

# Seekport launches new blog Search for fast, categorised navigation of the 'Blogosphere'

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30 November 2005 - European search engine Seekport ([www.seekport.co.uk](http://www.seekport.co.uk)) has launched a new Blog Search capability that enables internet users to quickly and easily navigate the 'Blogosphere'.

Blogs (short for weblogs) are online diaries, usually created using simple content management systems. Users can leave comments on each other's blogs, creating a network of interconnected websites known as the 'Blogosphere'. The content published in blogs includes confessional diaries, current affairs commentaries by journalists and corporate news. In many niche topics, blogs written by knowledgeable amateur writers have become the leading news source.

Seekport's new Blog Search, part of the relaunched Seekport search engine, introduces the first dedicated European blog search. Blog search results are indicated with an icon in the Seekport interface and users can narrow their search to one of 11 categories, including computing; cars and motoring; travel and holidays; government and politics; and business and finance. With the number of blogs in the UK estimated to be as many as 900,000 and with one in every 200 visits to a UK website a visit to a blog\*, this is a key area for any search engine.

Every hour, especially active blogs are indexed at [www.seekport.co.uk](http://www.seekport.co.uk) and sorted by relevance and when they were last updated. Seekport provides easy access to British, German, French, Spanish and Italian blogs.

"Without an easy way to search blogs, internet users are missing out on some of the web's richest and most original content," says Joachim Kreibich, managing director for Seekport Internet Technologies GmbH. "No other search engine has a comparable, language-specific blog search to offer."

The Seekport search engine also provides webpage, news, reference source, image, and product search. Results from all these channels can be integrated in a single screen.

[\* Hitwise, August 2005: [www.hitwise.co.uk](http://www.hitwise.co.uk)]

## About Seekport

Seekport Internet Technologies GmbH, Munich, was created in December 2003 with the goal of providing individualised search services for companies at the highest technical level, and to establish one of Europe's leading search engines for the Internet. Seekport search technology is characterised by high accuracy of hits, ensured by innovative technologies and by local indexing teams. This high quality benefits both the business partners of the company and users in their internet searches. Seekport operates search engines in Germany, France, the UK, Spain and Italy. Seekport has the backing of strong shareholders, giving an optimal combination of commercial and technological resources.

For more information

For more information on Seekport, for photography or to arrange an interview, please contact:

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Screenshots and visual materials in printable quality may be requested via e-mail to [presse@publikom.com](mailto:presse@publikom.com) or downloaded from the website <http://www.seekport.biz/uk/pressdownloads.html>