

GOOGLE PREMIER PARTNER · META BUSINESS PARTNER

MEDIA KIT

Helping Australian businesses get found, and turning being found into enquiries.



5.75m

VISITORS IN 12 MONTHS

687k+

BUSINESSES LISTED

4.9★

FROM 1,144 GOOGLE REVIEWS

Be found. Be chosen. Be remembered.

COVER · HMJ LANDSCAPES,
A LOCALSEARCH CLIENT

- #1 LOCAL DIRECTORY IN AUSTRALIA
- 15,000+ BUSINESSES HELPED YEARLY
- 75+ AUSTRALIAN MARKETS
- 4.9★ RATING ON GOOGLE
- 33 YEARS IN MARKET
- GOOGLE PREMIER PARTNER, TOP 3% AU



ATLAS 4X4, A LOCALSEARCH CLIENT

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GOOGLE PREMIER PARTNER · META BUSINESS PARTNER

BE FOUND.

Who we are, the audience on Localsearch.com.au and where our specialists work.

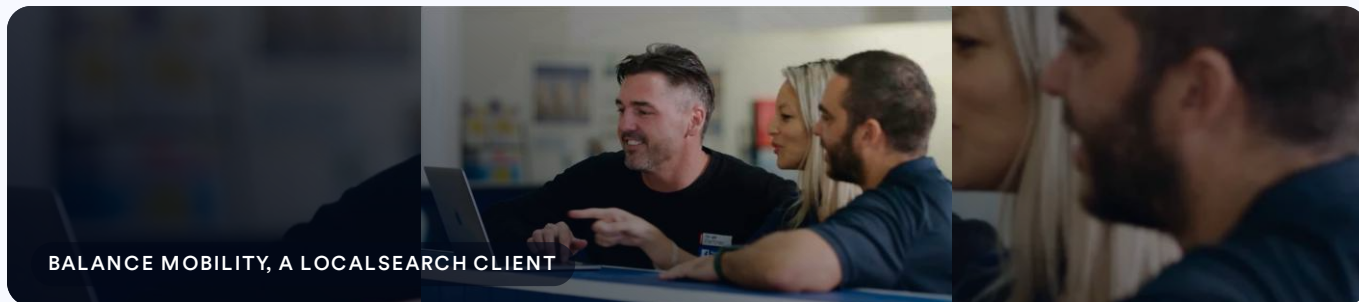
Who we are

Audience & reach

Directory listings

Why work with us

Where we work



OVERVIEW

Who we are

At Localsearch, we've spent 33 years helping Australian small and medium businesses be found by local customers.

Founded in 1993 as a printed phone directory, we now do that in two connected ways. Localsearch.com.au is where people search for a local business. Our marketing services make sure those businesses also show up, and look worth calling, on Google, Facebook and Instagram.

We work with trades & home services, automotive, health & dental, beauty & wellness, hospitality, retail, solar, professional services businesses, including multi-location operators, with local specialists covering 75+ markets in every state and territory, in person or by video call.

IN BUSINESS SINCE

1993

33 years in market

GOOGLE PREMIER PARTNER

Top 3%

Of Google Ads agencies in Australia. Also a Meta Business Partner.

AVERAGE GOOGLE RATING

4.9★

From 1,144 Google reviews of Localsearch

MARKETS WITH A LOCAL SPECIALIST

75+

Across every state and territory, in person or by video call



WHY WORK WITH US

Proof, not promises



We own the directory

We run Localsearch.com.au ourselves, so directory visibility and wider marketing are planned together.



Certified for ads

Independently certified as a Google Premier Partner and a Meta Business Partner.



A local specialist

Every client works with a named specialist for their region.



100% Aussie team

No offshoring. Local specialists on the ground across every state and territory.



One team for every channel

SEO, ads, websites, reviews and listings run by the one account team.





