

judy's book



Media Kit 2013

Our Brands:

- Judy's Book is one of the top Rating and Review websites in the US, focused on serving the needs of a family audience. Users come to Judy's Book to research, review, store, and share local businesses across all categories, most popular are:
 - Food & Dining
 - Health & Medicine
 - Auto
 - Home & Garden
 - Legal
 - Spas & Salons
- KidScore (launched in June 2012) helps parents find and discover kid friendly places. KidScore categories are:
 - Food & Dining
 - Health & Medicine
 - Activities & Attractions
 - Hotels

Why Local Search:

- Over 20% of searches have local keywords and even more searches have local intent. This is roughly 3 billion Google Search Queries every month that contained local terms (according to Comscore reports)
- 72% use internet directories and vertical sites. (Source: [BIA/Kelsey](#) and ConStat)
- Reviews are key to driving consumer decisions including increasing a businesses SEO and digital footprint.
- Local search is highly cost effective and reaches a targeted audience compared to other forms of advertising.
- With smart mobile phone usage booming this is going to increase and further reinforce the importance of local search.

Stats and Audience:

- 1 Million Judy's Book Reviews, +5 million when combined with reviews from partners.
- Over 11 Million Business Listings.
- Over 500K monthly visitors.
- Over 485K Members.
- Over 1 Million Monthly Page views.
- 125K KidScore Places
- 68% Women, Mostly Moms.*
- 32% 100K+ Households.*
- 65% College Graduates.*



*Sources: Google Analytics, DoubleClick Ad Planner, and Quantcast

Listing Benefits

[Listing Photos](#)

[Service Areas](#)

[List and Claim Multiple Locations](#)

[Listing Name, Address and Phone](#)

[No Ads On Your Profile Page](#)

[Syndication To Major Search Engines](#)

[Create An Owner Message](#)

[Reputation Management - Notification of Reviews](#)

[Reputation Management - Respond to Reviews](#)

[Partner Syndication](#)

[Powerful Link Tag to Your Site](#)

[Setup Offers And Coupons](#)

[Snappd.it](#)

[Mobile Website](#)

["Featured" Label in Search results](#)

[Window Sticker With Smartphone-Scannable QR Code](#)

[Social Media Marketing](#)

[Display A Video On Your Listing](#)


[Tagline](#)

[Keywords](#)

judy's book Seattle, WA WRITE REVIEW My Book

near Seattle, WA Search Top Places for This Location

Home > Washington > Seattle > Electrical > Electrician > A & A Electric Service

A & A Electric Service 
★★★★★ 4.9 based on 50 reviews Like 0

Serving North Seattle and Shoreline.

9702 Densmore Ave N
Seattle, Washington 98103
(206) 715-3661

Payment Options:
Cash, Check, Invoice, Visa,
Master Card, Discover

Business Links:
[Website](#)

Categories
[Business to Business](#), [Home & Garden](#), [Construction](#), [Construction & Repair](#), [Builders & Contractors](#), [Electrical](#), [Electrical, Electrical Contractors](#), [Electrician](#), [Electrician](#)

Neighborhood:
North College Park, Northwest, Northwest Seattle, Phinney Ridge

Share Your Thoughts with Other Customers

WRITE A REVIEW

Rated: 4.9 Based on 50 reviews.
50 out of 50 people recommend this business.

[Review](#) [Favorite](#) [Reject](#)

Owner Message
Free estimate/proposal in following areas: Shoreline, Central and North Seattle. You might be a contractor, real estate agent, business or home owner in search of a Seattle electrician who you can rely on to do the work at scheduled time lines and [Show More](#)
[CityGrid](#)

Reviews for A & A Electric Service

NO PHOTO

"They worked really hard"
★★★★★ [Vollan S.](#) Wednesday, January 30, 2013

10/2011 A & A Electric Service worked hard to make sure his work was of an excellent quality. Very happy to recommend. Will use him to complete further... [More >](#)

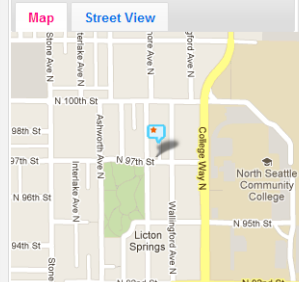
Was this review helpful to you? Yes (0) | No (0) | [Permalink](#) | [Report](#) | [Follow Vollan S.](#)

Top 10 in Seattle - Lawn & Garden, Restaurants, Salons and Spas, Obstetricians, More

People Prefer These Businesses

[Explore similar businesses.](#)

Map Street View



Tools to engage users social graph and contacts:

- Pin listing images on Judy's Book and KidScore to Pinterest with link-back and encouraging text to listing.
- Auto Twitter and Facebook posts after review with standard text encouraging visits.

facebook

Ali Alami shared a link.



