



zveloDB™ Categories

Version 3

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ID	Category Name	Description
1	Compromised	Web pages that have been compromised by someone other than the site owner, which appear to be legitimate, but house malicious code.
3	Hate Speech	Web pages that promote extreme right/left wing groups, sexism, racism, religious hate and other discrimination.
4	Illegal Drugs	Web pages that promote the use or information of common illegal drugs and the misuse of prescription drugs and compounds.
5	Phishing/Fraud	Manipulated web pages and emails used for fraudulent purposes, also known as phishing.
7	Nudity	Web pages that display full or partial nudity with no sexual references or intent.
10	Violence	Web pages that promote questionable activities such as violence and militancy.
11	Weapons	Web pages that include guns and weapons when not used in a violent manner.
12	Anonymizer	Web pages that promote proxies and anonymizers for surfing websites with the intent of circumventing filters.
15	Translator	Web pages which translate languages from one to another.
16	Alcohol	Web pages that promote, advocate or sell alcohol including beer, wine and hard liquor.
18	Pharmacy	Web pages which include prescribed medications and information about approved drugs and their medical use.
19	Tobacco	Web pages promoting the use of tobacco related products (cigarettes, cigars, pipes).
20	Gambling	Web pages which promote gambling, lotteries, casinos and betting agencies involving chance.
21	Games	Web pages consisting of computer games, game producers and online gaming.
23	Dating	Web pages that promote relationships such as dating and marriage.
28	Travel	Web pages which provide travel and tourism information, online booking or travel services such as airlines, car rentals, and hotels.
30	Military	Web pages sponsored by the armed forces and government controlled agencies.
37	Humor	Web pages which include comics, jokes and other humorous content.
38	Music	Web pages that include internet radio and streaming media, musicians, bands, MP3 and media downloads.
39	News	Web pages with general news information such as newspapers and magazines.
45	Social Networking	Social networking web pages and online communities built around communities of people where users "connect" to other users.
46	Web-based Email	Web pages which enable users to send and/or receive email through a web accessible email account.
47	Portal Sites	General web pages with customized personal portals, including white/yellow pages.
48	Search Engines	Web pages supporting the searching of web, newsgroups, pictures, directories, and other online content.
49	Online Ads	Companies, web pages, and sites responsible for hosting online advertisements including advertising graphics, banners, and pop-up content. Also includes web pages that host source code for dynamically generated ads and pop-ups.
51	Job Search	Web pages devoted to job searches or agencies, career planning and human resources.
52	Real Estate	Web pages possessing information about renting, purchasing, selling or financing real estate including homes, apartments, office space, etc.
53	Spam	Products and web pages promoted through spam techniques.
54	Miscellaneous	Web pages that do not clearly fall into any other category.
99	Parked	Web pages that have been purchased to reserve the name but do not have any real content.
200	Abortion	Web pages that discuss abortion from a historical, medical, legal, or other not overtly biased point of view.
201	Abortion - Pro Choice	Web pages that push the pro-choice viewpoint or otherwise overtly encourage abortions.
202	Abortion - Pro Life	Web pages that condemn abortion or otherwise overtly push a pro-life agenda.
203	Agriculture	Web pages devoted to the science, art, and business of cultivating soil, producing crops, raising livestock, and products, services, tips, tricks, etc. related to farming.
204	Architecture & Construction	Web pages which involve construction, contractors, structural design, architecture and all businesses or services related to the design, building or engineering of structures and environments.
205	Arts	Web pages related to the development or display of the visual arts.
206	Astrology & Horoscopes	Web pages related to astrology, horoscopes, divination according to the stars, or the zodiac.
207	Atheism & Agnosticism	Web pages that pursue an anti-religion agenda or that challenge religious, spiritual, metaphysical, or supernatural beliefs.
208	Auctions & Marketplaces	Web pages devoted to person to person selling or trading of goods and services through classifieds, online auctions, or other means not including "traditional" online business-to-consumer models.
209	Banking	Web pages operated by or all about banks and credit unions, particularly online banking web applications, but excludes online brokerages.
210	Biotechnology	Web pages which include genetics research, biotechnology firms and research institutions.
211	Botnet	Web pages or compromised web servers running software that is used by hackers to send spam, phishing attacks and denial of service attacks.