SCOTT'S 4WD PARTS PLUS, A LOCALSEARCH CLIENT

AUDIENCE & REACH

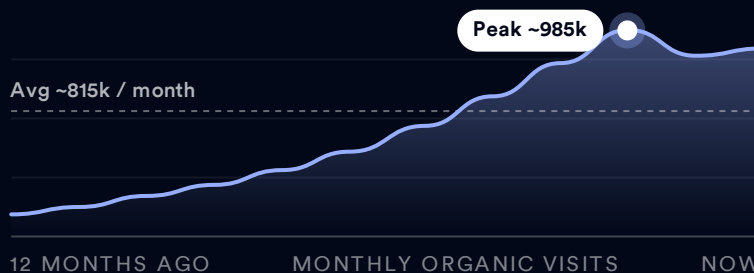
The Localsearch.com.au audience

5.75m

unique visitors in the last 12 months

One of Australia's biggest sites.

+134%

growth in people finding
businesses through the directory

What people do once they're there

53,247

enquiries

Direct enquiries sent through Localsearch.com.au to listed businesses.

8,746

quote requests

Each request can go to several businesses: 119,951 listings received a quote request in 2025.

330k+

business listings

~815,000

organic visits a month

Platform figures cover everyone who uses the directory. No single listing reaches all of it, and calls or jobs are never guaranteed.



JON WILSON MECHANICAL, A LOCALSEARCH CLIENT

WHERE WE WORK

A specialist near you, in every state and territory

Our specialists meet clients in person across 75+ markets, and by video call when that's easier, including in remote areas. Every region we service is listed below.

**QLD · 21**

Brisbane · Bundaberg · Cairns ·
Cassowary Coast · Emerald ·
Fraser Coast · Gold Coast ·
Gympie · Ipswich · Lockyer Valley
· Mackay · Moreton Bay ·
Rockhampton · Scenic Rim ·
Southern Downs · Sunshine
Coast · Tablelands · Toowoomba ·
Townsville · Warwick ·
Whitsundays

NSW · 31

Albury · Armidale · Batemans Bay ·
Bathurst · Bega Valley · Broken
Hill · Central Coast · Coffs
Harbour · Dubbo · Gosford ·
Goulburn · Griffith · Maitland ·
Newcastle · Northern Rivers ·
Nowra · Orange · Parkes · Port
Macquarie · Port Stephens ·
Shellharbour · Singleton · Snowy
Mountains · Southern Highlands ·
Sydney · Tamworth · Taree ·
Tweed Coast · Wagga Wagga ·
Wollongong · Wyong

VIC · 11

Ballarat · Bendigo · Geelong ·
Gippsland · Horsham · Melbourne
· Mildura · Mornington Peninsula ·
Shepparton · Wangaratta ·
Warrnambool

SA · 2

Adelaide · Limestone Coast

WA · 2

Kimberley · Perth

TAS · 4

Hobart · Launceston · NW
Tasmania · SE Tasmania

NT · 2

Alice Springs · Darwin

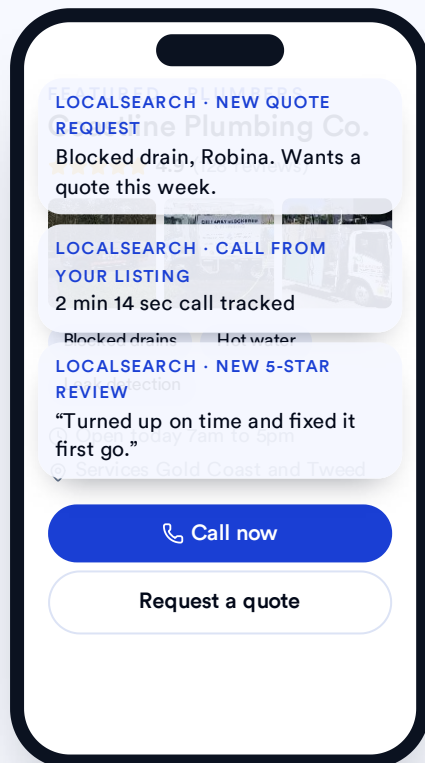
ACT · 1

Canberra

LOCALSEARCH.COM.AU

Listings on the directory

People use Localsearch.com.au to search by category and suburb, compare businesses, read reviews and get in touch. A free listing makes a business findable. The listing tier sets where it appears in its category and area.



