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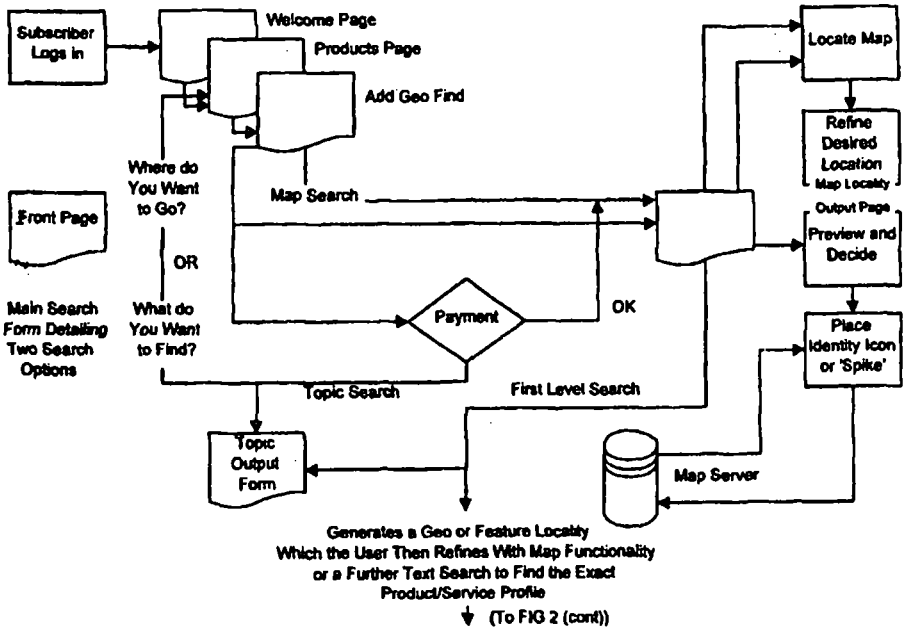
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(54) Title: ON-LINE GEOGRAPHICAL DIRECTORY

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(57) Abstract: A method of categorising businesses, organizations and individuals in order to facilitate geographically-based searching over the Internet, includes the steps of: (a) registering in a database the names of businesses, organizations and/or individuals; (b) for each name entry, registering a geographical location identifier; and (c) for each name entry, optionally registering further information such as address, telephone number, and information about the goods or services offered by the business, organization or individual; wherein each geographical location identifier indicates the precise geographical location at which the business, organization or individual is located.

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