

Currently Available Industry Categories

Roofing Industry:

Sample Keywords: roofer
 roofer louisville
 louisville roofer
 roofing contractors

Heating/Air Conditioning:

Sample Keywords: air conditioning
 air conditioning louisville
 louisville air conditioning contractors
 heating louisville
 heating contractors louisville

Home Improvement:

Sample Keywords: home improvement
 home improvement louisville
 louisville home improvement
 room addition
 build sunroom

Test it out – Go to www.google.com or use the default search engine for your Web browser to search for any of the keywords above. You are likely to see a Better Business Bureau sponsored link for these industry-related search terms. The Better Business Bureau's "sponsored link" may appear at the top of the free search results or to the right of the free search results. BBB pays the major search engines to provide these results for "keyword searches" shown above and for hundreds of other industry-related "keywords" for each currently available industry category. BBB's sponsored links appear in the Louisville/Southern Indiana geographic region (or anywhere, if "louisville" is part of the searched term). We'll add more industry categories soon.

The goals of BBB's Search Engine Marketing initiative are:

- Make a lot of money for sponsoring BBB Accredited companies, hopefully including your business.
- Make a little money to support BBB services to the community.
- Promote the BBB mission and consumer use of BBB Accredited businesses.