

June 9, 2009

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"Kudzu leads bring in more revenue per job than those we got from print advertising."

Kudzu Moves Customers to Atlanta Peach Movers

[Atlanta Peach Movers](#) is a relocation provider, offering local and long-distance moving. Reviews for the company were already up on Kudzu.com before Orlando Lynch, president and CEO of Atlanta Peach Movers, even knew about the website.

"A real estate agent called and told us she found us through Kudzu," explained Lynch. "Coincidentally, this was at the same time that we were looking to move our advertising online, so the fit with Kudzu was perfect."

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5 Enlightening Survey Results

As a business owner, of course you want to increase your leads as much as possible. From our own experience, we know that Kudzu profiles with photos or videos are more than twice as likely to be viewed as those without. So make sure you're not just telling prospects what you can do for them, but showing them as well.

In fact, according to a recent industry survey*, top features that consumers look for when researching local services include:

- Photos/visuals - 87%
- Contact info - 83%
- Detailed information about services - 80%
- Reviews and testimonials - 67%
- Special deals or promotions - 63%

A significant amount of research goes into the selection of a provider when making a high consideration purchase. Update your Kudzu profile with the information consumers value most - the features that help you stand out among the competition. Combining a robust profile with positive reviews brings your business to life and leads to new business for you.

* *Yahoo! Local Vertical Study, 2008*

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My Business MVP

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