



Best of the Web UK Directory Launches

Best of the Web, one of the world's most popular online guides, launches a localized UK Directory.

Uniondale, NY ([PRWEB](#)) December 9, 2008 -- Best of the Web is pleased to extend its directory services to users in the United Kingdom and Ireland. While the company's trusted search model is already popular with users in Great Britain, a localized UK directory (<http://botw.org.uk>) will provide its constituents with a comprehensive view of quality websites organized by region and topic.

BOTW's UK directory will utilize the framework of its successful original; incorporated sites will undergo review by BOTW's team of editors prior to their inclusion. As they do for BOTW's original pages, BOTW UK's editors will manually categorize each page to ensure consistency and quality control. Categories will reflect the priorities and interests of UK users, integrating sites that target the specific needs of the British audience. Simultaneously, the UK pages will offer seamless access to corresponding information in the main directory.

"We anticipate that the new directory will prove to be a great informational resource for our UK users," says BOTW CEO Brian Prince. "Using our main directory as a proven model, we're certain that the Best of the Web UK Directory will fill a void in the UK search market."

Adds BOTW President Greg Hartnett, "We're excited about this endeavor, and we're looking forward to working in the UK market. Given our volume of British users, we welcome the chance to work more closely with local businesses. We think the new directory will allow them to reach out to their communities in new and meaningful ways."

A longtime leader in directory traffic, Best of the Web is committed to the changing search needs of the greater Internet community. Interested business owners will appreciate the [BOTW UK Directory Submit Service](#), a fast-track inclusion plan that will ensure speedy review for membership in the burgeoning directory. They will also benefit from enhanced visibility across the BOTW UK network via the [UK Sponsorship Advertising Solutions](#).

About Best of the Web

"The Internet's oldest directory," [Best of the Web](#) got its start in 1994 by empowering the burgeoning online community to nominate and vote for best-of-class websites in a variety of categories. In 2002, Best of the Web re-launched as a comprehensive directory categorizing content-rich, well designed websites. Today, whether the topic at hand is choosing a college, refinancing a mortgage, or planning a party, [BOTW](#) gives meaningful guidance to many an Internet user, generating more than two million page views per month. In addition to its directory services, Best of the Web also offers a comprehensive [Blog Directory](#) and a [Local Search Directory](#) to link users to their communities. For more information on the Internet's oldest directory, visit the [BOTW Blog](#), the official company blog for everything Best of the Web.

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Online Web 2.0 Version

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