



## Online Dating - Here to stay? Online Dating - Here to stay?

*Magazines and websites have been covering this phenomenon since the late 90's. It seems a new dating website is born every minute, at least that's what the search engines seem to be telling us. This would lead one to believe that there really is something to this new genre of "singles" with a need to meet virtually.*

(PRWEB) November 10 2003--Singles are definitely searching and crawling online for that "perfect match", we call them "singles". You may have seen recent TV ads or newspaper articles announcing success stories of those who have met online and now are married.

Jupiter Media Metrix reported that nearly 6 million singles are using the Internet to find that "someone special". According to American Demographics, 22 percent of America's 98 million singles have tried online dating. According to AARP, singles in their 40s, 50s and 60s typically tend to look for love in the same places they probably did when they were twenty: through friends, family and the office. However, a recent survey showed 6 percent of singles aged 40 to 69 are using matchmaking Web sites.

Crawlers, robots and spiders - Oh My!

Placement and rankings of Web sites in search engines often involve complex algorithms, website content design strategies, and meta keywords and tags optimization. A task not suited for the faint of heart. A recent independent study of searches for the keyword 'dating' on the major search and meta search engines produced varied results. The Google(tm) search engine produced the most results, with just over 32 million findings. Additional searches on Yahoo (tm) found about 10 million, and AltaVista had over 5.7 million results. A total count was not available for Overture, however reviewers praised the ability to easily filter out adult material results on both Overture and AltaVista.

Net Services by Design, Inc. has helped VirtUmatch.com achieve top ten percent rankings on dating keyword and phrase searches on multiple major search engines. Dave Messer, CEO and founder of Net Services by Design, commented, "...within one month, VirtUmatch climbed to the top of the dating site listings with nominal costs. An extraordinary achievement and proof that with the right planning and marketing efforts, online promotional success and high rankings are not only achievable but cost-effective."

VirtUmatch offers these free dating tips for those "singles" out there.

**MAKE YOUR PROFILE STANDOUT** with a photo, photo personals receive almost 15 times more responses. Use a digital camera or scanner to upload a head shot for best image quality. Avoid using pictures with more than one person (you) in them.

**LOOK FOR LOCAL SINGLES** in your area by registering on dating websites that provide personal profile lookups by city or state. You may be surprised your neighbor just down the street is looking for that "perfect match" as well.

**REGISTER ON QUALITY DATING SITES** by looking at existing profiles first. Tour the website before registering to ensure your profile fits in the dating environment the website is promoting.

**DO NOT PROVIDE** personally identifiable information in your match profile - such as real name, address, private email, etc. If you suspect malicious or fraudulent activity, report such actions to the site's webmaster, Internet Service Provider (ISP) and law or government agencies.

About VirtUmatch.com

With so many dating and singles websites online (over 1 million), we strive to provide you with a one-stop dating search solution for connecting you to your "perfect match". That's why we don't just promote VirtUmatch but have rated and reviewed other dating and relationship websites as well! Point.Click.Date at VirtUmatch. Visit us online at <http://www.virtumatch.com>

About Net Services by Design, Inc.

By building your Internet presence through technology, innovation and imagination, our team of Net professionals and design experts will maximize your marketing mix potential. Our dedicated consultants bring an impressive background of senior management and IT design experience with industry leaders, including the Fortune 500, Interactive Week's 500 and Information Week's 500. Visit us online at <http://www.netsbd.com>

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