



Yootsa, the practical meta search engine, launches its UK edition Yootsa.co.uk.

Yootsa.com, the practical yet sleek search engine, has launched a local UK version yootsa.co.uk. The UK search engine will provide local UK results in both search and from selected partners providing offers specific to United Kingdom visitors.

Joe Stepniewski, Director of Search at Yootsa.com said “Yootsa’s formula has proven popular with US and global visitors by providing combined search results in an easy to use interface, so we are replicating that success with specific local search versions.” Yootsa.co.uk has a team based in London, UK to provide editorial and ensure that local search needs are satisfied.

Yootsa is different to other search engines due to its unique ranking system to provide the most relevant search results, based on a meta search engine to gather and rank the top results on the web. Yootsa also features a human edited web directory so visitors can easily navigate through categories to find exactly what they are searching for. Mr Stepniewski said “From our research of many users, we found that 74% were willing to experiment with new search offerings, and of that group 80% said they would stick using the new engines if they had more innovative features and were more suited to them over old favorites such as Google, Yahoo, MSN, which is encouraging for 2nd and 3rd tier search engines.”

Yootsa.co.uk also provides vertical search options: shopping search engine and jobs search.. “We offer separate shopping search and job search engines, and to respond to the surge in demand for local search, these are being localized into UK shopping search and UK job search” said Mr Stepniewski.

The Yootsa team are constantly developing and adding new search features to provide faster searching and navigating of the Internet. Natznet Fremicael, European manager, said “Yootsa will shortly be expanding into local German, French and Spanish versions with local language and editorial support”.

Yootsa UK is located at <http://www.yootsa.co.uk>

About Yootsa.com

Launched in early 2006, Yootsa.com is a new generation meta search engine. Yootsa has been designed from the ground up by passionate searchers, providing a simplified search that allows visitors to find what they are looking for quickly and easily. Included in the search results are traditional search, news, blogs and other social media sites. Amongst its combined search results are carefully targeted sponsored offers to ensure visitors see the best deals available.

Yootsa is derived from the slang term “ootsa”, which is used to indicate exhilaration or joy at an event, and usually being highly satisfied!

For further information contact

Devetta PR & Media

+44 207 723 3037

London, United Kingdom

<http://www.yootsa.com>



“Need Search? Then Yootsa It!”