212	Businesses & Services (General)	Web pages that include Businesses and Services, generally used unless there is a more specific category that better describes the actual business or service.
213	Cartoons, Anime & Comic Books	Web pages dedicated to animated TV shows and movies or to comic books and graphic novels.
214	Catalogs	Web pages that have product listings and catalogs but do not have an online shopping option.
216	Chat	Web pages with real-time chat rooms and messaging allowing strangers and friends to chat in groups both in public and private chats.
217	Child Abuse Images	Web pages that show the physical or sexual abuse / exploitation of children.
218	Command and Control Centers	Internet servers used to send commands to infected machines called "bots."
219	Content Servers	Web servers without any navigable web pages typically used to host images and other media files with the purpose of improving web page performance and site scalability.
220	Contests & Surveys	Web pages devoted to online sweepstakes, contests, giveaways and raffles typically designed to obtain consumer information and demographics, but also used as part of various marketing efforts.
222	Coupons	Web pages dedicated to listing promotional codes, coupons, etc., either for printing for retail use or codes for online shopping.
223	Criminal Skills	Web pages providing information on how to perpetrate illegal activities such as burglary, murder, bomb-making, lock picking, etc.
225	Educational Institutions	Web pages for schools with an online presence including Universities, private and public schools and other real-world places of learning.
226	Educational Materials & Studies	Web pages with academic publications, journals, published research findings, curriculum, online learning courses and materials or study guides.
227	Entertainment News & Celebrity Sites	Web pages including news and gossip about celebrities, television shows, movies and show business in general.
228	Entertainment Venues & Events	Web pages devoted to venues used for entertainment including comedy clubs, night clubs, discos, festivals, theaters, playhouses, etc.
229	Fashion & Beauty	Web pages devoted to fashion and beauty information and tips. Includes web pages that market products or services related to fashion including clothing, jewelry, cosmetics and perfume.
230	File Repositories	Web pages including collections of shareware, freeware, open source, and other software downloads.
231	Fitness & Recreation	Web pages with tips and information on fitness or recreational activities.

232	Gay, Lesbian or Bisexual	Web pages that cater to or discuss the gay, lesbian, bisexual or transgender lifestyle.
233	Finance (General)	Includes web pages that discuss economics, investing strategies, money management, retirement planning and tax planning.
234	Technology (General)	Web pages which include web design, internet standards (such as RFCs), protocol specifications, and other broad technology discussions or news.
235	Government Sponsored	Web pages devoted to Government organizations, departments, or agencies. Includes police, fire (when employed by a city), elections commissions, elected representatives, government sponsored programs and research.
236	Nature & Conservation	Web pages with information on environmental issues, sustainable living, ecology, nature and the environment.
237	Hacking	Web pages with information or tools specifically intended to assist in online crime such as the unauthorized access to computers, but also pages with tools and information that enables fraud and other online crime.
238	Health & Medical	Web pages dedicated to personal health, medical services, medical equipment, procedures, mental health, finding and researching doctors, hospitals and clinics.
239	Hobbies & Leisure	Web pages which include tips and information about crafts, and hobbies such as sewing, stamp collecting, model airplane building, etc.
240	Home, Garden & Family	Web pages which cover activities in the home and pertaining to the family. Includes tips and information about parenting, interior decorating, gardening, cleaning, family and entertaining.
241	Home & Office Furnishings	Web pages that include furniture makers, retail furniture outlets, desks, couches, chairs, cabinets, etc.
243	Advocacy Groups & Trade Associations	Web pages dedicated to industry trade groups, lobbyists, unions, special interest groups, professional organizations and other associations comprised of members with common goals.
244	Information Security	Web pages and companies that provide computer and network security services, hardware, software or information.
245	Instant Messenger	Instant messaging software and web pages that typically involve staying in touch with a list of "buddies" via messaging services.
246	Insurance	Web pages the cover any type of insurance, insurance company, or government insurance program from Medicare to car insurance to life insurance.
247	Internet Phone & VOIP	Web pages that allow users to make calls via the web or to download software that allows users to make calls over the Internet.
248	Kid's Pages	Web pages specifically intended for young children (under 10) including entertainment, games, and recreational pages built with young children in mind.
