

Instant Checkmate Launches Complete Overhaul of Website

Online background check company Instant Checkmate launched a complete design overhaul to its corporate website including several expansive updates to key components including the Criminal Records Directory and People Search Directory. The new design boasts a cleaner, simpler and more user friendly interface, several feature upgrades to the blog, and even includes an overhaul of all major Instant Checkmate social networking profiles.

February 7 2013—Instant Checkmate, the fast rising Internet data broker based out of Las Vegas, NV recently launched a whole new interface and updates to the visual components of their brand. The new site makes it even easier for consumers to use Instant Checkmate's services.

This popular online background check company compiles a variety of information related to public safety issues such as sex offender data, arrest records, convictions, and much more from a number of public databases at both the local and federal level, as well as independent sources. Subscribers can use Instant Checkmate to locate registered sex offenders in their area and discover more about the people living in their neighborhoods. The website allows anyone, at anytime, easy and anonymous access to all sorts of public data about specific individuals.

Instant Checkmate's expansive database of public records is now being offered as a "Public Record Search Service", underscoring the company's evolution beyond basic criminal background check services. According to their remodeled website, "Instant Checkmate can be used for more than just checking someone's criminal history. You can find old friends or long lost family, protect yourself and your family from suspicious neighbors, and much more!" With this latest website remodel, the company aims to tap into new markets such as individuals performing people searches, census researchers, or people who just want to explore public data without the hassle of mining multiple public data sources.

The new homepage also provides quicker access to all of the company's social networking sites through an ever-present icon set at the bottom of every page, allowing users to easily connect with Instant Checkmate across various online platforms. The company has recently opened up their Facebook fan page as a customer service resource where users can communicate with customer service representatives in the Las Vegas, NV customer service center, and has also expanded their presence into multiple popular online social media networks such as [Pinterest](#) and [YouTube](#). Other social media sites such as [LinkedIn](#), [Facebook](#), and [Twitter](#) also received facelifts to

represent the new design direction.

Another exciting addition to the company homepage is the [Instant Checkmate Features](#) page. This page is a brand new addition to the company's website. It combines clean, simple design with important product information, delivered in an easy-to-read format. The features page provides people with in-depth information about Instant Checkmate's services. According to the new features page, Instant Checkmate offers 30 different data points, unlimited searches, accurate and up-to-date people information, as well as friendly and knowledgeable customer service. The features page also identifies Instant Checkmate as the most popular background check website on the Internet.

Along with the redesign of the homepage came a revamping of the company's corporate blog. The company blog was given a much more cohesive feel, and has been optimized with additional social media share buttons. And with the addition of various widgets, articles can now be searched by category, or publish date.

Perhaps the biggest update to the Instant Checkmate website can be found within the company's [Criminal Records Database](#). The database is a separate product on the website that anyone can use at no cost. Instant Checkmate's Criminal Records Database now include interactive graphs that show crime trends for every city, state, and zip code in America. The database also displays the latest available information on various types of crimes committed in a particular state within the last year, and users can view information on their state's crime levels compared to the national average.

Company spokesperson Kristen Bright says, "Our homepage is the virtual face our company. We want to create the best possible first impression on new users, as well as continue to offer something new and fresh to our longtime subscribers. We feel that these updates have achieved those corporate objectives."

Rolling out this new homepage required a considerable amount of interdepartmental collaboration. User testing has proven that the new site is easy to navigate, intuitive, and aesthetically appealing. Overall, the company feels it is a vast improvement on multiple levels. Instant Checkmate anticipates a warm reception from both its existing users, and the general public.

About Instant Checkmate

[Instant Checkmate](#) is an online service that provides criminal background checks to individuals on a subscription basis, or for a one-time fee. Instant Checkmate aggregates data from federal, state, and local sources which have been processed and made available electronically. Some of the databases used by Instant Checkmate include state sex offender information, court dockets, census records, county arrest records and other public records. Instant Checkmate compiles public records and creates user-

friendly reports describing people living in the U.S. Instant Checkmate may not be used to make decisions about consumer credit, employment, insurance, tenant screening, or any other purpose that would require FCRA compliance. For more information, please review [Instant Checkmate Terms of Use](#).