

# We believe that **Canada's** **oil and gas** **industry** deserves to be **connected**

**Our goal is to be the oil  
and gas industry portal  
in North America**

A new and innovative  
SMART search engine  
for the oil and gas  
industry in Canada

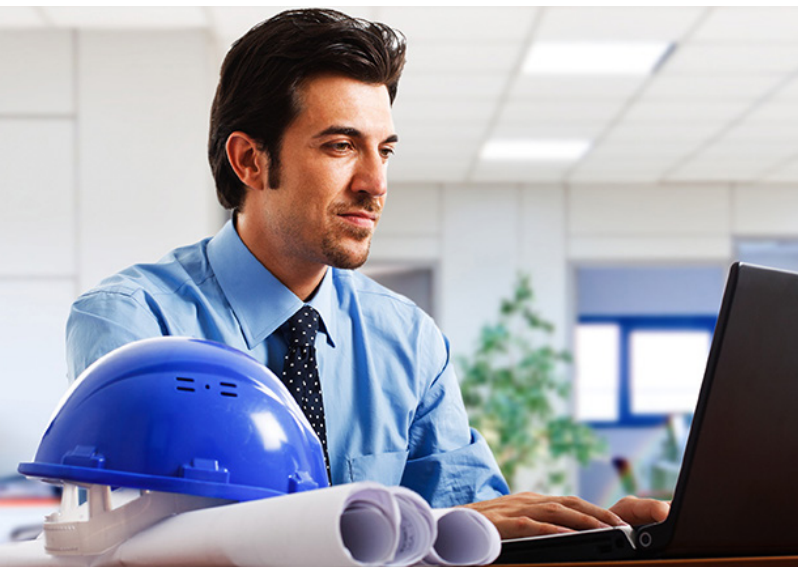
[oilgaspages.com](http://oilgaspages.com)

The smart oil & gas search



# Why was oilgaspages.com created?

Our primary founder, a Professional Engineer, originally came up with the idea of oilgaspages.com while working on a project. He experienced difficulty finding companies that provided particular products and services that he required in order to complete projects. In fact, he was having trouble even identifying what products and services most companies were providing. Finding companies located in rural areas proved to be difficult since some of these companies are not well advertised and one may not even know they existed.



Due to the lack of advertising, engineers, site supervisors, operators, and other oil and gas professionals have experienced a hard time finding all the products and services that are available to them. Usually, oil and gas professionals have to rely on word of mouth from peers or field personnel which often leaves them with very few options.

As technology was improving, the primary founder noticed an opportunity to create something that oil and gas industry participants could use to make their jobs easier.

He went on to collaborate with the co-founder to create oilgaspages.com, a tool that would easily help companies that provided products and services to the oil and gas industry to be found.



# Why are we different and why should you use our search engine?

Common printed directories and online search engines generally contain broad searches and information. This requires time and effort to analyze in order to determine specific products or services that a company offers. Broad searches for specific oil and gas products and services may not be location specific and usually generate results that may not be specific to the oil and gas industry. Terms that should be used for the oil and gas industry have been diluted by overuse in non-oil and gas related web pages and the result is that using these search terms can be quite frustrating.



Online search engines generally only represent companies that have some sort of online presence. If a company does not have a website or if they are inactive on social media sites, they may not show up on internet search engine results.



Oilgaspages.com was created as an intelligent search engine that aims to determine out what the user is seeking. For example, if a user searches for 'mud', the oilgaspages.com search engine will determine that the user is looking for 'drilling fluids'. This intelligent search engine allows the user to quickly and effectively find what they are looking for without having to know the exact oil and gas industry terminology or category names.

Oilgaspages.com contains a location filter which allows users to filter search results based on a location such as cities and towns across Canada. You can filter results for each province/state by entering the name of the province (i.e. Alberta or AB). If there are no companies at your specified location, the search engine will search and find you additional results (companies) up to a maximum of 150 kilometres from your specified location.



Oilgaspages.com also contains a company search and a user can search for the name of a company to find information on that company. When the user includes a location, the search results will display the address and phone number for that office or the closest office within 150 km of that location if one exists.

# How can oilgaspages.com help you and your business?

It can be challenging for companies to get their name out in the oil and gas industry. Companies have generally relied on direct sales including hiring a large outside sales force who directly meets with every potential client for marketing opportunities. These companies may spend large sums of money entertaining potential clients which may not necessarily lead to any sales. Many companies may not even meet with sales staff - further reducing marketing opportunities. This method also overlooks the vast number of field personnel that are looking for products and services in the oil and gas industry.

