

What We Do

More than four years ago Mira Hanania and Ilan Gez, two Israeli immigrants, began an online community guide to connect local businesses with the Jewish community in Los Angeles. Now, Pages LA reaches out to the many diverse cultures in Los Angeles.

For decades the many Ethnic Yellow Pages have brought businesses to specific cultural communities. Pages LA takes the Ethnic Yellow Pages concept and brings it into the internet age. By using the multifaceted nature of the Web, we introduce our clients to a large array of communities including the Armenian, Chinese, Hispanic, Filipino, Japanese, Jewish, Korean, Persian, Russian and Thai. Mira and Ilan have over fifteen years of technological and advertising expertise and combine it with an enthusiastic interest in and knowledge of Los Angeles' many diverse communities to help businesses better market themselves. Celebrating the diversity of Los Angeles, we offer ten multiethnic directories with more on the way:

- www.laarmenianpages.com
- www.lahispanicpages.com
- www.lapersianpages.com
- www.lachinesepages.com
- www.lajapanesepages.com
- www.larussianpages.com
- www.lafilipinopages.com
- www.lajewishpages.com
- www.lathaipages.com
- www.lakoreanpages.com

By giving businesses the option to choose several communities, we not only provide access to new clients, but also foster unity by building a bridge from one community to the others.

Where most online directories only provide businesses with a small listing on a directory page, Pages LA gives the user a full, colored multipage ad that acts like a mini website in the directories of their choice, up and running within two days. With professionally copy written content, a link to the business website, photos and driving directions, each client gets the most from a partnership with Pages LA. They may choose which ethnic guide they wish to be placed in and can update the content at any time for no extra charge. Each client receives the personal attention needed to maximize their exposure and effectively increase the power of their advertising investment.

Through thousands of keywords in Google, Yahoo, MSN and numerous other search engines, the relevant community guide appears at or near the top with an appropriate word search. We also use more traditional means such as TV Ads, community newspaper ads and cultural events to get the Pages LA brand to the public. When people see us they see our clients.

With hundreds of businesses in every directory and over 44,000 visitors per month, Pages LA successfully reaches out to these communities to get their clients the affordable exposure they need.