



Online Directories Becoming A More Popular Resource For Internet Browsers

Michael DeLion, November 01, 2007

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Online directories are quickly becoming a popular resource for discerning internet browsers as a means of obtaining a personal endorsement or review, in favour of traditional search engines, according to a recently released survey conducted by mybusinessdirectory1.com

PR9.NET November 01, 2007 - Los Angeles, CA - Online directory websites are quickly becoming a more popular way for browsers to find what they're looking for online, according to a recent survey released by business directory mybusinessdirectory1.com. With search engines previously occupying the bulk of browsers queries, online directories are now seeing an up surge in traffic through recommendations and reviews of website services, which are designed to route out scams and provide sensible, accurate recommendations to the browser.

With the growth of the internet over the last decade or so it has been search engines that have pushed much of the traffic online, with directories firmly in second place. However it now appears that internet browsers are becoming increasingly trusting of directories for their search queries, particularly those that are socially motivated or have reviews and roundups of the products and services on offer, as a means of reassuring browsers of a website's legitimacy.

Michael DeLion of My Education Directory (<http://www.mybusinessdirectory1.com>) suggests that the results are understandable, with more and more internet users looking for someone else's opinion on a service or website before wasting their own time as a result of countless disappointment and the sheer volume of scams and online cons on the internet today.

"The Internet is a busy place, and there's lots to get through. The fact of the matter is that a simple search query often won't help the browser understand anything about the website. People want to know if a website owner is respectable and the services they provide are worthwhile - after all, just because a site ranks well doesn't make it legitimate.

"The average browser now has a better understanding that anyone can buy top rankings with an SEO professional, so that is no longer a gauge of trust. Moreover with growing reports of scams and cons online, it's no wonder we're starting more and more to respect the views and opinions of previous service users."

Over the last few years the internet has taken on a more social perspective, inviting the opinions and the views of the average Joe to come through online in place of traditional media. As a result browsers are starting to demand a review or selection process before choosing to click on a particular website, which most search engines simply cannot provide.

With directories becoming more advanced and socially orientated, the requirement for hand-picked, quality websites is becoming filled by the traditionally secondary source, the online directory.

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About Michael DeLion

My Education Directory (<http://www.mybusinessdirectory1.com>) is an online business directory, hosting categorised sources of business websites. Whatever you require when browsing online by way of services or products, mybusinessdirectory1.com has a reliable and up to date source of the movers and shakers in the world of online business.

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