

y. Unify. ROI.

Ads by Google

Has The Better Business Bureau Outlived Their Usefulness?



David Wallace
Articles

July 23, 2008 Comments (28)

I came across a story posted at [Search Engine Land](#) pointing out that Google has an "unsatisfactory" record with The [Better Business Bureau](#). How can a company voted "[top global brand](#)" in 2008 at the same time have an unsatisfactory record with the BBB? Apparently because out of 331 complaints filed against the search giant over the past three years, 2 were listed as unresolved. that's right - just 2!

Despite this, Google continues to lead the way in search and nothing on the horizon seems to be able to change that.



SUBSCRIBE

BOOKMARK

This got me thinking as to whether the BBB is still a useful resource in today's online world. Their mission is to be the leader in advancing "marketplace trust" which they accomplish by creating communities of trustworthy businesses, setting standards for marketplace trust, encouraging and supporting best practices, celebrating marketplace role models, and denouncing substandard marketplace behavior. Businesses have always been proud to display their BBB membership, which indicates they are "more trustworthy" than non BBB member companies.

Internet Marketing
Bachelor's Degree Program

GET INFO

Wordtracker
customers get
more visitors to
their websites.

Find out how!

Directory Jour
SEARCH ENGI
FRIENDLY DIREC
DEEP LIN
dirjournal.com

18 ONE-STOP DESIGN SHOP.

SMALL BUSINESS PARADISE.
TRUSTED AND PROVEN.

Top Google Ranki