

## Success Story

**“Yellowbook continues to be a big source of new clients for us.”**

**“Pay-per-click advertising is driving more traffic to our website than ever before.”**

“I just wanted to let you know that Yellowbook continues to be a big source of new clients for us. We have been advertising in your directories in Grand Rapids, Holland/Zeeland and Muskegon/Grand Haven for three years now and we have recently started your WebReach program.

Our yellow pages ads have always been a great source of leads and now the pay-per-click advertising is driving more traffic to our website than ever before. You have helped us to create a great marketing balance to grow our business.”

Mike Aldrich  
Lake Michigan Electric Inc.  
Grand Rapids, MI



**ELECTRIC CONTRACTORS**