Engineers, buyers, field personnel, and other professionals need companies that provide products and services to the oil and gas industry to complete their projects. There is no single good option that allows these professionals to find the products and services they are looking for. This makes their jobs more difficult and a lot of time is wasted using multiple ineffective options to find companies. Since many companies don't market or conduct direct sales, a large amount of companies go unnoticed as the people looking for them don't even know they exist.

It is common practice for equipment and services to be bid out and these bid lists range from 3-5+ companies. Engineers and other oil and gas service professionals are always looking for additional companies to add to their bid lists. However, it is currently very difficult to find companies that provide these products and services. Oilgaspages.com was created to help these professionals locate products and services efficiently so they can maximize their productivity.

Oilgaspages.com uses a sophisticated patent pending intelligent search engine that determines which product or service a user is seeking. The intelligent search engine then connects users with the associated companies that provide these products or services.



# Why do oil and gas companies and those who service them need oilgaspages.com?



## To Advertise and Build your Brand

Those who service the oil and gas industry can advertise their services and products to the right target market. This includes all companies that are located in rural areas that can supply goods and services to the oil and gas industry. This also includes mid to large size companies who wish to drive more traffic to their business or to continue brand building. Companies can post messages, corporate news and even equipment sales in featured ads. (Maximum characters apply here to such ads.)

## To Save Time

Usually oil and gas professionals have to rely on word of mouth to find services and products. Industry professionals can find companies faster, complete projects faster and most importantly increase productivity with oilgaspages.com. Engineers that have used oilgaspages.com have advised they have been successful at locating companies faster than traditional methods they have used.

## New Technology / Part of the Future / Evolution of the Industry

Traditional methods of advertising are becoming less effective. Companies need to locate more innovative solutions to market their products and services. By being listed on oilgaspages.com this allows you to be part of the evolution of technology. Oilgaspages.com features new and exciting technology to develop our website.



## To CONNECT with others in the oil and gas industry in Canada

Most of the companies that are in the oil and gas industry and related service companies across Canada are located on oilgaspages.com.

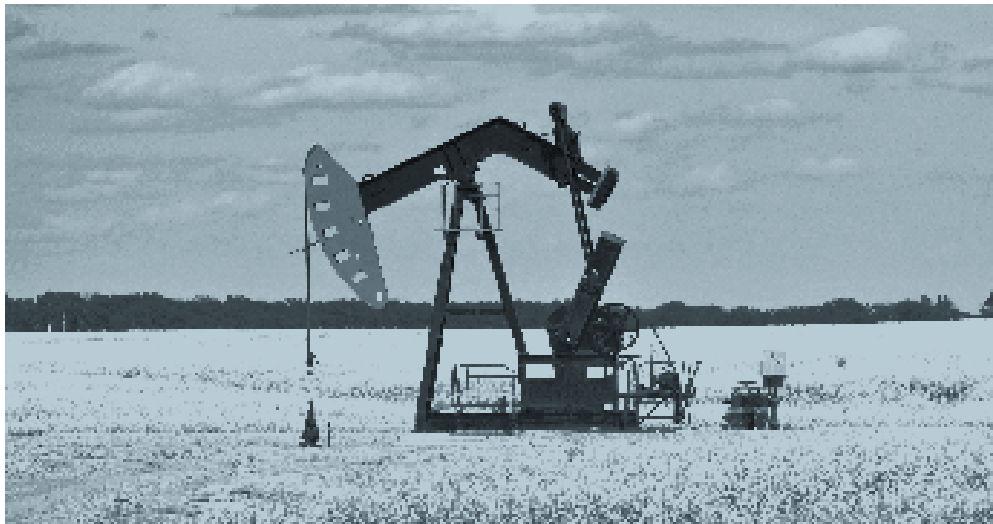
# Locate companies in the oil and gas industry across Canada.

The oil and gas industry in Canada spans from British Columbia all the way across the country to Newfoundland and Labrador. The oilgaspages.com smart search engine will help you locate companies from any province or territory.

Please contact Lilly Hua, Marketing Director at (403) 891-8285 or [lhua@oilgaspages.com](mailto:lhua@oilgaspages.com) for advertising opportunities.

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