Example listing

Free business listing

Free

- Business name, contact details and hours
- Category and location
- Customer reviews

Featured directory listing

Monthly subscription, from \$199/mo + GST

- Placement determined by listing tier
- Featured category placement
- Photos, service list and business hours
- Monthly performance summary
- Google Business Profile setup included
- Your details syndicated to Google Maps, Apple Maps, Bing, Waze and major mapping networks at no extra cost

A one-off setup fee may apply depending on scope; websites are not included. A listing improves visibility. It doesn't guarantee a set number of enquiries.



BRONZE

\$199/mo

Extra category \$19/mo

SILVER

\$239/mo

Extra category \$49/mo

GOLD

\$299/mo

Extra category \$89/mo

PLATINUM

\$369/mo

Extra category \$149/mo

Every tier includes

Photos on your profile, a monthly performance summary, Google Business Profile setup and maps and directory syndication.

Monthly, excluding GST. A free basic listing is also available.

What changes between tiers

Your ranking priority in search results and the service areas included in your market. Your specialist will show you what each tier covers where you work.

GOOGLE PREMIER PARTNER · META BUSINESS PARTNER

BE CHOSEN.

The services that turn being found into enquiries, and the businesses already seeing it.

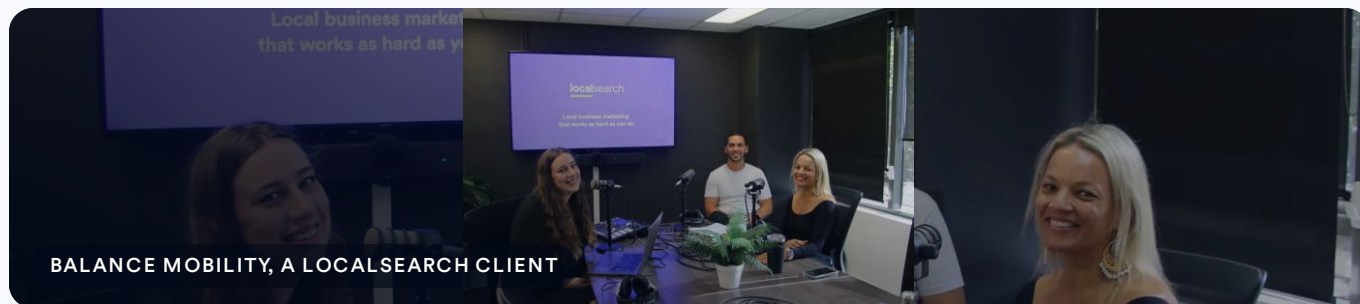
Marketing services

Bangalow Barber Shop

Cartech Australia

Build your plan

TJ Concreting



BALANCE MOBILITY, A LOCALSEARCH CLIENT

WHAT WE DELIVER

Marketing services



Website design

A fast, mobile-friendly website that explains what you do and makes it easy to get in touch.

- Designed and built website
- Hosting and security updates
- Contact forms and click-to-call

Measured by Website visits, form submissions and calls from the site.



SEO & local search

Better visibility in Google's organic results for the searches your customers make.

- Keyword and competitor research
- On-page and technical fixes
- Local content and listing work

Measured by Rankings for agreed keywords, organic traffic and enquiries from organic search. SEO takes time, and no ranking can be guaranteed.



Google Ads

Your business in front of people searching right now, with a minimum monthly ad spend of \$1,000 in regional markets or \$1,500 in metro markets.

- Campaign setup and keyword strategy
- Ad copy and extensions
- Ongoing bid and budget management

Measured by Clicks, calls, form leads and cost per lead, tracked through your Google Ads account.



Brand awareness (Google + Meta)

Keeps your business familiar to local people across Google, YouTube, Facebook and Instagram before they need you.

