

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

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**FORM 8-K**

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**CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

Date of report (Date of earliest event reported): November 9, 2005

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**Marchex, Inc.**

(Exact name of Registrant as Specified in its Charter)

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**Delaware**  
(State or other jurisdiction  
of incorporation)

**000-50658**  
(Commission File Number)

**35-2194038**  
(I.R.S. Employer  
Identification No.)

**413 Pine Street  
Suite 500  
Seattle, Washington 98101**  
(Address of Principal Executive Offices)

**(206) 331-3300**  
(Registrant's telephone number, including area code)

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Check the appropriate box if the Form 8-K filing is intended to simultaneously satisfy the reporting obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act
  - Soliciting material pursuant to Rule 14a-12 of the Exchange Act
  - Pre-commencement communications pursuant to Rule 14d-2(b) Exchange Act
  - Pre-commencement communications pursuant to Rule 13e-4(c) Exchange Act
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**Item 7.01 Regulation FD Disclosure.**

The information in this Item 7.01 and Item 9.01(c) is being furnished and shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that Section. Such information shall not be incorporated by reference into any registration statement or other document pursuant to the Securities Act of 1933 or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

On November 9, 2005, the Registrant issued a press release announcing updated travel statistics and the launch of a nationwide portfolio of beta Zip Code Web sites. The full text of the press release issued in connection with the announcement is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

**Item 9.01 Financial Statements and Exhibits.****(c) Exhibits.**

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release of Registrant, dated November 9, 2005.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Current Report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: November 9, 2005

MARCHEX, INC.

By: /s/ Russell C. Horowitz

Name: Russell C. Horowitz

Title: Chairman and Chief Executive Officer

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**EXHIBIT INDEX**

**Exhibit  
No.**

**Description**

99.1 Press Release of Registrant, dated November 9, 2005.

## Marchex Announces Updated Traffic Statistics and Launches Beta for 74,000 ZIP Code Web Sites

SEATTLE, WA – November 9, 2005 – Marchex, Inc. (NASDAQ: MCHX, MCHXP) today announced that its network of vertical and local Web sites attracted more than 24 million unique visitors <sup>A</sup> for the month of September 2005, according to internal traffic logs. This compares to more than 21 million unique visitors for the month of July 2005.

Additionally, Marchex today announced the beta launch of its full network of approximately 74,000 ZIP Code Web sites, providing local search, locally-targeted advertising inventory, and geographically-relevant content covering 96% of all ZIP Code areas nationwide. Marchex owns .com and/or .net ZIP Codes in approximately 41,000 of the approximately 42,500 U.S. ZIP Codes (source: U.S. Postal Service). A sample listing of the ZIP Code beta Web sites launched today can be found at <http://www.marchex.com/zip-codes/>.

The beta launch of Marchex's ZIP Code Web sites is the first wide-scale implementation of its direct navigation development plan. This beta launch is the result of more than eight months of development on a flexible publishing platform that will allow Marchex to deliver new templates for its entire network of Web sites. The platform will also allow Marchex to efficiently add new advertising partners and content relationships (e.g., shopping, weather, maps and auctions), as applicable by category or Web site. With this beta ZIP Code launch, more than 74,000 of the more than 200,000 Web sites in Marchex's overall network will have an updated, upgraded template.

Following the successful implementation of these new ZIP Code sites (e.g., 98103.com), Marchex plans to build new templates for its local/vertical combination Web sites (e.g., miamijobs.com) and for its broad vertical Web sites (e.g., invitation.com).

### ZIP Code Beta Launch Results and User Feedback

Today's nationwide beta rollout follows an initial launch in August of 52 beta ZIP Code Web sites from within each of the nation's 50 most populous metropolitan areas (source: Nielsen Media). A complete listing of the initial launch of beta ZIP Code Web sites can be found at [http://www.marchex.com/site\\_examples.html](http://www.marchex.com/site_examples.html).

Primary goals of the initial beta test included: (i) gathering feedback through user surveys in order to improve page utility and determine future enhancements; and (ii) monitoring these Web sites' ability to drive traffic growth. Highlights of the internal beta test analysis include:

- User survey feedback indicated that additional, locally-focused information, such as local merchant information, local traffic information, local movie theater listings and local restaurant data, would increase the utility of the Web sites. Marchex plans to integrate this and other, related data in future versions of its ZIP Code Web sites and other locally-focused Web sites.

- Traffic to these Web sites, on average, increased by multiples from previous levels based on internal analysis. Marchex believes this is primarily due to improved placement in algorithmic search results, which does change from time to time.

“We are committed to evolving these domains into Internet destinations that offer a high degree of user utility and provide merchants with targeted advertising inventory in specific local markets,” said John Keister, Marchex President and COO. “Today’s beta release of our ZIP Code Web sites is simply another step in a process to create a network for users that are seeking specific local and vertical content.”

#### **About Marchex, Inc.**

Marchex’s (www.marchex.com) mission is to be a leader in delivering vertical and local online traffic to merchants. The company is focused on search marketing, local search, and direct navigation. Marchex’s platform of integrated performance-based advertising and search marketing services enables merchants to efficiently market and sell their products and services across multiple online distribution channels, including search engines, product shopping engines, directories and selected Web properties.

#### **Forward looking statements**

This press release contains forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included in this press release regarding our strategy, future operations, future financial position, future revenues, acquisitions, projected costs, prospects, plans and objectives of management are forward-looking statements. We may not actually achieve the plans, intentions or expectations disclosed in our forward-looking statements and you should not place undue reliance on our forward-looking statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements we make. There are a number of important factors that could cause Marchex’s actual results to differ materially from those indicated by such forward-looking statements which are described in the “Risk Factors” section of our most recent periodic report and registration statement filed with the SEC.

A) Unique visitor statistics are based on internal traffic logs, which calculate unique IP (Internet protocol) addresses on an unduplicated basis during a given month.

#### **For further information, contact:**

Mark S. Peterson  
Vice President of Public Relations  
Marchex, Inc.  
206-331-3344  
mark@marchex.com

Trevor Caldwell  
Vice President of Investor Relations & Strategic Initiatives  
Marchex, Inc.  
206.331.3316  
tcaldwell@marchex.com

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