FORM 4

obligations may continue. See Instruction 1(b).

Check this box if no longer subject to Section 16. Form 4 or Form 5

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT	OF CHANGES II	N BENEFICIAL	OWNERSHIP

OMB APPROVAL OMB Number: Estimated average burden hours per response: 0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* KEISTER JOHN			2. Issuer Name and Ticker or Trading Symbol MARCHEX INC [MCHX]								5. Relationship of Reporting Person(s) to Issuer (Check all applicable)							
								_					X	Direc	ctor	10%	Owner	
E STREET	rst) ((Middle)			3. Date of Earliest Transaction (Month/Day/Year) 10/03/2011								X	belov	w) ``	belo	′	
E W	A 9	98101		4. If	Ame	endment	, Date o	of Original	Filed	(Month/Da	ay/Ye	ear)		6. Indi Line) X	Forn	n filed by One	Reporting Po	rson
(St	ate) (Zip)														,		9
	Tabl	e I - Nor	า-Deriv	ative	Se	curitie	es Ac	quired,	Disp	osed o	f, o	r Ber	efic	ially	Owne	ed		
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		Date			2A. Deemed Execution Date, if any (Month/Day/Year)				Disposed Of (D) (Instr. 3, 4			4 and Secu Bene Own		ties cially I Following	Form: Direct	Ownership		
								Code	v	Amount		(A) or (D)	Pri	се	Transa	action(s)		(Instr. 4)
Class B Common Stock			10/03	03/2011				S ⁽¹⁾		5,000	5,000 D		\$	8.32	396,081		D	
Common Sto	ock														15	59,373	I	By JK 2010 GRAT
Common Sto	ock														5	0,129	I	By GRAT
Common Sto	ock														(5,160	I	By IRA
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																		
Derivative Conversion Date Execution Security or Exercise (Month/Day/Year) if any		Date,	Transaction Code (Instr.		of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		Expiration Date (Month/Day/Year		Ar) Se Un Do Se ar		Amoun or Numbe		Der Sec (Ins	ivative urity	derivative Securities Beneficially Owned Following Reported	Ownershi Form: Direct (D) or Indirec (I) (Instr. 4	Beneficial Ownership (Instr. 4)	
	(Fi E STREET 2000 E W (St Security (Inst Common Sto Common Sto Common Sto Common Sto Common Sto Common Sto Dominative of Derivative	(First) (E STREET 2000 E WA (State) (Table Security (Instr. 3) Common Stock Common Stock Common Stock Common Stock Table Security (Instr. 3)	(First) (Middle) E STREET 2000 E WA 98101 (State) (Zip) Table I - Nor Security (Instr. 3) Common Stock Common Stock Table II - I (Conversion or Exercise Price of Derivative (Month/Day/Year) (Month/Day/Pear)	(First) (Middle) E STREET 2000 E WA 98101 (State) (Zip) Table I - Non-Derive Month/E Common Stock Common Stock Table II - Derivati (e.g., pt 2. Transaction Or Exercise Price of Derivative Security 3. Transaction Date (Month/Day/Year) (Month/Day/Year) 3. Transaction Date (if any (Month/Day/Year)	(First) (Middle) E STREET 10000 A. If (State) (Zip) Table I - Non-Derivative Security (Instr. 3) 2. Transaction Date (Month/Day/Year) Common Stock Table II - Derivative S (e.g., puts, c (e.g., puts, c (Month/Day/Year) A. Deemed Execution Date, if any (Month/Day/Year) (Month/Day/Year) 2. Transaction Date (Month/Day/Year) A. Deemed Execution Date, if any (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year)	(First) (Middle) E STREET 10000 Table I - Non-Derivative Se Security (Instr. 3) Common Stock Table II - Derivative Security (Month/Day/Year) Table II - Derivative Security (e.g., puts, calls) Common Stock Table II - Derivative Security (e.g., puts, calls) Common Stock Table II - Derivative Security (e.g., puts, calls) A Deemed Execution Date (Month/Day/Year) Conversion or Exercise Price of Derivative (Month/Day/Year)	(First) (Middle) E STREET (Month/Day/Year) (State) (Zip) Table I - Non-Derivative Securities (Month/Day/Year) Security (Instr. 3) 2. Transaction Date (Month/Day/Year) Common Stock Table II - Derivative Securities (e.g., puts, calls, warr (Month/Day/Year) 2. Table II - Derivative Securities (e.g., puts, calls, warr (Month/Day/Year) 2. Conversion of Exercise Price of Derivative Security 3. Date of Earlier 10/03/2011 2. Transaction Date (e.g., puts, calls, warr (Month/Day/Year) 3. Date of Earlier 10/03/2011 4. If Amendment 22A. Deer 24A. Deer 24A. Deer 25A. Deer 25A. Deer 26A. D	(First) (Middle) E STREET (Mood) Table I - Non-Derivative Securities Accurate (Month/Day/Year) (State) (Zip) Table I - Non-Derivative Securities Accurate (Month/Day/Year) (Security (Instr. 3) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) Common Stock Table II - Derivative Securities Acquee (e.g., puts, calls, warrants, fany (Month/Day/Year) 2. Conversion or Exercise Price of Derivative Security (Month/Day/Year) 3. Transaction Execution Date, if any (Month/Day/Year) (Month/Day/Year) 3. Transaction Code (Instr. 8) 5. Number of Derivative Securities Acqueed (A) (Instr. 3, 4) (MARCHEX INC Models	MARCHEX INC MCHX	(First) (Middle) E STREET (Month/Day/Year) Table I - Non-Derivative Securities Acquired, Disposed of (Month/Day/Year) Security (Instr. 3) Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, convertibe (Month/Day/Year) Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, convertibe (Month/Day/Year) Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, convertibe (Month/Day/Year) Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, convertibe (Month/Day/Year) Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, convertibe (Month/Day/Year) Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, convertibe (Month/Day/Year) Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, convertibe (e.g., puts, calls, warrants, options, calls, warrants, optio	(First) (Middle) (First) (Middle) (First) (Middle) (Stare	MARCHEX INC MCHX	Common Stock Common Stock Common Stock Common Stock Table II - Derivative Securities Acquired, Disposed of, or Beneficial (e.g., puts, calls, warrants, options, convertible securities acquired, Disposed of, or Beneficial (e.g., puts, calls, warrants, options, convertible securities acquired (A) or price of Derivative Security (Instr. 3) Code (Instr. 3) Cod	Chec X X X X X X X X X	MARCHEX INC MCHX MCHX	MARCHEX INC MCHX Check all applicable X Director X Officer (give title below) E STREET 10/03/2011 E STREET E STREET 10/03/2011 E STREET E STREET 10/03/2011 E STREET E STR	MARCHEX INC MCHX Spiretor 10% X Director 10% Director 10% X Director 10% X Director 10% D

Explanation of Responses:

1. The sales reported on this Form 4 were effected pursuant to a Rule 10(b)5-1 trading plan adopted by the reporting person.

John Keister

10/05/2011

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.