

from HLG@yellgroup.com  
to Fergus Macdonald <fergus@macdonald-sporrans.com>  
date 16 July 2009 16:40  
subject Unregistered advert

YP/CS 15767630/DH

16July 2009

Dear Mr Macdonald

I would like to thank you for your letter of the 22 June 2009 and for giving me the opportunity to review the issues you have raised. Please accept my sincere apologies for the delay in my response.

I am concerned that you remain unhappy with the new format of Yell.com and that you believe that it will have a negative impact on your business. I therefore took time to speak with many of the senior managers involved in the various changes and hope you find the following information useful:

New Yell.com site

Firstly, I would like to assure you that every aspect of Yell.com is designed to improve the quantity and quality of sales leads and the change to the new site design was made after extensive external user research. Our intention in making the changes is to make sure that users can find advertisers quickly and easily, encouraging users to come back time and time again. We believe that the new site is now even more engaging so that users can find the businesses they are looking for faster, e.g. the right side of the page now features informative content relevant to the search, helping users make an informed buying decision.

You may be interested to know that, as a result of the site design changes, Yell.com has gained around 3.5million new clicks in relation to customer content on the search results page each month and we know many of our advertisers are benefiting from this increase from consumer interaction.

As from the 6 April 2009 changeover, all advertisers who had a Web Link or Enhanced Listing on Yell.com were converted to the Mediumweight Listing. We believe that this and the other changes to our website have not diminished the value and utility of these services.

Macdonald Sporrans Yell.com Listing

Having looked at your own particular classification, for the Scotland coverage area, the vast majority of advertisers currently have Mediumweight Listings. I have also reviewed your Mediumweight Listing and notice that you have not fully taken advantage of the new opportunities you have as a Yell.com advertiser to add additional information about your business by completing your Business Information Page (BIP). Since 6 April 2009, this additional content page has been part of your advert package at no extra cost. It is designed to help potential customers choose your business above your competition – whether they find you on Yell.com, or on the internet via organic search results (i.e. non-paid-for advertising) on major search engines. By completing your BIP, combined with Yell.com's search engine optimisation activity, you will increase your opportunities of being seen on the internet.

To include additional information about your business on your BIP and up to 20 photos at no additional cost, please either log into your account directly, via [www.yelldirect.com](http://www.yelldirect.com), or go to your advert on yell.com - click on the 'more' link and then 'is this your business link' where you can edit

and amend your business information.

Your questions

Moving on to your specific questions, in your letter of 22 June 2009, I have endeavoured to answer them in the same order raised and hope you find the information useful:

1. Heavyweight Listings will appear above Mediumweight Listings, but only if they have been purchased in the same classification and same search area. There are four potential Heavyweight slots which may appear in rotation in the same classification and search area on the first results page. Any additional Heavyweights will appear in the same position on subsequent pages.
2. We do not believe that those who took out advertising programmes before 6 April 2009 will see a reduction in service level as a result of our changes. Indeed, we believe that the reverse should be the case for the vast majority of our customers given the increase in consumer interaction on our site.
3. An important measurement for performance will be the number of 'click-throughs' you receive as a result of your advertisement. As previously outlined, we do not believe that there will be a decline in the performance of the Mediumweight Listings as a result of the change.

The changes only took place in April and we are seeing a good indication to show performance for Mediumweight Listings is steadily increasing.

I have taken the opportunity to review the number of 'click-throughs' your advert has received during the period from December 2008 – end of May 2009. I am pleased to say that the number of 'click-throughs' in May and June 2009 were more than any other month during that period.

We strongly believe that the changes have not and will not have an adverse effect on the 'click-throughs' your advert will receive. However, as you are a valued customer, I would be happy to set out a couple of options for you to consider on a without prejudice basis. I am able to offer either:

1. to review the situation after a further 3 month period, from 17 July 2009 (we are prepared, on this case only, to suspend monthly collections until this further review with you takes place); or
2. to terminate your advertisement now, as a one-off goodwill gesture, and to remove the remainder of the charges.

I must stress that, with regards to either of the options above, we do not consider that we are bound to do this and, as stated earlier, we strongly believe that you will not experience a serious detrimental effect on your business as a result of the changes. However, we pride ourselves in seeking to satisfy our advertisers with our service levels and we want you to understand that our products continue to deliver great value. With this in mind, we want to work with you to resolve this case as quickly and amicably as possible.

Finally, our legal department has asked me to discuss your website (<http://yellscam.org/>) with you, which falsely describes Yell's actions as a scam. I hope that this letter has resolved your concerns and that you will now remove the website. However, I am happy to discuss this with you if you would prefer.

Although this may not be the response you were hoping for, I do hope that I have helped to answer the queries you have raised and that I have clarified our position on this matter.

Yours sincerely

Debbie Hayward  
CEO's Customer Mediation Team  
( 0118 960 3694 Ê 0118 958 4709 :  
[Debbie.hayward@yellgroup.com](mailto:Debbie.hayward@yellgroup.com)  
HLG@yellgroup.com