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TrueLocal wins Best Classifieds and eTrading award at AIMiAs

Online business directory, www.truelocal.com.au, receives accolades from Australian Interactive Media Industry Association (AIMiA)

Winning the Best Classifieds and eTrading award at this year's AIMiAs was testament to the new TrueLocal website's usability, according to TrueLocal CEO, John Allan.

"TrueLocal's new site has focused intensely on the user experience, being developed using a user centred design approach that incorporated rounds of consumers and advertisers," he said.

"This award recognises the outstanding achievements of our product, technology, design and marketing teams at TrueLocal – all working together to provide a great consumer product."

The AIMiA judges described truelocal.com.au as 'intuitive and more relevant and local than traditional directories and encourages reviews of businesses by consumers, which leads to a better consumer solution. Top marks'.

truelocal.com.au, a wholly owned division of News Digital Media, is Australia's fastest growing business directory with over 1.2 unique browsers and 5.4 million searches per month.

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