

# Ohio Native Capitalizes on Trend toward Local Web Searches

DAYTON, OH /Send2Press Newswire/ – Ohio Adnet LLC ([www.ohioadnet.com](http://www.ohioadnet.com)) capitalizes on local Web searches by Ohio consumers. Ohio Adnet.com provides you with important purchase information on items such as homes and automobiles through its real estate search and auto search areas. The job search area connects you with Ohio employers and other career resources. Additionally, the personals search area connects you with other Ohio singles for romance, friendship, or marriage.

Marlon R. Aldridge, a native of Dayton, Ohio, started the consumer information Web site to take advantage of the trend toward local Web searches. According to the Kelsey Group, more than 25% of commercial searches on the Internet are local. A growing number of consumers want to do business with companies and individuals within their local area. He plans to capitalize on this trend. According to a survey by the National Association of Realtors, the Internet is now the number two medium for reaching home buyers second only to yards signs, and 75 percent of consumers use the Web in their home searches. Car dealers and employment agencies use the Internet as their most cost effective means of attracting new customers and the trend is growing significantly.

“All of our marketing dollars focus on driving Ohio consumers to our Web site,” says Aldridge. “We use paid search as our primary means of attracting customers as well as opt-in email campaigns. You will usually find us within the first two pages of the search results when you are confining your searches to Ohio only.” As Ohio Adnet generates revenues it will add other marketing channels such as TV, radio, and newspaper.

Ohio Adnet is looking for car dealers, real estate agents and brokers, employment agencies, and individuals to help it fill its database. “We are not just a simple, text-only classified ad Web site; we give you the option to upload a photo for your home, auto, and personals ads,” Marlon says. “Right now until we can get sufficient listings in our database, all of the listings except advertising space are free.”

About Ohio Adnet.com

Ohio Adnet.com is a consumer information Web site founded by an Ohio native for Ohio consumers. Find real estate, autos, jobs, and personals at [www.ohioadnet.com](http://www.ohioadnet.com).

For more information, contact Marlon Aldridge, at 1-877-OHIO-ADS or visit [www.ohioadnet.com](http://www.ohioadnet.com).

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