

# The Top 5 Dating Apps

“There’s an App for That.”

Remember when that was Apple’s motto? Seems like a hundred years ago. Now it seems you can name a dating niche or sexual fetish, and welp... There’s an app for that.

There are endless dating apps, so for the sake of brevity, we’re focusing on the “Top 5.” But remember, if these 5 apps aren’t for you, just pop into the AppStore or Google Play and find the app most suited to your needs and desires. There most likely is an app to help you find “the one.”

Ready?

Tinder (website and app)

Tinder is the giant of the internet dating app world. Tinder introduced the concept of “swiping” in 2013, leading to a revolution in dating and tons of copycats.

Tinder facilitates communication between two mutually interested users, which allows “matched” users to chat.

People like using Tinder because it’s easy to use, and it’s like a game. “Gamification” keeps people engaged with apps; Some people find it a little addictive.

Tinder Pros

It’s easy. You can use it anywhere. If you’re on a trip and you want to meet someone to go have drinks with and hang out with, (or hook up), then you can do that by searching within a certain radius.

Swipe right if you like ‘em, swipe left if you don’t.

### Tinder Cons

Tinder has a reputation of being a “hookup” site. Though many people have found long-term relationships on Tinder, it could take some time to sort out the guys who just want sex. Unless that’s what you’re looking for. :) You do you, honey.

Also, remember the gamification component? Some guys really do treat Tinder like a game. This can lead to the person on the other side of the swipe being treated like a prize or “achievement.” Not saying Tinder is bad, but just be aware that some guys swipe right and their only goal is sex (regardless of what their profile says.)

Tinder gives you 500 characters for an intro -- about the equivalent of two Tweets. This means you need to be engaging and concise. Also, a reason to pull language from your Target on the Wall worksheet.

### OkCupid

OkCupid is the “go to” app and website for people who know their type and want to go after it. It’s been around since 2001 and has users from all walks of life.

It’s easy to sign up for OkCupid. You don’t even technically need to answer a lot of questions. But if you want the best results, and the best the OkCupid’s matching algorithm has to offer, then you’ll invest some time in answering their endless questions. The more you answer, the better the match. Here’s some fun news. If

you're looking for a time-waster to make your work day go by faster, then look no further than OkCupid's questionnaire.

### OkCupid Pros

The free version lets you see other users profiles (not the case with some other sites and apps). You can modify your answers and update your profile at any time. The platform "learns" more about you and delivers you more relevant results.

Because OkCupid has name recognition, the user base is large and active. OkCupid tends to skew towards the younger crowd. That's cool if that's what you're into.

### OkCupid Cons

People will only see your message if they like you. This hasn't always been the case, but OkCupid made this change to keep people from sending unsolicited, inappropriate images and requests. (think: dick pics and "send me money")

### Bumble (App only)

Bumble is extremely similar to Tinder. The main difference is that with Bumble, women are in the driver's seat.

With Bumble, the woman initiates the conversation and from there the man can reply or ignore. The man has 24 hours to respond and then the message disappears. This makes the app "game-like" which keeps both men and women coming back daily.

### Bumble Pros

Men can't message a woman unless the woman messages first. This pretty much eliminates the whole "unsolicited nudes" problem with other dating apps.

Signing up is easy. Register for Bumble directly through Facebook or with your phone number.

### Bumble Cons

Very few people personalize their profile beyond their Facebook details, so some of your potential matches feel more like loose "suggestions."

This makes it a little harder to sort out the jerks who only want sex from the guys with real potential. You need to ask the right questions in your conversations.

### Match (website and app)

Looking for a long-term partner? Then Match might be for you. Match started out as a web-based platform over 20 years ago, and claims responsibility for more relationships and marriages than any other dating platform.

### Match Pros

Most people fill out their profiles thoroughly, and there's room for more than 20 photos. Fake profiles and cat-phishers are uncommon on Match.

### Match Cons

Only paid members are allowed to send and receive messages. What's the point of the free version, you ask? To convince you to purchase the paid plan, of course.

Match tends to skew towards an older user base. This isn't to say that guys in their 20's and 30's aren't using Match; it's just there are just fewer of those guys in the Match pool. Capiisce?

Plenty of Fish (website and app)

Plenty of Fish has been around since 2003 and has no signs of slowing down. The initial questionnaire is extremely detailed, and you can't skip questions. This means your potential matches have invested time (aka "skin in the game" into their quest for a mate).

Plenty of Fish Pros

You can only message someone who chooses "Yes" to your profile. This increases the likelihood that the person on the other side is going to reply. They already said, "Yes, I'm interested!"

Want to hear your potential new lover's voice? POT lets you send short recorded messages back and forth (much like the recordings you can send via Facebook Messenger.) Sweeeeet!

Plenty of Fish Cons

Many users report that the desktop app can be pretty "buggy." Most online dating platforms are investing more development and resources into apps. This isn't surprising given that online daters spend more time on dating apps than desktops.

Plenty of Fish is heavy on advertising. This can be annoying if you're easily distracted. Hey look, a squirrel!

There you have it. A quick rundown on the 5 most popular dating apps.

Which sites should you choose?

I recommend starting with two sites. Don't limit yourself to just one, and don't get overwhelmed with more than two. Choose the sites that appeal most to you, based on ease of sign up and what you're looking for. Remember, if you find you're not attracting the right matches, then make some changes to your profile, broaden or narrow your searches, or "deactivate" your profile and move on to another service.

While some of the paid versions require 3-month minimums, none of the services on our list require long-term contracts, and are easy to deactivate or cancel. So don't feel married to one dating app.

Should you use the free version or upgrade to a paid version? Most of the sites and apps we talked about offer a free version. Here are two things to remember about things that are "free."

Nothing in life is free. When something is presented to you as "free," you are the product. Free sites and apps often sell your data (to 3rd party services) and/or make you sit through annoying ads. If you're considering the "free" option, be sure to review the Terms of Service to see what happens to your data.

The paid versions tend to offer more features, including better quality matching and messaging options? If you really want to find the right match, then you should be willing to make a small monthly investment.

Additionally, when you upgrade from free, you have more power. For example, you can hide your profile visibility and still search. You're able to show higher in search results, and let a guy know

you like him, whether or not he swiped right on your profile. Those are just a few examples of premium level benefits. Simply put, you're more likely to get better, quality results, faster.