- Coordinated Google and Meta campaigns
- Ad creative
- Campaign management

Measured by Reach, frequency, engagement and website visits from the campaigns.

We don't promise rankings, leads or revenue.



EVOKE BUILDING GROUP, A LOCALSEARCH CLIENT

WHAT WE DELIVER

More ways we help



Social media posting

A consistent, professional presence on your social pages without doing it yourself.

- Regular branded posts
- Captions written for you
- Scheduling and publishing

Measured by Posts published, reach and engagement on your pages.



Listings syndication

Correct, consistent details wherever people look you up online.

- Listings on up to 33 online directories
- Duplicate clean-up
- Google Business Profile support

Measured by Listing accuracy across directories and Google Business Profile activity.



Reviews & reputation

More recent Google reviews and timely, professional replies.

- Google Business Profile review request tools
- Reply support within 1 business day
- Google Business Profile monitoring

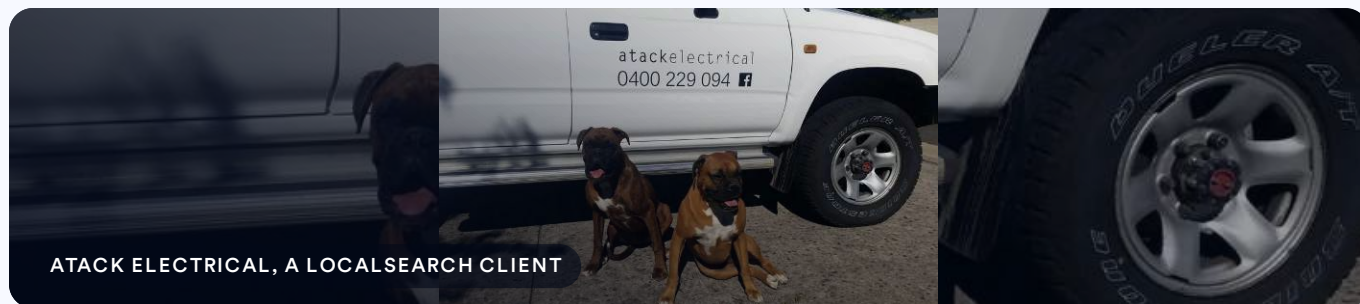
Measured by Review volume, average rating and response times on Google.



Not sure where to start?

Pick what you want more of and we'll suggest a starting plan.

Build your plan →



ATAK ELECTRICAL, A LOCALSEARCH CLIENT

BUILD YOUR PLAN

What do you want more of?

Establish my online presence

Website design · Listings syndication

A website gives people somewhere to land, and accurate listings make sure they can find it.

Improve local visibility

SEO & local search · Listings syndication · Reviews & reputation

Google weighs relevance, consistent details and reviews when ranking local businesses.

Generate more enquiries

Google Ads · Website design

Ads put you in front of active searchers, and a clear website turns clicks into contact.

