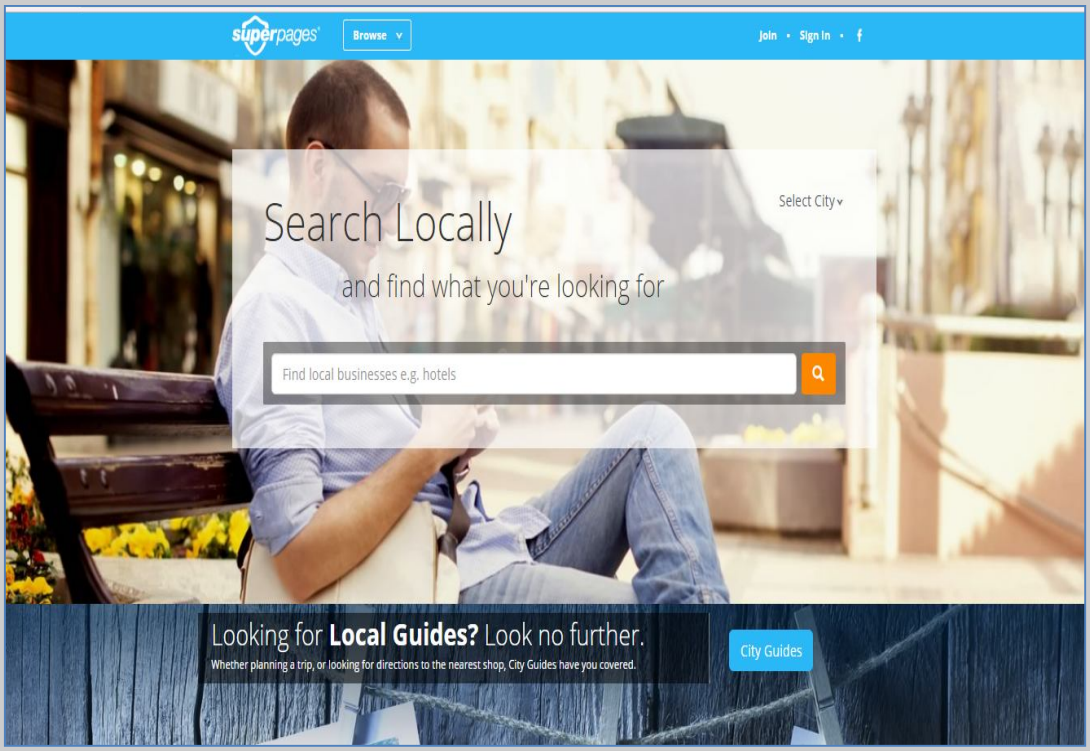
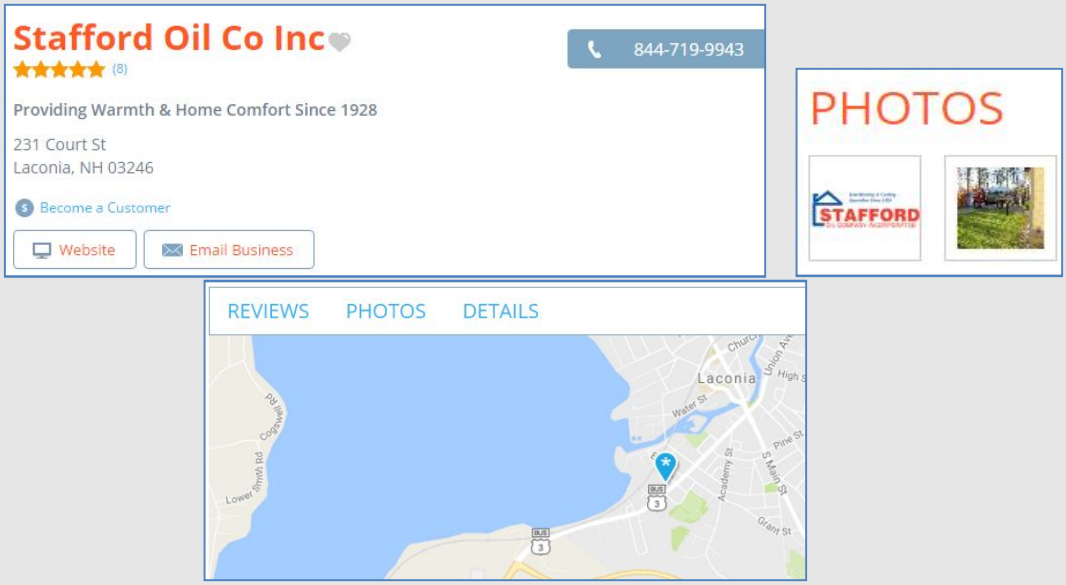
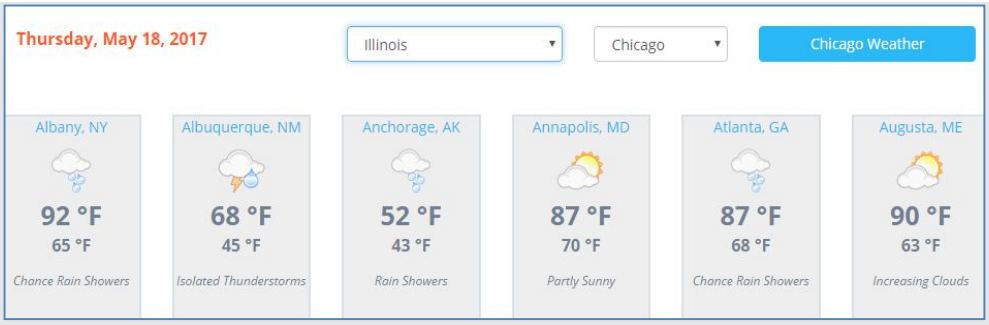
Name of the Tool	**Superpages - Online yellow pages, local business directory**
Home Page	
Logo	
URL	www.superpages.com/
Subject	Business – Directories Commerce – Directories
Accessibility	Free
Language	English
Publisher	Dex Media.

