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Take Advantage of a Shopping Directory by Elissa Joyce

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In the â€œoldenâ€• days, you reach out for the telephone directory when you are in need of goods and services. Usually, it is the local Yellow Pages that you utilize for this purpose. Here you have establishments grouped into categories, and you access that particular category in order to get the contact number of the appropriate parties. You touch base with them by phone and ask for the necessary information.

Although such a modus may still be used nowadays, to a large extent this has been supplanted by internet transactions. With the growing popularity of e-commerce, the search for suppliers and service providers are done through the net. This allows for faster transaction since descriptions and prices of the goods and services in question may already be posted in the website, and ordering can be done online as well. Oftentimes web directories, like KwikGoblin, are used.

What are Web Directories?

Web directories are much like the Yellow Pages of yesteryears. They provide a categorized listing of establishments, which allows for easy searching. So if you are looking for stud service for your Belgian Malinois bitch, you simply â€œclick inâ€• to the â€œpetsâ€• or â€œpet servicesâ€• section.

However, unlike the old approach where you search in a book and then grab your phone to contact the party concerned, using a web directory is far more convenient. You simply proceed to the website of the supplier or service provider through the link provided by the directory. And once the particular site is accessed, transaction can be effected and consummated.

Note that these directories are not search engines that are based on keywords (or key phrases). Much like the Yellow Pages, web directories allow for the submission of site for inclusion. This may be for a fee, on a reciprocal link arrangement, or totally for free. The better directories are human edited, which means that the sites submitted are reviewed and screened by the editors are properly categorized. Usually, directories of this type have a higher quality listing and this is recognized in search engine ranking algorithms.

Web directories may be general or specific. The latter, which is also known as niche directories, may focus on a particular geographical area, languages, or sector. A shopping directory is an example of this.

The Advantage of Using Shopping Directories

Utilizing web directories for online shopping has its advantages, and they are as follows:

1. It is faster and more convenient. You simply have to â€œclickâ€• the appropriate category and you will be provided with links to the websites of suppliers and service providers. Better yet, use the search box that is available in the majority of these directories. Key in the item (or service), and you will gain access to the related links.

2. Oftentimes, there are featured items that are being sold at a discount. If you need any of these products, you will be able to acquire them at a significantly lower price.

3. Since several links are likely to be provided for your item of interest, comparing prices becomes easier. Hence, there is a better chance of your getting the best deal possible with the minimum of

fuss.

The particular shopping directory you accessed may not have the item you prefer. But there are several of these directories that you may log on to which improves your chance of sourcing the item at your preferred price and terms.

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If you are in need of products and services, log on to kwikgoblin.com. a KwikGoblin is a web directory that provides links to various business-related services. It also has a shopping directory.

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