

The National Pages

Media Release

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The National Pages forges video partnership

A rapidly growing internet-based Somerset firm has been given a boost through forging an innovative business partnership.

The National Pages, which is a brand new internet business search tool, has teamed up with Wiltshire firm BizView.tv, which has produced a state of the art internet video about the search engine.

The National Pages is being rolled out around the UK with a series of launches, including at the Ideal Business Show, but now anybody surfing the web can view a four-minute video telling them all about the service.

Nigel Finch, managing director of The National Pages, said: "We are experts ourselves when it comes to skills such as website design and search engine optimisation.

"But when we heard about BizView.tv and their high quality, interview-based videos, we realised that there was much more we could do if we worked together.

"In the same way that just about every business now realises they must have a website, so we are entering an era where every website has to have video content.

"BizView.tv have done a brilliant job for us, and our partnership gives us a head start in the marketplace and moves The National Pages closer to our goal of rivalling companies such as yell.com.

"We have 2.5 million UK businesses in our database and they can be searched by name, by distance from a town centre, by product, and by category.

"The National Pages is the most powerful and fastest web-based tool available for anybody wanting to find a business or service anywhere in the UK."

The National Pages has its headquarters in Taunton and only went live in April of this year, while BizView.tv launched officially in February and is located near Swindon.

It took three years to develop The National Pages, which grew out of frustration caused by existing search engines frequently offering unconnected sponsored links rather than the business name being searched.

BizView.tv, which was co-founded by former BBC producer Dave Harries and has already created videos for people such as author Jilly Cooper, took just a few days to complete The National Pages video.

The National Pages can be found at www.thenationalpages.co.uk and BizView.tv's website is www.bizview.tv.

The video of The National Pages can be viewed at <http://www.thenationalpages.co.uk/watchVideo.php>.

Anybody who would like more information about The National Pages, can telephone 08456 219 219 or email enquiries@thenationalpages.co.uk.

- Our photograph shows The National Pages chief executive Nigel Finch (right) being interviewed by Dave Harries from Biz.View.tv.

ENDS

Notes for Editor:

- Queries on this media release can be directed in the first instance to Julia Netherton or John Thorne, M2S Media, PR consultants to The National Pages and Somerset Web Services, on 01823 663146 or email julia@m2smedia.co.uk or john@m2smedia.co.uk