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(54) **ELECTRONIC REGISTRATION MANAGER FOR BUSINESS DIRECTORY INFORMATION**

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(57) **ABSTRACT**

A system and method providing electronic registration and maintenance of business directory listings and advertisements. In a computer system hosting an online business directory, it is advantageous to provide interested businesses with the ability to register their business listing information and/or advertisements such that the user may have direct input into the categorization the business listing(s) or advertisement(s) in the business directory. In an illustrative implementation, the system and methods of the present invention may be realized as an Internet based registration computing application cooperating with a business directory storing and displaying business directory listing information. This registration computing application may be employed as part of an Internet business directory listing information offering deployed on a Web site that offers business listing information services. The registration computing application may comprise a user interface to accept business listings and advertisement information from participating businesses, and instruction sets directed to the storage, maintenance, and modification of this information in a cooperating business directory listing data store.

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