



McCord Web Services LLC

2254 Ravenna Court • Waldorf, MD 20603 • Voice: 301.705.7303 • Fax: 301.705.7618

Is Your Online Dating Site Playing Fair?

The allure of online dating websites is like a siren song, full of promises. Online dating sites promise love and romance. They boast about how easy it is to find your forever love online. They tout their matchmaking prowess with commercials showing happy married couples. For the millions of busy single people struggling to get through another hectic day, the promises are compelling. Who wouldn't want to wave a magic wand and discover true love -- or at least a hot date for Saturday night?

You're hooked, and that's what they're counting on. Online dating websites want you to fill out an online dating profile and post a dating headshot. They deal in volume. More members, naturally, mean more dating choices; but increased membership also means more fees, either from members or advertisers or both. Once they've hooked you, some online dating sites seem to abandon you. Online daters often complain about:

- Sites that inflate their membership lists by never updating membership rolls or removing inactive members.
- Sites that "scrape" members from other online dating sites to boost their entries, leaving daters with no way to contact the person because they never actually signed up for the site you're on.
- Sites that claim "millions" of active members in your area even when only a few members live within an hour's drive of your home.
- Sites that boost their hotness quotient by creating fake profiles for phantom members that don't exist.

There are many online dating sites that deliver on their promises to their customers and make every effort to create and maintain useful sites and updated membership lists, but there are quite a few who take your money and run. Figuring out which is which is the trick. In our next few posts we'll give you some pointers that will help you choose wisely.