Support multiple locations

Listings syndication · SEO & local search · Google Ads

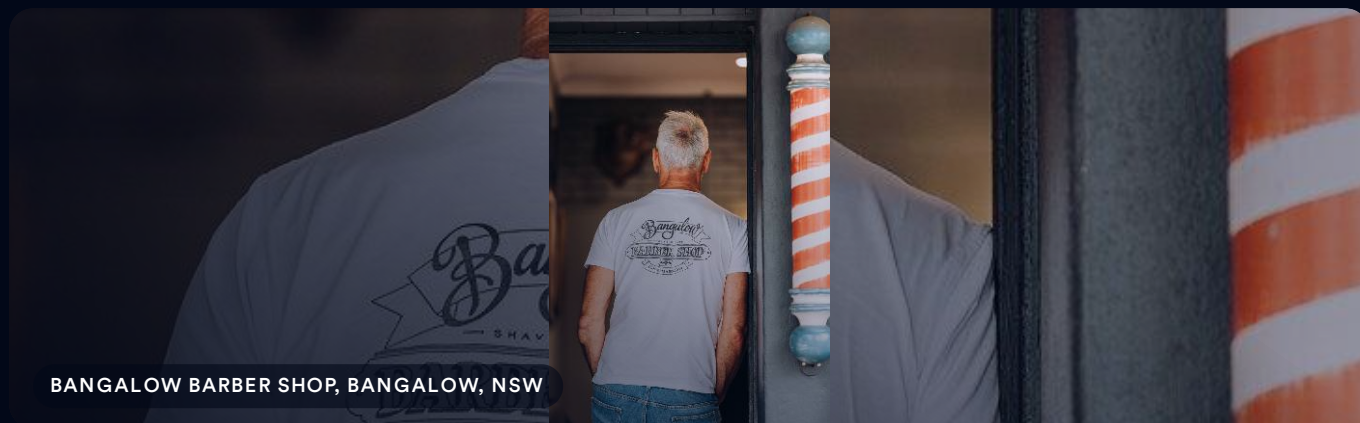
Each location needs accurate details and its own local visibility, managed consistently.

Maintain a consistent marketing presence

Social media posting · Brand awareness (Google + Meta) · Reviews & reputation

Regular posts, ads and review replies keep you familiar without you running them.

Starting points, not fixed packages. Your specialist will tailor a recommendation.



BANGALOW BARBER SHOP, BANGALOW, NSW

CLIENT STORY 1 · HAIRDRESSING & BARBER

Bangalow Barber Shop

140% more leads through the profile in 180 days

210% more profile search views and 140% more leads through the profile in 180 days, plus 20% more website page views in 60 days.



“While we have a good street presence, we rely on Localsearch to keep our digital presence strong and attract new customers.”

Starting point

Relied on word of mouth, with low visibility on Google and little time for marketing.

What we did

A free Localsearch Business Profile completed to a 100% Profile Health Score, with photos, then upgraded for extra visibility and a backlink to their website.

Measured by Localsearch Business Profile reporting over 180 days. Results reflect one business in one market. Outcomes vary by category, location and competition.

business.localsearch.com.au/case-studies/bangalow-barber-shop



CLIENT STORY 2 · TRADES

TJ Concreting

\$200k job from one enquiry through the listing

One enquiry through the listing became a \$200k job. The listing holds a 4.9★ rating.



“Sometimes all it takes is one good job, and it will pay for the whole year's advertising.”

Starting point

Cyclical work, with the temptation to pull marketing back in quiet periods.

What we did

A Localsearch Business Profile kept live, accurate and well reviewed, managed with local specialist Ty Reiher.

Measured by Enquiry reported by the business owner over 10 years as a client. A single high-value job is not typical of every listing or every month.

business.localsearch.com.au/case-studies/tj-concreting



CARTECH AUSTRALIA, ALBURY, NSW

CLIENT STORY 3 · AUTOMOTIVE

Cartech Australia

307+

 leads in 30 days across three products

307+ leads and 3.5k+ search views across website, Localsearch and Google Business Profile in 30 days.



“Having Localsearch look after all of our online presence is just another weight off the shoulders.”

Starting point

An outdated website and limited Google visibility despite a strong local reputation.

What we did

A new website, an enhanced Google Business Profile and a Localsearch Business Profile, managed with specialist Daani Limann.

Measured by Combined reporting across the three products over 30 days. Results come from three products working together, not the directory listing alone.

business.localsearch.com.au/case-studies/cartech-australia

GOOGLE PREMIER PARTNER · META BUSINESS PARTNER

BE REMEMBERED.

How we work with you, what we report on and what it costs.

[How we work](#)

[Pricing](#)

[Contact](#)

[Reporting](#)

[FAQs](#)



WORKING TOGETHER

How we work

1 Understand the business and goals

We

A specialist learns how you win work, who your customers are and what you want more of.

You

Half an hour of your time, in person or by video call.

You get A clear picture of your goals and starting point

2 Recommend the approach

We

We suggest the services that fit, with pricing.