Riverfront Park 507 N Howard St Reviews - Spokane, WA 99207
www.JudysBook.com

5 Reviews of Riverfront Park 507 N Howard St. One says Can easily spend 3-4hrs here. Highlights include the Sky train over the falls, Ferris wheel, train, play ground with big.... Read up on Editorial Reviews, User Reviews, and See what other members recommend via Judy's Book Social Search®. Revi...

Like · Comment · Share · 7 seconds ago

facebook



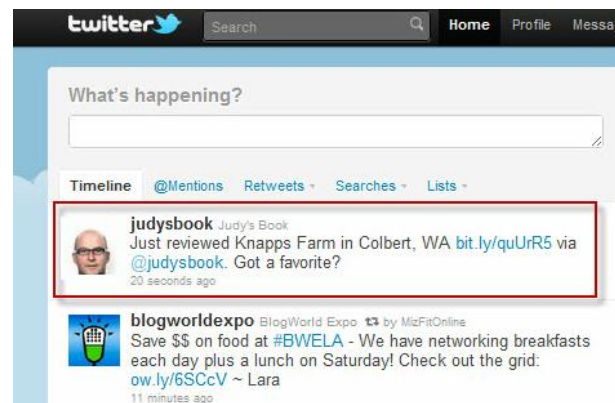
Ali Alami shared a link via KidScore™.
about an hour ago



Just reviewed Volunteer Park Cafe and Marketplace with a KidScore of 66 in Seattle, Washington
<http://www.kidscore.com/>

Just had a lunch here. I had a herb roasted chicken, mozzar.... Have you been here? Give

Like · Comment · Promote · Share



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KidScore

- **KidScore™ ratings are your at-a-glance measure of a place's kid friendliness.**
- **Proprietary algorithm factors in over 2 dozen attributes including user sentiment to come up with a KidScore.**
- **Over 125K eateries, attractions, activities, hotels, doctors, parks, and shopping venues scored.**
- **KidScores and reviews syndicated to network of sites and apps.**

KidScore beta

Search: Show me kid friendly... Seattle, WA Search

66 KidScore **Tully's Coffee** ★★★★★ 3.0 (0 reviews)

With a KidScore™ of 66, this place is kid-friendly! Agree or Disagree? Write a review and tell us why!

2060 NW Market Street
Seattle, WA 98107

(206) 781-4887

Website

Food & Dining, Coffee Shops

Recommend Be the first of your friends to recommend this.

Editorial

Most locations have brightly painted table and chair sets and toy boxes with books. Most also have changing stations in the restrooms. Kids will enjoy the scones, hot cocoa, Italian sodas, shakes, and holiday flavors, getting a caffeine free drink for the little ones while adults indulge in great coffee is no problem at Tully's.

Owners, Upgrade Your Business Learn More

Map Street View

Ballard Public Library

Ballard

Swedish Medic Center-Ballard

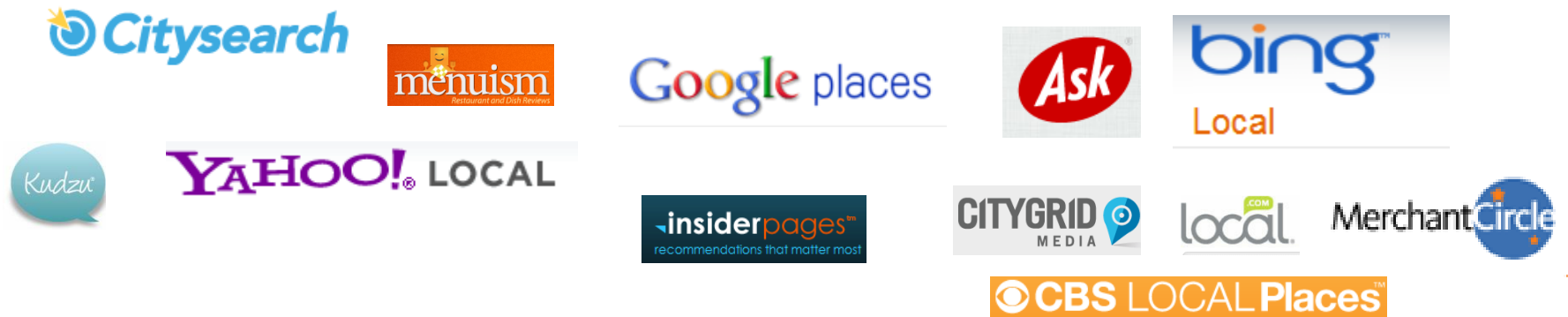
KidScore	Meaning
90-100	Kid Heaven
65-89	Kid Friendly
50-64	Kid Accommodating
25-49	Kids Allowed
0-24	Kids Not Welcome

