups
- Redundant equipment & bandwidth

Local

- Independently owned & operated
- Local dial-up numbers for California

Innovative

- Seamlessly integrated services
- Easy-to-maintain solutions
- Rapid implementation
- Efficient design

Secure

- Secure access
- Client confidentiality

The benefits of using a contained search

More and more, people are turning to the Internet to research information on products and services. They use it to get directions on how to get from one place to another. They access directories or perform searches to find the nearest place to get an item or service.

We kicked off the knowledge center with an article that covered changes we expected to see in search engine optimization and how local search could provide you with benefits. Now we are going to go one step further and discuss what a “contained” search is and how it can benefit your marketing strategy further.

A contained search is essentially a search tool that looks up information on a specific site. If you have a function that searches the information only on your site your Web site has a contained search.

Great Web site design usually includes a search tool as a part of the design. This is considered vital for finding information easily on the site. There can be another benefit to providing a contained search, especially if you are providing services/products from different sources – keeping the focus on the products and services represented

on the Web site.

We’re using a Web site CALIS recently launched as an example of the last benefit. We launched www.eldoradobusiness.com at the end of June to help El Dorado County businesses reach local residents. We made sure the Web site database was as complete as possible before launching and employed a little guerrilla marketing to get the word out (which helped increase traffic to the Web site by 80%).

Contained search sites are a great way to target your message to a specific audience. It eliminates competing with similar type businesses outside of the area. For example, if a person putting in the keywords “Cameron Park” and “oil change” are only going to get results that are within Cameron Park. If you were to do the same search in Google or Yahoo!, search results would include listings from Folsom, Sacramento and Auburn – possibly outside of the area. Another Web site that would be a good example of contained search is Amazon.com.

With a contained search site, you get a better opportunity to get visibility from an audience that is actively seeking information on products and services. For a local business selling to a local audience, this is a great, targeted way of reaching your audience.

