



**MEDIA RELEASE**

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## *How does your business rate?*

Truelocal launches new Ratings and Reviews service to let customers give their feedback about your business!

Truelocal, one of Australia's fastest growing online business directories – reaching over 1 million unique browsers each month - has launched a major new feature on the site.

**Ratings and Reviews**, allows registered Truelocal customers to rate businesses on the site using a star rating out of five. It also allows visitors to the site to leave a detailed review about their experience with a business.

All comments posted on the site are sent through to a quality control Content Services team and the registered business owner is sent an email notifying them each time a new review has been logged on the site.

Advertisers will also be allowed to select which review appears as their 'top' review on their business details page – meaning the most glowing review can always take pole position on their business listing.

But before you can access the raft of fantastic new advertiser features you need to register your business at [www.truelocal.com.au](http://www.truelocal.com.au) – and it's never been easier!

For more information on how to complete the simple two-step registration process, head to [truelocal.com.au](http://truelocal.com.au) and click on the "Information for Business Owners" link. If your business isn't already listed, simply call 1300 133 774 to get started.

Gary Cox, chief executive officer of truelocal., said the main aim behind **Ratings and Reviews** is to help connect businesses with consumers who want to do business with reputable companies.

"We feel that the new service will help businesses grow from listening to consumer feedback and will also help them attract a new army of customers who are impressed by the reviews they read on the site," Cox said.

"Ratings and Reviews has been designed to help consumers really connect with

businesses, it adds a human side to a company by displaying testimonies from satisfied customers and constructive feedback can only be a good thing for a business,” he said.

Truelocal provides busy people who want to get things done, with business solutions in their local newspaper, on the internet and via their mobile phone – that way potential customers can find you anytime, anywhere.

When you list your business with truelocal, your listing will also be seen by people searching for local businesses on Google Maps, Yahoo!7.local search, homesite.com.au, news.com.au or via their 3 mobile phone.

Since 2006, truelocal. has been connecting businesses with people who want to do business with you. The latest changes demonstrate exactly how truelocal. is distancing itself from other online business directories and emerging as a market-leading vibrant network of businesses and consumers engaging together.

**For more information or to request screenshots of the new features please contact:**

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#### **Notes to Editors**

truelocal.com.au is part of the News Digital Media network and is considered one of Australia's fastest growing online business directories. Since the launch of Truelocal.com.au in February 2006, the site has continued to grow from strength to strength. Currently the site features over 1.3 million listings and delivers local results by relevance - rather than paid listings. The site was designed to make it easier than ever to connect consumers with local businesses. Search local, get local on truelocal.com.au