



weblocal.ca

Find. Rate. Share.

SHINE A LIGHT ON YOUR BUSINESS

with Web-powered word of mouth



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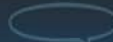


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INTRODUCTION TO WEBLOCAL.CA

The solution that lets you stand out

- **weblocal.ca** is the best search site for finding and sharing information about your local community.
- **weblocal.ca** allows consumers to **find** businesses like your quickly, **rate** their experiences and **share** their findings with thousands of potential customers.



Did you know that...

- 85% of the population has Internet access.
- 50% of the population uses the Internet when searching for local businesses.
- 55% of people who find a local business online end up recommending it to others.



INTRODUCTION TO WEBLOCAL.CA

Shine a light on your business

- **weblocal.ca** allows you to communicate all of your business information and to interact with the multitude of customers who are searching for your products or services

With **weblocal.ca**, your potential customers can easily:

- View a description of your business
- Access specific information (*opening hours, products and services, prices, contact info, brochures or other advertising material*)
- Contact you
- View professional pictures and videos created especially for your business
- Find you through keywords that define your business



In addition, your customers can recommend your products and services to their friends and family.



INTRODUCTION TO WEBLOCAL.CA

Backed by undeniable media power:

- **weblocal.ca** is powered by the vast network of Transcontinental, one of Canada's leading media companies:
 - 125 Websites (over 4.5 million unique visitors monthly).
 - 125 Community newspapers (2.4 million households reached weekly).
 - 35 magazines (over 10 million readers monthly).
 - Publi-Sac (3.6 million households reached weekly).
- **weblocal.ca** is supported by strong advertising campaigns:
 - Newspapers
 - Magazines
 - Web
 - Billboards
 - Publi-Sac
 - Radio
 - Events
 - Contests



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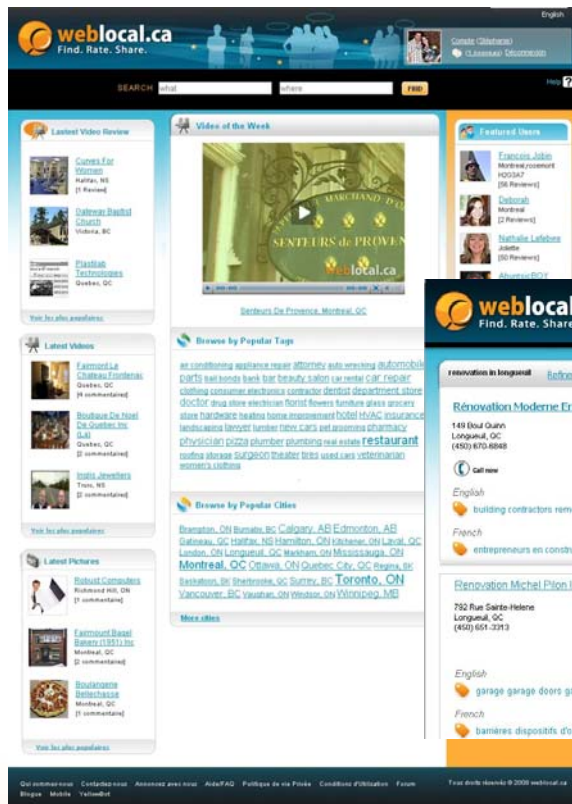


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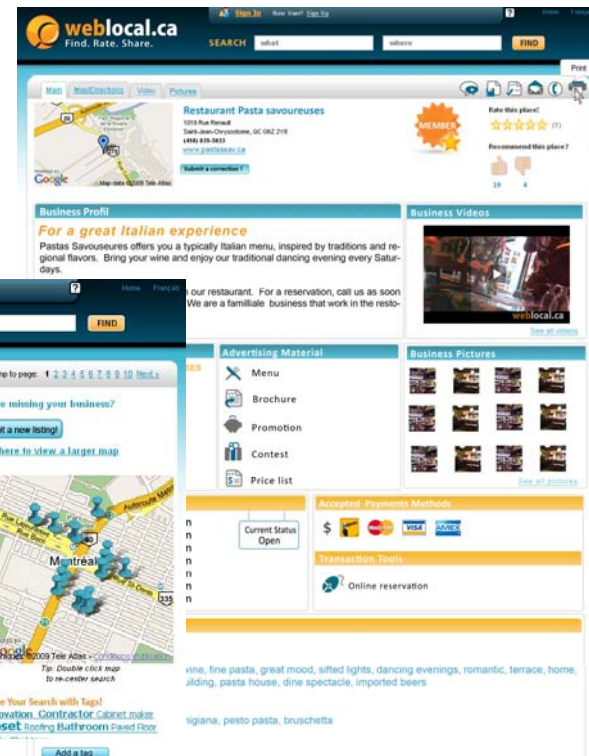
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GUIDED TOUR OF THE WEBLOCAL.CA SITE



The screenshot shows the homepage of weblocal.ca. At the top, there is a search bar with the text "SEARCH what where" and a "FIND" button. Below the search bar, there are several sections: "Latest Video Review" with a list of videos, "Videos of the Week" featuring a video titled "Boutiques De Provence", "Featured Users" with profiles of users like Francois-John and Catherine, and "Browse by Popular Tags" and "Browse by Popular Cities" with lists of cities and services.



