



Nunoogle
46 Bermuda Road
Nuneaton
Warks
CV10 7HP

FOR IMMEDIATE RELEASE
26th March 2008

Contact: Daniel Dutton
T: 02476 320098
E: daniel@gesweb.co.uk

LOCAL WEBSITE DESIGNER BUILDS SEARCH ENGINE FOR NUNEATON

Local Businessman Daniel Dutton today unveiled Nunoogle.com, a search engine designed to make finding websites in Nuneaton a whole lot easier.

NUNOOGLE is free to use and makes locating local information on the Internet quicker and simpler than using conventional methods. "Nunoogle gives a higher search ranking to local websites than those with a more national and international appeal," says Mr Dutton, a freelance website designer. "Take the phrase 'bin collection', for example. Type this into one of the bigger search engines and you have to wade through a lot of results before you get to something relevant to Nuneaton. Type it into Nunoogle and the first result is Nuneaton & Bedworth Borough Council's refuse collection webpage."

When asked where the idea for a local search engine came from, Mr Dutton explains, "Whilst searching for local information, I was getting fed up with tagging the word 'Nuneaton' onto every search I made. I thought that there must be a better way and that was when I came across Google's Custom Search Technology. I experimented with it and was very impressed with the results, so I created my own search engine which emphasized local websites. Now I use it all the time and so do lots of my friends and family - many have even set it as their homepage!"

By default, Nunoogle will perform a regular Google search of the World Wide Web, but a simple click of a button and the search results change to give an onus on local websites. Search for 'nuns' and the first result is the website of Nuneaton Rugby Club, whilst using the search term 'boro' brings Nuneaton Borough FC's website to the top of the list.

"Nunoogle is far from complete," admits Mr Dutton. "By opening the website for use by the people of Nuneaton, we are hoping to receive lots of feedback on how we can improve it. For a lot of search terms, Nunoogle returns highly relevant results, however there are a few topics that it struggles with. The word 'News' is a perfect example. All the big international news companies are so dominant on the web that even when we give local news agencies a search ranking boost, it isn't enough to push them to the top of the list. That is why we are developing a dedicated 'Nuneaton News' webpage that pulls headlines from local news sources only."

When asked about the future of Nunoogle, Mr Dutton explains, "It is our aim to become the number one online provider of information for and about Nuneaton. We do have a number of ideas we'd like to develop but our priority at the moment is to fine tune the search engine."

###