BluePrint Data Web Site / URL Filter Categories

DATABASE CONTENT INFORMATION

This document lists the categories BluePrint Data review specialists use while completing a website / URL review. We classify each web site or page based on its content and assign it one of our 67 categories. Websites / URLs receive a primary categorization and in some instances a secondary category.

If a website contains _bad language_, _sex and nudity_, or _violence_ we provide both a category and the context, artistic, educational, medical (if appropriate), based on Internet Content Rating Association (ICRA) standards,

BluePrint Data website reviews occur with a minimum of two human reviewers categorizing each web site. Reviewers independently categorize a website / URL and only if the categories match is the information added to the master URL Review database. For example, reviewer A receives the URL www.example.com and categorizes it as "Nudity", independently reviewer B receives the same URL and reviews it as "Nudity" so the URL is added to the master URL Review database. If, for example, reviewer B categorized the URL content as "Intimate Apparel / Swimsuits", the URL is then independently provided to third reviews, reviewer C, for categorization.

BluePrint Data's 67 Descriptive Categories

Adult Sexual

1. Sexual / Porn (hardcore porn)
2. Nudity
3. Intimate Apparel / Swimsuits
4. Sex Education (including Abortion)
5. Personals / Dating / Romance

Arts / Entertainment

6.   Arts (comic books)
7.   Comedy / Humor and Jokes
8.   Entertainment – Books, Theatre
9.   Music / Radio / TV / Movies / Film
10.   Streaming Media

Business

11.   Business (the website is for a business - ex: BluePrint Data.com)
12.   Investing / Stocks / Financial Services
13.   Job Search / Careers

Computers

14.   Advertisements and pop-ups
15.   Anonymous Proxies
16.   Computing, General
17.   Internet / Net Services
18.   Image (photo) & Video Search
19.   Search Engines

Cultures / Society

20.   Cult and Occult
21.   Cultures / Society
22.   Home & Garden
23.   Fashion / Style
24.   Food and eating
25.   Gay / Lesbian
26.   Government / Politics & Political Activist Groups
27.   Kids & Teens
28.   Real Estate
29.   Religion
30.   Retirement / Seniors

Drugs / Alcohol / Tobacco use or abuse

31.   Illegal Drugs/Alcohol/Tobacco use or abuse

Education

32. Colleges/Universities
33. Education, General
34. Libraries + Museums
35. Reference / Homework & Studying
36. Science

Games

37. Gambling
38. Game Media / Game Playing

Fraud / Illegal Activities / Cheating

39. Botnets / Phishing / Malware / Key loggers and Monitoring
40. Fraud / Illegal Activities
41. Hacking
42. Hate Speech / Discrimination
43. Suicide Promotion
44. Vulgar or Obscene language

Health / Medical

45. Health & Medical

News

46. News

Recreation / Hobbies

47. Recreation / Hobbies
48. Hunting Fishing
49. Motor Vehicles

Shopping

50. Classified / Auctions
51. Shopping

Personal Web Content / Social Networking

52.   Blogs / Forums / Chat /Web based message boards & Newsgroups
53.   Personal Web Content / Hosting Sites
54.   Web based e-mail
55.   Web based Instant Messaging (IM and IRC) & Web Cams

Sports

56.   Sports

Travel / Tourism

57.   Travel / Tourism

Violence

58.   Violence
59.   Weapons Promotion or Sale

Misc.

60.   Domain For Sale
61.   No Content
62.   Redirect
63.   Under Construction / Parked Domains
64.   Unreachable / Dead Sites
65.   Unsure (Unknown / Uncategorized)
66.   Malformed / Invalid URLs
67.   Link Lists / Link Farms

Please contact us for additional detail and specific examples of content for each of the categories.