

Keyword: videojug.com

Yell.com signs video deal

Yellow Pages directory site Yell.com gains [Videojug](#) 'How to' videos and blog network in biggest overhaul for a decade

Yell.com, the online business directory, has struck a deal with Videojug to provide tens of thousands of 'how to' videos and is setting up a network of 100 blogs to turn the Yellow Pages service into a multimedia content company.

The directory website has struck a deal with Videojug, , to provide online films that match business services for which consumers are searching online.

Yell.com is also seeking to develop a blogging network to provide advice and information on key business areas. The service will launch later this week with blogs on popular topics including plumbing and heating, home security, motoring and car maintenance, and hair and beauty.

The first wave of Yell.com blogs will be built and managed by a team of about 30. The aim over the coming months is to ultimately set up a network of about 100 bloggers who will 'inform and inspire consumers' with advice and ideas covering the 1,400 business classifications Yell.com offers. 'The PC has become a TV and video has a big place in Yell.com's future through the wider opportunities it offers for us enhancing users' experiences on the site,' said Nick Haworth, Yell.com's head of content and a former ITV executive. 'Over the coming months we plan to work with publishers, bloggers and loyal business to find content that helps Yell.com users make better, more informed buying decisions.' The move to ramp up content follows the relaunch of Yell.com in April in what the company says is the biggest 'root and branch' overhaul of its web presence in more than a decade.

In May, Yell.com announced that it would stop competing with Google for advertising and had . Yell.com says that it has 217,000 advertisers on its online directory.

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