



Best of the Web's Human-Edited Blog Directory Adds User-Friendly to its List of Key Ingredients

New blog directory takes a targeted approach to searching the blog landscape.

Uniondale, NY ([PRWEB](#)) April 11, 2006 -- How can Internet users participate in the wide world of blogs without getting bogged down in useless content? Best of the Web, "the Internet's oldest directory," has the answer in the form of its newest offering, a guide to the best in the world of blogs, <http://blogs.botw.org>.

While the blog search landscape typically focuses on breadth of results, with each search engine battling to search more and more blogs, the Best of the Web blog directory takes a decidedly different approach. Instead of allowing everything in, and then tasking its database with presenting only the most relevant results, the Best of the Web blog directory begins with a clean slate and only serves results from human-screened, quality sources of information.

"The launch of the Best of the Web blog directory is evidence of our ability to keep pace with the Internet's growth -- and the evolving tastes and needs of those who use it," said Brian Prince, CEO of Best of the Web.

"Moreover, the quality of the results produced by Best of the Web blog directory searches demonstrates our commitment to enhancing the online experience by providing the Internet community with meaningful guidance it can trust," said Greg Hartnett, president of Best of the Web.

Best of the Web has spent the last six months building the structure of its blog directory, adding enough blogs to make the search aspect of the site capable of consistently returning relevant, quality results. The company's CEO maintains that while more intense human involvement at the beginning of the build process takes longer, once the machine gets going, it runs a lot cleaner. "Our approach is beautifully simple," explains Prince. "Instead of trying to constantly tweak our algorithms to stay one step ahead of the spammers, we never let the spam -- including the splogs, or spam blogs -- in the front door."

The arrival of the Best of the Web blog directory means blog aficionados can now access the blogosphere from a high quality, spam-free database of human-reviewed blogs. Searching the BOTW blog directory, users can find information as it is being discussed, look for blogs tagged with a specific phrase, or seek specific blogs within the database.

"In creating our blog directory as an extension of the Best of the Web brand," adds Hartnett, "It was important to leverage our past success. Best of the Web became a word-of-mouth favorite of Internet users worldwide because it gave the online community a tool to evade the glut of spam found in most search engines and reveal only the Internet's highest-quality content. Like its parent company, the Best of the Web blog directory is committed to maintaining the high standard of its listings while continuing to grow."

About Best of the Web

"The Internet's oldest directory," Best of the Web (<http://botw.org>) 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,



<http://botw.org> gives meaningful guidance to many an Internet user, generating more than 2 million page views per month. Best of the Web recently launched its newest offering, a guide to the best in the world of blogs, <http://blogs.botw.org>. For more information on the Internet's oldest directory, visit the BOTW Blog, <http://botwblog.org>, the "official" company blog for everything Best of the Web.

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Online Web 2.0 Version

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