

Mamma.com unveils health search engine

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Montreal-based meta-search engine Mamma.Com has announced the beta release of Mamma Health Services.

The new vertical health search engine is the first in a line of "deep web" vertical search tools by Mamma.com for release over the next twelve months.

A vertical search engine is one that focuses on unique range of subjects, such as health, travel, or shopping, while the term "deep web" is used to define areas of the web not commonly indexed by search engines.

MammaHealth.com cites references from seven or eight highly reputable sources including WebMD.com, Medicine Net, Health Day, and the UK National Health Service. Searchers are presented with an easy to read page providing quick reference answers which are arranged in order to educate and inform, with the first results leading searchers through four early sections labelled "about", "causes", "symptoms", and "treatment".

After the "treatment" section, there is a news section constantly updating information from the pages of the trusted sources referenced and a further section labelled "metasearch" providing all results found in the databases of the trusted sources.

Mamma.com CEO Guy Faure said in an interview: "Our deep web Health Search offers a search experience unlike any other. It's the fastest, easiest way for Internet users to find in-depth, non-biased information on any health-related topic. We don't just deliver 'close' results, but results that are dead-on accurate - and hand-picked from multiple, credible medical sources from across the web.

"Our technology does more than aggregate results from various content providers for medical information; we crawl deep into the websites of certain handpicked, trusted, medical websites to extract and format results in a easy to understand, and comprehensive manner."

MammaHealth does not yet feature paid advertising. The company claims it is keen to avoid paid advertising on the Health-vertical, but would not rule it out for future vertical search engines.

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