

NEXT TO ME SEARCH ENGINE

WEB-BASED HELP TO SMALL BUSINESSES

Who is NEXT TO ME for?

First, for small and even micro-size businesses. If you don't have your web-site or promoting it is too expensive for you create a personal page in NEXT TO ME. Your page will get a static URL-address in the Internet and you will become accessible for Internet users not because you've advertized your site but because you're next to a potential customer. You will also be available for any Internet user through traditional search engines like «Yandex» or «Google».

Secondly, this engine is for those users who are looking for goods, services «right here, right now», who need to find certain places nearby and find out if they're open at the moment.

Finally, the database contains landmarked buildings and cultural heritage sites, so the engine is also useful for tourists, especially international.

What is NEXT TO ME?

- it's an engine which allows to quickly search for information about goods and services located in close proximity on interactive GOOGLE or Yandex maps (at the user's choice) with a possibility to extend the search area coverage up to 500, 1000, 1500 m.
- it gives reliable information about companies, goods and services provided by owners themselves i.e. Customers of NEXT TO ME engine.
- these are NEXT TO ME Customers' personal pages including price-lists, description of goods or services, information about the quality and advantages of goods/services vs competitors, special offers and other relevant information; personal pages of tour agencies contain their profile, photo galleries, working hours, links to their own information resources (if any);
- it's an engine with equal* availability for all companies built based on an area basis, and the companies are presented by category according to their field of activity

** a user sees the company not because it has advertized its web site but because it is close to the user looking for this company, goods or services.*

NEXT TO ME is not a competitor to major search engines, it's their valuable addition

What are the advantages of NEXT TO ME?

- the bottom line: the engine can be used by small-size businesses to make use of opportunities offered by the Internet
- NEXT TO ME comes to the aid of small and micro-size businesses, it promotes companies and services in the Internet for those who can't afford to create and/or promote their web-site;
- the engine will be popular with tourists – it can boost its status if a free access to the site is set up via interactive street displays network developed by «EuroLux» because the tourists will be able to save up traffic expenses and preserve battery power of their smartphones;
- the engine is user-friendly and allows finding the venue you're looking for in virtually no time;
- the engine is adapted for mobile devices – it has a portable version which makes you accessible for smartphone and tablet PC owners;
- NEXT TO ME is open for further development, it can be self-organized and self-improved by the Engine's participants interested in promoting their companies and services using the Internet;
- the engine allows performing realtime marketing research using the client's Personal account – an additional service offered by NEXT TO ME free of charge – here you can find the most «frequented spot» to locate your sales or service point, choose optimal working hours using the tools provided by the engine via Personal account;

In this way you get competitive advantage in the market by implementing information technologies into your business;

What makes NEXT TO ME different from other search engines?

- the Customer uploads his personal data himself. He also manages his company's status in real time: Even if you're temporarily closed for a few hours for technical reasons or having an offer, for instance «happy hours», the users will see it in respect to the time they use the NEXT TO ME Engine;
- the user can use Yandex- and Google-maps as he wishes to perform the search;
- the user sees the places he's looking for within a radius of 0,5 -1,0-1,5 km from his location and the search radius is displayed by the lighted circle; in the left column containing the company list the distance to the facility and time left until its closing are displayed and the countdown is turned on 1 hour before the closing;
- the companies are displayed depending on if they're currently open by the respective icon;
- each NEXT TO ME advertiser can open his personal page and manage his status in the Engine:

- you can promptly change your company's working hours even if you have closed for a few hours for technical reasons,
- announce the offers including their detailed description and terms. The engine will delete the information about the offer automatically upon its expiry.

For Customers (Advertisers):

- the initial posting of the personal page in the NEXT TO ME Engine is 10 euros. (one-time fee)
- keeping the page in the Engine –10 euros a month

Each advertiser gets a bonus – possibility to create the Personal account in the Engine which can be used for realtime marketing research.

For example, you're a manager of a small sales point and you're interested in the Internet user traffic dynamics by time of the day. Personal account services allow you to view the statistics and make the reasoned decision about changing your sales point working hours. The statistics form displaying the inquiries by goods category will allow adjusting the product range, order the delivery of popular goods on time, etc.

If you are going to open a new business in a certain area of the city or expand the existing business with a new sales point, you can calculate the number of inquiries for the category you're interested in by area by placing the marker at the required point. In this way you will determine the «frequented spot» - the point where your goods, services will find a quick sale.

The engine provides a useful tool for the development of the tourism industry. If state authorities are interested in additional income from the tourist activity in the region a comfortable information environment for the tourists, especially international, should be created. That is why translation of the engine's databases into foreign languages, regular update of tourist sites information, positioning of interactive street displays along tourist routes will greatly increase the quality of providing information services to tourists, which will lead to the rise in the tourist traffic.

Important note: the engine contains only reliable data. The advertiser (company's owner) enters all information about the company into the Engine's database himself. Then the data are checked for reliability by the Engine's administrator.

Another advantage offered to each client of the NEXT TO ME engine is a possibility to change information in a timely manner, on his own, add it, create new categories or subcategories about the company's activities. Even if you're closed for a few hours you can inform your potential customers about it by displaying the company's status on the map. You'll earn extra respect from your clients by showing you care about their time.