You

Questions, and a decision when you're ready.

You get A written recommendation

3 Gather assets and prepare

We

We set up accounts, tracking and the first content.

You

Logos, photos, access and approvals.

You get Work ready to launch

4 Launch and manage

We

We go live and manage delivery.

You

Answer enquiries quickly and tell us what's working on your side.

You get Live campaigns, website or listings

5 Review and refine

We

We review results with you and adjust.

You

Feedback on lead quality and sales.

You get Changes based on what the numbers show



CASCADE POOL AND SPA CENTRE, A LOCALSEARCH CLIENT

Brad Dingeldei
Owner - Cascade Pool & Spa Centre

MEASUREMENT

What we report on

Visibility

Impressions, rankings, directory appearances

MEASURED IN
OUR REPORTING

Traffic

Website visits and profile views

MEASURED IN
OUR REPORTING

Enquiries

Tracked calls and form submissions

MEASURED IN
OUR REPORTING

Qualified leads

Enquiries that fit your services and area

DEPENDS ON
YOUR RECORDS

Sales and revenue

Jobs won from those leads

DEPENDS ON
YOUR RECORDS

 Measured in our reporting  Depends on your records

“People often see several channels before they get in touch, so we report what we can measure and say plainly what we can’t.”



DSR PLUMBING, A LOCALSEARCH CLIENT

WAYS TO WORK TOGETHER

Pricing

AUD, excluding GST. Ad spend is separate from management fees. Quotes depend on scope.

STARTING PRICES

[Start here](#)**Localsearch.com.au****From \$199/mo**

Local trades and services wanting steady, ready-to-buy enquiries.

Social Media Posting**From \$99/mo**

Businesses whose profiles look dormant next to busier competitors.

SEO & Local Search**From \$499/mo**

Established businesses ready to compound organic leads.

Reviews & Reputation**From \$299/mo**

Google reviews only. Needs LocalVis and a compatible CRM.

Website Design**From \$299/mo**

Businesses whose current site is losing them work.

Brand Awareness**From \$500/mo**

Trusted local names ready to stay top-of-mind across Google + Meta.

TAILORED TO YOU

Listings Syndication

Businesses fixing wrong or missing details across the web.

[Request a proposal](#)**Google Business Profile Management**

Local businesses that live or die by the Google map pack.

[Request a proposal](#)**Google Ads**

Businesses ready to invest in search ads, knowing competitive categories... take time to perform.

[Request a proposal](#)**Growth Bundle**

Ambitious operators ready to combine SEO, ads, reviews and site.

[Request a proposal](#)**Refer a business and earn up to \$500**[Dob in a good business →](#)

FREE TOOLS

Website audit

See what's holding your site back.

Google Business Profile audit

Check your profile against what Google rewards.

AI visibility check

Find out if AI search mentions your business.



FAQS

Questions we're often asked

Who is Localsearch for?

Australian small and medium businesses, from single-location trades to multi-site businesses, that want to be found online and turn that into enquiries.

Are prices GST inclusive?

Prices shown on our pricing page exclude GST unless stated otherwise.

How do changes or cancellations work?

Terms depend on the product and are set out in your subscription agreement. Most subscriptions need 30 days' written notice after any minimum term. Your specialist will take you through the terms before you sign.

What do you need from me to start?

Usually your logo, some photos, your service list and the areas you work in. For ads or SEO we'll also need access to the relevant Google accounts.

Do you meet in person?

Our specialists meet in person where it suits, and also service remote regions by video call when that's more convenient.

[Browse all our case studies](#)



DENTAL HAUS, A LOCALSEARCH CLIENT

CONTACT

Tell us what you want to achieve

PHONE

1300 753 650 · Mon-Fri, 8:30am-5:30pm AEST

EMAIL

enquiries@localsearch.com.au

OFFICE

Level 2, 138 Robina Town Centre Drive, Robina QLD 4226



Scan to send an enquiry



NEXT STEP

Ready to be found?

Be found. Be chosen. Be remembered.

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QLD 4226