Mobile

- No Download Required
- Location Aware.
- Quickly Gain Reviews.
- Facebook Sign In.
- iPhone, Android, Widows Apps on roadmap



Over 2 dozen brands in syndication network,
Major ones include:



On The Roadmap: Major Auto GPS Company syndication of Reviews and KidScores:



Banner Advertising Opportunities

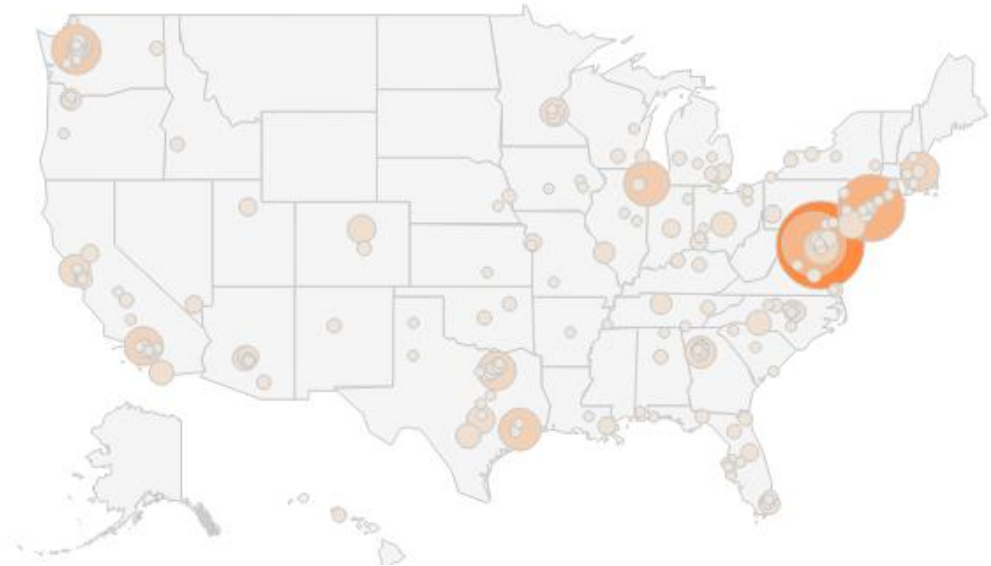
The screenshot shows the Judy's Book website interface. At the top, there's a navigation bar with "judy's book", "Seattle, WA", and a "WRITE REVIEW" button. Below this is a search bar with "near Seattle, WA" and a "Search" button. A red arrow points to a banner for "hipmunk business class" that says "it's free - for now!" and "join the beta »". The banner features a cartoon dog character. Below the banner, the page displays details for "TULLY'S COFFEE", including its address (701 5th Ave #2, Seattle, WA 98104), phone number (206) 682-6575, and a 4.8 rating based on 24 reviews. A red box highlights the text "Above the fold in most browsers" pointing to the banner. Another red box highlights the text "Above the fold in most browsers" pointing to the banner. The page also includes a map of the location and a list of categories (Food & Dining, Coffee Shops).

The screenshot shows the Judy's Book website interface, focusing on the bottom section of the Tully's Coffee page. A red arrow points to a banner for "hipmunk business class" that says "it's free - for now!" and "join the beta »". The banner features a cartoon dog character. Below the banner, the page displays details for "TULLY'S COFFEE", including its address (701 5th Ave #2, Seattle, WA 98104), phone number (206) 682-6575, and a 4.8 rating based on 24 reviews. A red box highlights the text "Above the fold in most browsers" pointing to the banner. Another red box highlights the text "Above the fold in most browsers" pointing to the banner. The page also includes a map of the location and a list of categories (Food & Dining, Coffee Shops).

Banner Advertising Options and capabilities

Geo Target users by:

- Judy's Book and/or KidScore
- Metro area.
- Web or Mobile.
- iPhone or Android
- Language
- Bandwidth type (DSL, Cable, dialup, etc.)
- User domains (.gov, .org, .edu, etc.)



Thank You for your Consideration

Please contact:

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ali@judysbookteam.com