Article Side

Take Advantage of an Online Shopping Directory by Elissa Joyce

Article published on January 16th 2012 | Business

Being included in a quality web directory listing will significantly boost traffic to a site. But from the point of view of consumers, how important are these online directories especially when it comes to the sourcing of goods and services? Can a shopping directory provide the assistance needed for timely and cost-effective purchases? And if you need information pertaining to your business, can these directories provide support?

A Web Directory for Faster Search

Decades ago, the use of the local Yellow Pages was quite common. If there is a product (or service) that needs sourcing, all you have to do is grab this particular telephone book, go to the appropriate category, and get the contact numbers of the likely suppliers. Of course, the procedure does not end there. You will have to call up the parties concerned and obtain whatever information you require. Oftentimes this means asking for a quotation, which may be sent to you by fax. You compare quotes, choose the most suitable vendor, and finalize the purchase (which usually requires meeting with the vendor in person).

It may sound complicated by todayâ€™s standards, but that is how it was before. With the popularity of e-commerce, web directories have come to fore. These directories may be general in nature or they may cater to a particular niche. A business directory is an example of the latter.

Simply put, a web directory categorizes various online sites and provides links to them. So if you need information and services pertaining to incorporation for instance, you key in the item in the search box and you will be provided with the appropriate links. Clicking these will bring you to websites of suppliers, service providers, information providers, etc. If the item you are interested in is not properly addressed by that particular directory, there are others that are likely to satisfy your requirement.

Other Benefits of Web Directories

1. 24/7 availability. What if there is something you need posthaste? It could be medical supplies that you need immediately, or information pertaining to symptoms of a certain disease. A general web directory or a more specific shopping directory may be able to assist you in this regard, even on Sundays and Holidays.

2. Transactions may be consummated right there and then. Many of the linked websites allow you to place orders online (with the use of your credit card). So you can finalize your purchase, and simply wait for the shipment to arrive.

3. Many of these directories feature sites that offer discounts for certain products and services. So if you are in the market for any of these, then youâ€™re in luck.

Using web directories for personal as well as business transactions will result in convenience as well as efficiency. It is definitely an improvement from the local Yellow Pages of yore. However, you have to be aware of minor caveats such as not being able to scrutinize the product before finalizing the purchase. This is where a consumer friendly return policy becomes important.

Article Source:

http://www.articleside.com/business-articles/take-advantage-of-an-online-shopping-directory.htm - Article Side

Elissa Joyce - About Author:
If you are searching for business related goods and services, log on to kwikgoblin.com . This site is a business directory that provides useful links to websites of suppliers of business related goods and service providers. a KwikGoblin also has a shopping directory to boot.

Article Keywords:
KwikGoblin,Shopping Directory,Business Directory

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!