Have the Yellow Pages Become Obsolete?

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Long before there was the Internet, the place to get contact information was the yellow pages. When you needed to find a plumber or electrician, the only option was to flip through the pages of the telephone directory. While the process was quite tedious and resulted in limited choices, it was the only option available then. While the Internet has become the place to find any information you need, there are people who still use the yellow pages frequently.

The fact that the telephone companies continue to publish the directories must mean that they are still in use. In fact, many businesses still advertise their services in the yellow pages. Many people would argue that the directories are obsolete and should be phased out, but there are clearly still people who find them useful. Companies would not be spending thousands of dollars each year to advertise, if they thought it was not necessary.

Customers who favor the yellow pages are usually of an older generation. Most young people today would not know what a telephone directory was if it fell on their heads. They most likely have never used one and would not know how to use it to look for information. Even those who have used the directories in the past would have to admit that the time it takes to find a contact from the yellow pages, they would have completed the entire hiring process by using Google.

Most people who use the telephone directories often do so when they already have a name in mind and are looking for a contact address. It is also important to remember that not everyone has Internet connection. For the five people who are still relying on the yellow pages, the directory is the only place they can turn to find the information they need. The yellow pages tend to be more popular in small towns, particularly in rural areas. Here the contacts listed are exclusively for businesses in the area.

There are people who still believe that a company that is listed on the yellow pages is more legitimate and has a local presence. It is not quite clear why anyone would think that, but as long as there are people seeking a specific service, there should be those willing to provide it. It is not uncommon to find that some of the numbers that have been listed on the yellow pages are no longer in use. When this happens, the business has to wait until the next edition comes out in order to make the changes.

A business that changes its contact address after the directory has been printed will essentially be giving wrong information to customers. This has been a common occurrence in many places and it has led many users to feel like they cannot trust the information on the yellow pages. For some small towns, the directories are still an important part of doing business and it is clear that they will be around for sometime to come.

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