



Truck driver turns to the Net to clean up on new business venture

Having spent most of his professional life enjoying his job as a truck driver, Dave Ashmore wasn't necessarily looking for a change.

But it just happened that he needed his house to be professionally cleaned, and was astonished by the inflated rates he was charged. As a result, Dave opted to establish his own part-time cleaning company, ADL Cleaning Services, with the aim of offering a professional service at realistic prices.

Based in Preston in Lancashire, the company would specialise in the cleaning needs of both domestic and commercial customers throughout the North West. When looking to advertise his part-time venture, Dave considered his options carefully.

Dave was aware of the familiar nature of the Yellow Pages as a source for business information. In this instance, however, he was keen to reach a wider audience than would be covered by his local directory. What he needed for ADL was a medium that had a greater reach.

Dave turned to Yell.com, an Internet-based directory service which would direct customers from all over the country to his new company.

Being new to the concept of online advertising, Dave worked closely with the Yell.com team to design a website that would clearly present his core business focus and specialty services. Yell.com's website package enabled Dave to build a bespoke, fully-hosted site, incorporating company details and an enquiry page. He was astonished with the immediacy of the results.

"In the first day of my website going live with Yell.com, I received a contract big enough to pay for the site for the first three years of operation," he explains.

It wasn't only the quantity of business leads Dave received from Yell.com that impressed him, it was also the quality. He continues: "The customers we have secured through our presence on the Internet have been excellent. We have been contracted to work on a wide range of projects, including The Crown Prosecution's office and the charity Scope, as well as a number of universities and major corporations."

Within a few months of establishing a website with Yell.com, Dave had generated enough business to operate ADL full time. He decided to leave his trucking job, and turn his attentions to developing his already lucrative cleaning company.

"I began the company because I felt there was a need to offer affordable cleaning services to domestic and commercial customers. I had no idea just how successful the project would be," he says.

"Through my relationship with Yell.com, I am now able to focus on ADL, and am even looking to expand the business further in terms of staff and premises. We

receive 100 per cent of our leads through the Yell.com site, and I haven't needed to consider other forms of advertising. It's hard enough keeping up with the customers I have at the moment!"

The Yell.com website is the UK's leading online directory service providing details on 1.7 million businesses across up to 2,350 classifications. With 51 million page impressions in September 2003*, www.yell.com is a widely used UK website and a key channel for bringing buyers and sellers together online.

In addition to the website package, ADL benefits from Yell.com's Web Link product – an easy-to-use click-through from Yell.com to ADL's website – free of charge. This is the ideal way to make sure the company website is seen by more potential customers than ever before.

The company also has a free Enhanced Listing, usually costing £119 a year, which is included in the package. This enables businesses to place key company information in a highlighted box that features prominently on the Yell.com search results page, to ensure that anyone looking for a cleaning services company will be quickly directed to ADL.

Yell.com's Web Builder product is available from £299 per year, the equivalent of less than £6 per week, and offers ADL the facility for amending and upgrading its website at any time as the company develops.

-Ends-

*www.yell.com usage figures, September 2003

About Yell.com

Launched in 1996, Yell.com is a leading site for finding businesses, shops and services in the UK. It provides quick, accurate search results using company name, location and business type as search criteria.

Information on Yell.com's 1.7 million UK business listings can be found via the web site (www.yell.com), the mobile internet site (mobile.yell.com) and digital TV (Sky Interactive). A shorter version of the information within key classifications is also available via text messaging on 80248.

www.yell.com provides several useful features such as maps, the ability to zoom in or out of localities and a personal Yell.com address book facility to keep a record of regularly used businesses.

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