



## Local Business Directory Boasts Impressive Growth In The UK

Bournemouth, UK (PRWEB) August 18<sup>th</sup> 2008 – The iGroup has seen its UK network of local business directories go from strength to strength in 2008. The group, now in its fifth year has expanded from the original iDorset to now cover over 40 counties throughout the UK, providing its users with an ever increasing list of innovative features such as clear and simple information, opening times, map directions and direct contact with businesses.

The business directory network has grown to such an extent they are now serving 1 million visitors per month and are currently listing over half a million businesses, a landmark which founder Matt Skerrett is particularly proud of. Matt commented "I'm delighted we've hit the 1million visitor a month benchmark and very pleased with the progress we've made over the last few years. I think SME businesses are now beginning to realise how important the web is as a form of cost effective targeted advertising, it's going to be an exciting 12 months ahead with lots in the pipeline for TheiGroup."

And the achievements don't end there; The iGroup has also achieved partner status on both the Google and Yell advertising programs, only achieved by a very select group of websites in any country and confirming their status as one of the UK's leading business directories.

The iGroup are also planning to enhance their offering in the coming months due to tie ups with national providers in the jobs and hotel industries. Businesses looking to promote themselves on the iGroup can still get free business listings, providing basic contact information and a web link. Matt added "I would advise small business not to get left behind and make sure when someone is looking for you on the internet your company gets found."

The iGroup directories utilise full text search engine capability to provide users with a clean, friendly interface for searching its continuously updated 500,000 local UK businesses defined by county and town, enabling the user to get highly relevant results. The result is a highly efficient user experience; from home page the user can look up a local plumbing company in just 2 clicks, check the local weather, news and even get great deals at many major brands with their discounts section.

To find out more please visit the iGroup website at <http://www.theigroup.co.uk/>

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