



Topics About Cruises and Defense Driving Added to Fox Directory, a New and Easy to Use Web Directory

foxdirectory.com is expanding and creating new features to simplify information searches

(PRWEB) December 2, 2004 -- Fox Directory - a recently launched web directory located at <http://www.foxdirectory.com> - is expanding in its effort to simplify information searches on the Net for the general public.

Fox Directory staff is now working to use specific domains for each topic already included in Fox Directory.

Today these new domains have been added: <http://www.cruisesplanet.com/>, with direct info page at: <http://www.cruisesplanet.com/cruises/cruises> and <http://www.defensivedrivingworld.com/> with direct info page at <http://www.defensivedrivingworld.com/defensive/driving>

Built and maintained by Intermarketing CH, a swiss marketing organization located at the World Trade Center in Lugano, Fox Directory targets US and worldwide Internet users that want to perform a "clever information search," as stated in Fox Directory home page. The main purpose is to allow surfers to find any information with a single click, without the need to browse different categories and subcategories before finding anything useful, as normally happens with classic web directories.

Fox Directory experts regularly search and select topics to publish, based on their popularity among Internet users. When a popular topic is found and matches exclusive guidelines, staff adds it to the directory usually within 24 hours. Visitors can also perform a keyword based search with new cluster technology, thanks to Vivisimo.

Search results are grouped into folder topics, instead of simply presenting long lists of results. Foxdirectory gives users a quick overview of the main themes in the results and let them focus on topics of interest. This relieves consumers of information overload and provide easy access to information that is usually overlooked with current search engines.

New features and content will soon be added to Fox Directory.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).