The screenshot shows a detailed business profile for "Restaurant Pasta savoureuses". The profile includes a map, a "Business Profile" section with the text "For a great Italian experience", a "Business Videos" section, "Advertising Material" (Menu, Brochure, Promotion, Contest, Price List), "Business Pictures", and "Accepted Payments Methods" (Current Status: Open, Visa, MasterCard, American Express). There is also a "Transaction Tools" section with an "Online reservation" link.

HOME PAGE

SIMPLE SEARCH BOX

What?

Company, type of business, keyword, etc.

Where?

Province, city, postal code, etc.

Language selection

A bilingual site

User profile

Personalized photo and account information for the logged-in user

weblocal.ca Video of the week

This week's featured video

Video comments

An overview of the most recent video comments and reviews

Videos

An overview of the most recent videos

Pictures

An overview of the most recent pictures

The screenshot shows the weblocal.ca homepage with the following sections and annotations:

- Header:** Logo, navigation links (English, Compte (Stéphanie), Déconnexion), and a search box with 'what' and 'where' fields.
- Left Column:**
 - Lastest Video Review:** Lists reviews for 'Curves For Women', 'Gateway Baptist Church', and 'Plastilab Technologies'.
 - Latest Videos:** Lists videos for 'Fairmont Le Chateau Frontenac', 'Boutique De Noel De Quebec Inc (La)', and 'Inglis Jewellers'.
 - Latest Pictures:** Lists pictures for 'Robust Computers', 'Fairmount Bagel Bakery (1951) Inc', and 'Boulangerie Bellechasse'.
- Center Column:**
 - Video of the Week:** Features a video titled 'Senteurs De Provence, Montreal, QC'.
 - Browse by Popular Tags:** Lists various service tags like 'air conditioning', 'appliance repair', etc.
 - Browse by Popular Cities:** Lists cities like 'Brampton, ON', 'Burnaby, BC', etc.
- Right Column:**
 - Featured Users:** Lists users like 'Francois Jobin', 'Deborah', 'Nathalie Lefebvre', 'AhuntsicBOY', and 'AnneDS'.
 - Latest Reviews:** Shows reviews for 'Entreprises J...', 'Europe Bound', and 'Zena's Bridal'.

Featured users

Highlighting our best and most prolific collaborators

Comments

Some of the most recent reviews on weblocal.ca businesses

Browse by popular city

List of the most popular cities (size indicates the popularity level)

SEARCH RESULTS

LANGUAGE

You can display results in one or both languages

Search result rankings

Rank is determined by relevance, which includes a number of factors: membership status, keyword matching, proximity, overall rating, content quality and quantity, pictures, videos, etc.

Weblocal Member

Membership crest

Anything missing?

Users can add businesses that are not in the directory

Search results

Business summary: name address, phone number

Rating / Recommendation

Overall appreciation rating of the business

Tags (keywords)

List of keywords that define the business

Tags (keywords)

List of keywords that define the business

The screenshot shows the Weblocal search results page for 'renovation in longueuil'. At the top, there is a search bar with 'what' and 'where' fields, and a 'FIND' button. Below the search bar, there are navigation links: 'renovation in longueuil', 'Refine Your Search', and 'English Content Only'. A pagination indicator shows '1 à 20 de 200f 200. Jump to page: 1 2 3 4 5 6 7 8'. The main content area displays two business listings. The first listing is for 'Rénovation Moderne Eng', located at 149 Boul Quinn, Longueuil, QC, with a phone number (450) 670-6848. It has a 5-star rating, a 'MEMBER' crest, and a '0.5 km Map' link. The second listing is for 'Rénovation Michel Pilon Inc', located at Rue Sainte-Helene, Longueuil, QC, with a phone number (450) 651-3313. It also has a 5-star rating and a '1.3 km Map' link. Both listings include a 'Recommend this place?' button and a list of keywords in English and French. To the right of the listings, there is a section titled 'Are we missing your business?' with a 'Submit a new listing!' button and a link to 'Click here to view a larger map'. Below this is a map of Montreal showing several blue pins indicating business locations. A 'Tip: Double click map to re-center search' is provided. At the bottom right, there is a section titled 'Refine Your Search with Tags!' with a list of tags: 'Renovation Contractor Cabinet maker Closet Roofing Bathroom Paved Floor'.

