Defining Business Directory in Contrast with Shopping Directories

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Staying connected with existing customers and always searchable with potential ones are the main goals of any business. This is the reason why most of them spend a lot of money in different advertising. The cost they incur in this process is only little compare to the profit that they will get. Although tri-media (television, newspaper, and radio) is an effective way of making people know that a company is existing to the public, however, there is one place businesses wants to be at through a directory.

Describing the Modern Directory

Business directory has been around for many years now probably from the commercialization of the telephone. It lists all the businesses which cater a particular area in categories. The most common example of this would be our phone book or printed yellow pages. More often, people resort to directories because they know what they want but do not know what company should call or they already know the company they want to call but they do not have the contact information at hand. Albeit the traditional phonebooks have become very effective in the past, the advent of fast internet has made companies to switch on the online version since customers are already going online.

Online business directory can either be a software or website based. Software based needs to be installed first in a computer before anyone can do an actual search while website based does not require installation. A person just needs to go to the website and he can already do his search. In finding for these directories on the internet, anyone can utilize the search engines where numerous online business directories can pop-up on the screen. Companies use online directories because they are no longer confined to a particular area and their target market is already global.

Inside the Online Directory

When you found one on the internet, the first thing you will notice is the search bar. Though it does not function as a search engine but you can use it to do a limited search within the websiteâ€™s database. Another thing you will notice is the different categories listed on the site. Once you click one, you will be routed to the listings of different companies under that category. Normally, company information is displayed like business name, contact information, location, small description of the company, and the link to their website. Section for comments and reviews are sometimes present to get visitors feedback.

In contrast to a shopping directory, business directories usually focus on the things that can help a company in their daily operation. On the other hand, shopping directories are often used by consumers who are looking for a particular product. Meaning, shopping directories focus more on selling items.

Business directories nowadays are starting to get bad reputation of being used by companies to increase their exposure on the internet without considering anymore quality professional advertising. Directories like this online have been a target by companies doing search engine optimization. However, the primary purpose and the main idea of utilizing business directories in making a company search are not affected by these SEO companies.

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If you are looking for a business directory with quality professional advertising, you can visit a KwikGoblin (kwikgoblin.com). The website also has section for a shopping directory for consumers looking to buy a product or service.

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