Local Search to Bring Consumers The Best in Double Glazing says Double Glazing Local

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London, UK (rushPRnews) 02/15/12 — Specialist home improvement website Doubleglazinglocal.co.uk is using local listings to offer its site users the very best choice of suppliers as the local search landscape goes on evolving and changing.

The Doubleglazinglocal.co.uk offers a specialist web service which recommends suppliers to people who have home improvement projects underway.

Peter Jakubek, Interactive Director at DoubleGlazingLocal.co.uk, comments, “We pride ourselves on giving our site users the best access to all the best local home improvement suppliers in their neighbourhoods, and we understand entirely that consumers today are highly suspicious of companies which cold-call them and misrepresent their services."

"At DoubleGlazingLocal.co.uk we only work alongside suppliers of windows, French doors and so on which adhere to strict guidelines. Suppliers which do not meet our standards are not listed by us and we will not work with them. Local search helps us to generate more sales leads than ever.”

The local search market continues to be dominated by Google, but this year should see more players join the party, with both Facebook and Twitter engaged in launching local search services. Similarly Google Plus will bring local listings on board this year, making local visibility of your business to potential customers more important than ever.

Peter Jakubek continues, "We're looking at having a good year this year, and the home improvement sector in general looks like remaining healthy. We are looking for new relationships in London and nationwide, and the backing of a site like ours helps to reassure consumers before they pay high double glazing prices for renovations on their house."

Consumers are becoming increasingly savvy as regards "rogue" salesman and intrusive cold callers, making third-party expert recommendation of companies in the home improvement and double glazing windows sector ever more popular.
#ends/

About Double Glazing Local: Double Glazing Local connects homeowners with a reputable, reliable home improvement company for their home renovations. Each firm must pass a vigorous set of criteria before it can meet the strict quality guidelines set forth by DGL. Homeowners can trust the expert advice of DGL.

Contact:
Peter Jakubek
Email: press@doubleglazinglocal.co.uk
Web: www.doubleglazinglocal.co.uk

Media Contact Name: Peter Jakubek
Media Web Address: http://www.doubleglazinglocal.co.uk/
Company Contact Name: Double Glazing Local
Company Web Address: http://www.doubleglazinglocal.co.uk/

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