BUSINESS PROFILE

Section with content provided by a **member business**



Sign In New User? Sign Up

Home Français

SEARCH what where FIND

Main Map/Directions Video Pictures



Restaurant Pasta savoureuses

1018 Rue Renaut
Saint-Jean-Christophe, QC G6Z 2Y8
(418) 839-5033
www.pastassav.ca

Submit a correction!



Rate this place!



Recommend this place?



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Business Profil

For a great Italian experience

Pastas Savouseuses offers you a typically Italian menu, inspired by traditions and regional flavors. Bring your wine and enjoy our traditional dancing evening every Saturdays.

We are always happy to see you in our restaurant. For a reservation, call us as soon as possible to assure you a place. We are a familiale business that work in the restoration domain for 20 years.

Business Videos



See all videos

Contact Us

RESTAURANT PASTAS SAVOUREUSES

Tel. :(514) 321-4353

GROUP RESERVATION

Tel. :(514) 321-4369

HUMAIN RESSOURCES

Tel. :(514) 321-4326

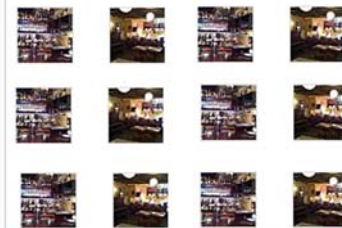
[Write to the business](#)

[Call us now](#)

Advertising Material

- Menu
- Brochure
- Promotion
- Contest
- Price list

Business Pictures



See all pictures

Business Hours

Monday : 10am to 10pm
Tuesday: 10am to 10pm
Wednesday: 10am to 10pm
Thursday: 10am to 10pm
Friday : 10am to 10pm
Saturday: 10am to 10pm
Sunday: 10am to 10pm

Current Status
Open

Accepted Payments Methods



Transaction Tools

Online reservation

Tags

BUSINESS PROFILE (cont'd)

Section with content provided by users of the [weblocal.ca](#) community

Tags

All tags

Restaurant, Italian, bring your wine, fine pasta, great mood, sifted lights, dancing evenings, romantic, terrace, home, live music, familiale, historic building, pasta house, dine spectacle, imported beers

Your tags

Italian restaurant, chicken parmigiana, pesto pasta, bruschetta

[Add a tag](#)

Community Members

[Video reviews](#)       [Upload your own video review of this place](#)

[Pictures](#)

[Videos](#)

Member Reviews

Français

 **Everything is delicious!** [Edit Your Review](#)
Awesome place, everything is perfect. ☆☆☆☆☆

Try the salmon tartar or the scampies... Ouch Nice wines. The staff knew every details of the menu with perfection and made honest suggestions.

They have 42 places for now but at the end of january the new building will hold 80. For desert, try the Churo... Ouch

Publié par [Stephanie](#) le 17 novembre 2008

[Reply from the business](#)

Thank you Stephanie for your great review. I hope next time you will eat at our restaurant, you will let us know you are there !

Published by [Martin Lake](#), owner, le January 16th 2009

Business Description from the Web

french

Prenez et decore experience Avec des plats nous avons reany et offert l'espace en food. Le diner s'est bien déroulé, de très bons plats aux proportions grandes courtoisement on qui ont été pas plumeux sur le site) et peu d'attente. Nous avons dans nous. Vers le fin de la soirée on a eu un petit (ou fin du petit) nouveau et pressé de nous voir partir. Au moment de payer l'addition, il nous... [plus](#)

☆☆☆☆☆
brought to you by [Scout24](#)

Publié par [Business](#) le 23 avril 2008

Other Reviews from the Web

Si vous cherchez un bon restaurant indien avec un beau décor, c'est un excellent choix. La nourriture est excellente et l'ambiance n'a rien de spécial. Surtout au deuxième étage. C'est l'endroit idéal à essayer en groupe pour partager plusieurs plats différents. Seul bémol, c'est un peu dépendant car les portions sont petites.

☆☆☆☆☆
présenté par [Scout24](#)

Publié par [yvette](#) le 09 novembre 2007

USER PROFILE

Main

User's main profile page

Tags

List of all tags created by the user

Reviews

List of the user's reviews

Pictures / Videos

Pictures & videos created by users

Neighbours

Lists, photos and profiles of all other users that are part of your weblocal.ca community

General profile

Picture and top-level information about the user

Neighbour reviews

List of reviews from the user's community

Neighbours

Other users that are part of your weblocal.ca community

Lists

Unlimited number of lists with users' favourite locations (lists sorted by theme)

The screenshot shows a user profile on weblocal.ca. At the top, there's a navigation bar with 'weblocal.ca Find. Rate. Share.' and a search bar. Below that, a menu bar contains 'Main', 'Tags', 'Pictures', 'Videos', 'Reviews', 'Neighbours', 'Neighbour Reviews', and 'Lists'. The main content area is divided into sections: 'Tags' (listing various food and drink items like '24/24', 'alcohol', 'Bar', 'boisson', etc.), 'Neighbour News' (showing a user tagging a restaurant), and 'Reviews' (with a 'view 26 reviews' link). On the right side, there's a sidebar with a user's profile picture, login information (Age: 21, Gender: Female), and account details (Tagged: 25, Reviewed: 26, Member since: October 2008). At the bottom right, there's a 'Active Neighbours' section.



