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The Positives and Negatives of Dating Sites by [Birkett Billy](#)

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With the growing popularity of dating sites, more web users are discovering the benefits and pitfalls of these online services. Although there may be many benefits and advantages to Internet dating, there are also many drawbacks with the hundreds of such services mushrooming quickly on the Internet.

Positive vibes

Online dating through dating sites receives a lot of positive vibes for the many benefits they bring on. This is especially true with those who are successful with online dates. It is not guaranteed by most dating sites to have successful matches as there are many impactful factors.

Successful matches depend on the selection criteria of dating members regarding their choice of online daters. The more relaxed the selection criteria, the higher the chances of a successful match. Moreover, the more dating websites the web users join, the higher their chance of finding online daters that fit their selection criteria. If the dating members'™ match criteria are easy and wide, they would enjoy more matches for online dates. Members of such Internet dating services would be raving about these online dates and service sites that offer them plenty of online dating opportunities. Such positive feedback on the service sites from satisfied members would make great and free advertisements for these online dating services; great savings can be enjoyed by these dating providers on formal advertisements.

Negative vibes

On the other hand, there may be members of Internet dating services that experience bad online dates or could not secure successful online dating matches. This could bring on negative vibes of dissatisfaction about the dating services and available features. However, it is usually not possible to guarantee a match if the selection criteria of the member is very stringent or narrow.

If the Internet dating websites do not have a long list of members with the relevant selection criteria that are desired by other members, it would be hard to confirm any match for the members. Hence, a growing dissension would arise within the members to create negative vibes about the dating service providers. This would not augur well with the Internet sites as negative vibes can spread like wild fire and bring down the image of the Internet dating providers.

Hence, it is important for Internet dating service providers to offer good services to their members so that there is positive feedback about their service sites which can draw more web traffic and members than any other marketing strategy.

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