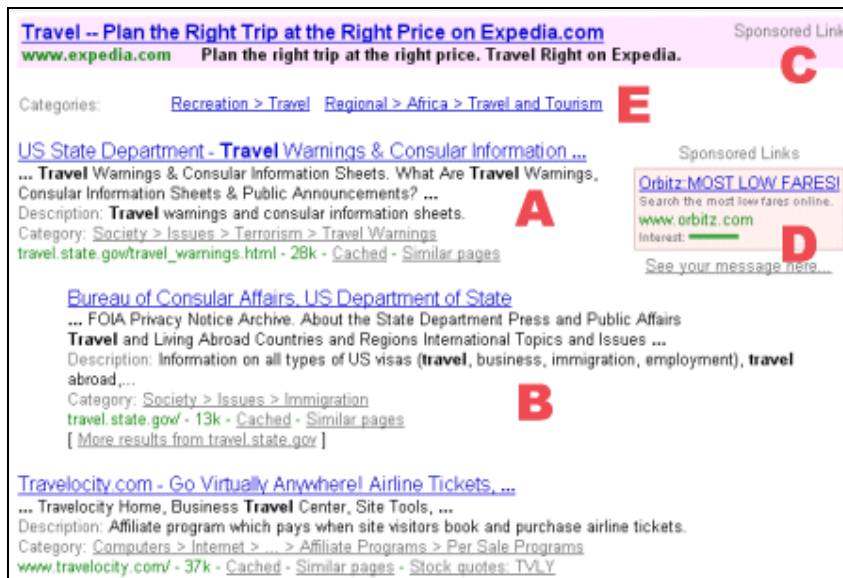


## The Google Directory

In addition to Google's free crawler-based results (marked A and B) and paid listings (marked C and D), Google also has free human-powered "directory" listings. An example of how these are integrated into the results page is marked E, below. This page covers how your site might appear in these free directory listings.



The screenshot shows a Google search results page for the keyword "travel". The results are as follows:

- Result C:** A sponsored link for Expedia.com: "Travel -- Plan the Right Trip at the Right Price on Expedia.com".
- Result E:** Directory category links: "Recreation > Travel Regional > Africa > Travel and Tourism".
- Result A:** A crawler-based result for "US State Department - Travel Warnings & Consular Information ...".
- Result D:** A sponsored link for Orbitz.com: "Orbitz MOST LOW FARES!".
- Result B:** A crawler-based result for "Bureau of Consular Affairs, US Department of State".
- Result:** A crawler-based result for "Travelocity.com - Go Virtually Anywhere! Airline Tickets, ...".

### Getting Listed

Google provides access to a human-compiled directory of web sites, called the Google Web Directory. The information for the Google Web Directory comes from the Open Directory, so if you are listed with the Open Directory, you will be listed with the Google Web Directory. The [How The Open Directory Works](#) page explains more about getting listed with the Open Directory.

### Accessing The Google Web Directory

Users are directed to the Google Web Directory via a "Google Web Directory" link that appears below the search box, on the Google home page. However, users are far more likely to encounter Google Web Directory information via the Google search results page.

Specifically, Google will present directory category links at the top of its results page, when relevant ones are found for particular searches. The area marked E in the example above, shows how two category links are presented in a search for "travel."

Some users are likely to click through on these category links, when they are presented. Because of this, being listed among the sites within a particular category may bring you more traffic.

### Directory Rankings

You'll notice differences, if you compare a category at the Google Web Directory to its counterpart at the Open Directory. One reason is that the Open Directory listings may be fresher, as Google only updates its listings from the Open Directory every four weeks or so.

A much more important reason for differences is that Google ranks sites within its directory by "PageRank," which is a score that shows how popular the site is determined to be, through Google's link analysis system. For your site to rank well, you'd need to have a good PageRank -- and that means building links, as described on the [More About Link Analysis](#) page.

## Google Web Directory & Crawler-Based Results

If your page is listed with the Google Web Directory, that will almost certainly help ensure that it is also included within Google's crawler-based index. This is because links from the Google Web Directory are considered very important in Google's link analysis system. Similarly, a Google Web Directory listing may improve your ranking in Google's crawler-based results, for particular searches.

In addition, Google will display a category link for any page in its crawler-based results that also resides within the Google Web Directory, as highlighted in red, in the example below.

### [CNN.com - Travel](#)

Skip to main content. CNN.com, Updated: 12:32 PM EDT 16:32 GMT  
-- 4 Jun 2001. ... FULL STORY. ... CITY PROFILES, **TRAVEL** ADVISER.  
Description: **Travel** features, destination information, and city guides.

Category: [Recreation > Travel](#)

[www.cnn.com/TRAVEL/](http://www.cnn.com/TRAVEL/) - 27k - [Cached](#) - [Similar pages](#)

What this shows is that Google's crawler has found the CNN Travel web page. It also knows that the same page is listed within the Recreation > Travel section of the Google Web Directory. Because of this, a category link is shown.

## For Further Information, contact

Marc Phillips

Email: [marc.phillips@searchforecast.com](mailto:marc.phillips@searchforecast.com)

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