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WHAT MAKES WEBLOCAL.CA DIFFERENT ?

- A single **complete and affordable** package (as opposed to endless options).
- **Rich content** through video, pictures, a detailed description, additional information and promotional tools (as opposed to just your coordinates).
- **Editorial content** about your business taken from existing Web sources.
- **Unlimited** changes to your profile and advertising message **at any time** (as opposed to a static ad).
- **Communicate directly** with your customers and interact with your local community.
- Increased visibility among the thousands on **weblocal.ca** community members. Your current and potential customers can identify you as **one of their favourite businesses**. They can also add you to their lists of preferred locations which they share with friends, family and business associates.
- An **innovative tag-based search tool** (keywords) allowing consumers to find your business specifically (as opposed to a category-based search – ex: ribs vs. restaurant).
- A **unique search methodology** that enables your business to be displayed not only according to your products or services, but also according to attributes that **set you apart from the competition**. (ex: relaxed atmosphere, courteous service, quick, professional, picturesque location, etc.).
- A unique opportunity to **improve your visibility** and your search result ranking at no extra cost, simply by encouraging your customers to recommend you to other weblocal.ca users.



SUMMARY TABLE

| Our service offering Quick reference chart | Non Member | Member |
|---|---------------|--------|
| Your coordinates | ✓ | ✓ |
| Your company's location on a map | ✓ | ✓ |
| Tools allowing potential customers to save and share your Company profile information on | ✓ | ✓ |
| Higher visibility and/or position within the directory | X | ✓ |
| Mention of your member status within your profile and on the search results page | X | ✓ |
| Your Company's listing appears in BOLD LETTERS | X | ✓ |
| Opportunity to include more than one contact person or department | X | ✓ |
| Link to your Company's Website | X | ✓ |
| Presence of a link allowing your customers to reach you by e-mail | X | ✓ |
| Inclusion of your Company's slogan and a description of your products or services | X | ✓ |
| Tools for the publication and management of advertising material (brochures, newsletters, menus, price lists, etc.) | X | ✓ |
| Professional video production and photo shoot | X | ✓ |
| Display of your Company's business hours | X | ✓ |
| Display of accepted payment methods | X | ✓ |



SUMMARY TABLE *(cont'd)*

| Our service offering Quick reference chart | Non Member | Member |
|---|---------------|--------|
| Listing and distribution of your tags (key words that provide an accurate description of your Company) | X | ✓ |
| Your own Website address, which you can distribute along with your advertising material | X | ✓ |
| Exclusion from your profile of any reference to your competitors | X | ✓ |
| Ability to receive video or written comments from your customers | ✓ | ✓ |
| Ability to respond privately or publicly to customer comments | X | ✓ |
| Sticker for your door or storefront, indicating that you are a weblocal.ca member | X | ✓ |
| A mention of your Company in one of Transcontinental's numerous print publications | X | ✓ |
| weblocal.ca business cards featuring your own unique Website address, allowing your best customers to publish their positive comments | X | ✓ |



BECOMING A WEBLOCAL.CA MEMBER

As a **weblocal.ca member**, you will benefit from numerous advantages:

Greater visibility

- Priority positioning for members
- Indication of membership status
- Bold listings

A detailed description

- Profile of your business
- Specific information (business hours, products and services, price lists, etc.)
- A distribution channel for your advertising material (brochures, flyers, special offers, etc.)

Multimedia tools

- 1 video of up to 45 seconds (created by professionals)
- Up to 10 pictures (taken by professionals)
- 1 Web page featuring your business profile on **weblocal.ca**, including your own unique Web address.
- Keywords that define you and your business

Marketing opportunities

- A **weblocal.ca** sticker to place on your storefront door
- A mention in one of Transcontinental's print publications



BECOMING A WEBLOCAL.CA MEMBER

Take advantage now!

Become a member of weblocal.ca :

One simple, complete and affordable package :

Sign-up fee :

199\$*

Monthly fee :

89\$*

**Conditions subject to change without notice. Prices may vary according to geographical coverage.*

To become a member or to obtain more information :

CONTACT YOUR LOCAL REPRESENTATIVE

or call **1 888 9WEBLOCAL** (1 888 993-2562)

For more detailed information, please visit **weblocal.ca** and go to the **“Advertise with us”** section.



weblocal.ca

Find. Rate. Share.

THANK YOU