



## **Trucklinks simplifies search for trucking industry**

*Williams Media Group, Inc. is pleased to announce that an industry-specific search engine designed specifically to serve the trucking industry has been launched. Trucklinks.com is a full service search engine that caters directly to the trucking industry.*

LISBON, IA ([PRWEB](#)) June 3, 2004 -- "This has been a long project that we're very excited to finally introduce to our industry," said Trucklinks President Mike Thayer, who has been with WMG, Inc. for four years. "The concept of industry-specific search engines has really taken off in all facets of business, and trucking is not immune to that trend."

Thayer explains that the core benefits of an industry-specific search engine are two-fold. It offers drivers the ability to search specifically without having to sort through the non-essential listings that would be seen through a typical search engine, such as Yahoo! or Google. An industry-specific search engine also allows industry businesses to advertise to a more direct audience at a fraction of the cost that non-specific searches charge.



**Contact Information**

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**Online Web 2.0 Version**

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