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NZS.com Breaks A Million

NZS.com, the largest searchable directory of New Zealand websites with over 80,000 website listings, has surpassed the one million page view barrier for the month of January.

Launching in 2001, NZS.com has been gaining momentum year on year with 2008 averaging 850,000 page views per month. The 1,075,401 visitor page views that NZS.com received in the first month of 2009 is a good indication of the increasing importance of New Zealand search.

Gary Jensen, General Manager of NZS.com says; "On top of breaking the one million page view barrier, NZS.com has seen more than double the number of direct advertiser enquiries in January 2009 compared to the same period in 2008."

Global online marketing revenue trends have seen double digit growth year on year from 2004 (source: IAB.net) and, despite the expected economic downturn in 2009, many online marketing commentators forecast continued growth as companies will be looking to use measurable online marketing campaigns to generate new business.

Gary Jensen says; "The discussions we've had with other New Zealand Internet industry participants has confirmed our thinking that 2009 has significant potential to further develop the online marketing industry."

This week NZS.com also launched an enhanced design layout set to make the search for local New Zealand websites even easier. Built with usability in mind the new look is geared to allow viewers quicker access to the wealth of online information in New Zealand.

Growth within the online marketing industry in conjunction with the progressive expansion of new features within NZS.com over the past six months has enabled the company to break through the one million page view milestone.

About NZS.com

NZS.com is the largest searchable directory of New Zealand websites, with over 80,000 listings for businesses, organisations and individuals from throughout New Zealand. NZS.com is about New Zealand Search for categorised content and a Kiwi-centric approach to analysing the New Zealand web space. NZS.com aim to offer a unique search experience, that complements other search options, designed for viewers seeking a human-edited window to the New Zealand web. For further information, please contact:

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