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For Immediate Release

BBB of Fort Worth's Website Gets a New Look

The newly redesigned public website, fortworth.bbb.org, provides easier access to helpful consumer information and ethical businesses

Fort Worth, TX (April 4, 2014) – BBB of Fort Worth is excited to announce the launch of its newly, redesigned website, fortworth.bbb.org. The redesigned website is aimed to connect consumers to businesses they can trust in a new, user-friendly format.

“BBB’s mission is to be the leader in advancing marketplace trust,” said Larry Taylor, BBB of Fort Worth CEO. “We are continually working to help consumers connect with businesses they can trust. Our newly redesigned website will provide an avenue for consumers to get the information they need faster and find businesses that are committed to ethical business practices.”

All of BBB’s information is still free and the redesigned website allows people to find businesses, brands, and charities they can trust, with links to more than 4.5 million Business Reviews and more than 11,000 Charity Reports. Other new features of the redesigned website, include:

- New, powerful search feature designed to help people find local information fast
- Homepage access to file a complaint or find Accredited Businesses through the Accredited Business Directory
- Easy access to popular BBB sites: Scam Alerts, tips, BBB blog

BBB’s entire digital presence is also integrated into the newly redesigned website with social media links easily available so consumers can follow and share stories with a simple click. For more information, visit fortworth.bbb.org or call us toll-free at (800) 621-8566.

(more)

About the Fort Worth BBB

The Better Business Bureau of Fort Worth and Tarrant County, Inc. is a not-for-profit agency serving Tarrant, Johnson, Hood, Wise, Erath, Palo Pinto, Somervell, and Parker counties. Fort Worth BBB provides education and information on business and business standards; and serves consumers by helping resolve consumer complaints regarding businesses. For more information, call (800) 621-8566 or visit www.fwbbb.org.

About the BBB

For 100 years, Better Business Bureau has been helping consumers find businesses, brands and charities they can trust. In 2011, consumers turned to BBB more than 100 million times for Business Reviews on more than 4 million companies and Charity Reports on 11,000 charities, all available for free at www.bbb.org. The Council of Better Business Bureaus is the umbrella organization for 115 local, independent BBBs across the United States and Canada, as well as home to its national programs on dispute resolution and industry self-regulation. For more information, visit www.bbb.org.

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