Brief History	Subject to research
Scope and Coverage	Superpages.com is the local expert and a top online resource for finding information and insights on businesses and retailers. Every month it helps millions of consumers to find valuable local business information from driving directions and hours of operation to web links and customer reviews.
Kind of Information	It provides information on a lot of categories including their subcategories also. Some of those major categories are education, personal care and services, health and medicine, travel and transportation, home and garden, food and drinking, clothes and accessories, computers and electronics, legal and financial, sports and recreation, business, arts and entertainment, shopping, automotive, industry and agriculture, community and government etc. After clicking on each of those categories, list of companies can be seen including information on its rating, address (including map), related reviews and photographs. Other important information like category, additional contact, products & services, brand, payment option, customers served, ownership etc. are also found. An example is shown below:  Advertising is done through different ways. Such as, digital display ads, pay-per click(PPC), reputation management, social media marketing, priority placement on superpages.com, business websites etc. It also provides weather report of each region (on a single day) separately. Examples are as follows:



Professional services are given also. Articles are given with related photographs as shown below:

Special Features

- Basic and advance search can be done.
- Hyperlinks of related websites are available also. Such as, www.yellowpagesoptout.com.
- Business listings can be edited and white pages can be downloaded.

Arrangement Pattern

Names of cities and states are arranged alphabetically as shown below:

Cities

States

Remarks	It provides an excellent way to connect every customer and it also helps to market any business with social, mobile or other digital solutions. Users can easily find many websites under a business category and can add any website, if they want, to promote that for commercial purposes.
Comparable Tools	➢ Magic Yellow (http://www.magicyellow.com/) ➢ AllPages.com (www.allpages.com/) ➢ Yellowbook - The Local Yellow Pages Directory (www.yellowbook.com/) ➢ Indiamart (https://dir.indiamart.com/) ➢ Kompass (http://in.kompass.com/)
Date of Access	18th May' 2017.