249	Lingerie, Suggestive & Pinup	Web pages that refer specifically to photos and videos where the person who is the subject of the photo is wearing sexually provocative clothing such as lingerie.
250	Literature & Books	Web pages for published writings including fiction and non-fiction novels, poems and biographies.
251	Login Screens	Web pages which are used to login to a wide variety of services where the actual service is not known, but could be any of several categories (e.g. Yahoo and Google login pages).
252	Malware Call-Home	Web pages identified as spyware which report information back to a particular URL.
253	Malware Distribution Point	Web pages that host viruses, exploits, and other malware.
254	Manufacturing	Web pages devoted to businesses involved in manufacturing and industrial production.
255	Marijuana	Web pages about the plant or about smoking the marijuana plant. Includes web pages on legalizing marijuana and using marijuana for medicinal purposes, marijuana facts and info pages.
256	Mobile Phones	Web pages which contain content for Mobile phone manufacturers and mobile phone companies' websites. Also includes sites that sell mobile phones and accessories.
257	No Content Found	Web pages which contain no discernable content which can be used for classification purposes.
258	Non-traditional Religion & Occult	Web pages for religions outside of the mainstream or not in the top ten religions practiced in the world. Also includes occult and supernatural, extraterrestrial, folk religions, mysticism, cults and sects.
259	Nutrition & Diet	Web pages on losing weight and eating healthy, diet plans, weight loss programs and food allergies.
260	Online Financial Tools & Quotes	Web pages for investment quotes, online portfolio tracking, financial calculation tools such as mortgage calculators, online tax preparation software, online bill payment and online budget tracking software.
261	Online Information Management	Web pages devoted to online personal information managers such as web applications that manage to-do lists, calendars, address books, etc.
262	Online Shopping	Websites and web pages that provide a means to purchase online.
263	Online Stock Trading	Investment brokerage web pages that allow online trading of stocks, mutual funds and other securities.
264	Parks, Rec Facilities & Gyms	Web pages which include parks and other areas designated for recreational activities such as swimming, skateboarding, rock climbing, as well as for non-professional sports such as community athletic fields.
265	Pay To Surf	Web sites that offer cash to users who install their software which displays ads and tracks browsing habits effectively allowing users to be paid while surfing the web.
266	Peer-to-Peer	Web pages that provide peer-to-peer (P2P) file sharing software.
267	Personal Storage	Web sites used for remote storage of files, sharing of large files, and remote Internet backups.
268	Pets & Animals	Web pages with information or products and services for pets and other animals including birds, fish, and insects.
269	Philanthropic Organizations	Web pages with information regarding charities and other non-profit philanthropic organizations and foundations dedicated to altruistic activities.
270	Photo Sharing	Web pages that host digital photographs or allow users to upload, search, and exchange photos and images online.
271	Piracy & Copyright Theft	Web pages that provide access to illegally obtained files such as pirated software (aka warez), pirated movies, pirated music, etc.
272	Pornography	Web pages which contain mages or videos depicting sexual acts, sexual arousal, or explicit nude imagery intended to be sexual in nature.
273	Physical Security	Web pages devoted to businesses and services related to security products or other security aspects excluding computer security.
274	Private IP Address	Web pages for Private IP addresses are those reserved for use internally in corporations or homes.
275	Product Reviews & Price Comparisons	Web pages dedicated to helping consumers comparison shop or choose products or stores, but don't offer online purchasing options.
276	Profanity	Web pages that use either frequent profanity or serious profanity.
277	Professional Networking	Social networking web pages intended for professionals and business relationship building.
278	R-Rated	Web pages whose primary purpose and majority of content is child appropriate, but who have regular or irregular sections of the site with sexually themed, non-educational material.
279	Redirect	Web pages that redirect to other pages on other web sites.
280	Reference Materials & Maps	Web pages which contain reference materials and are specific to data compilations and reference shelf material such as atlases, dictionaries, encyclopedias, census and other reference data.
281	Religions	Web pages which cover main-stream popular religions world-wide as well as general religion topics and theology.
282	Retirement Homes & Assisted Living	Web pages containing information on retirement homes and communities including nursing care and hospice care.
283	School Cheating	Web pages that contain test answers, pre-written term papers and essays, full math problem solvers that show the work and similar web sites that can be used to cheat on homework and tests.
284	Self-help & Addiction	Web pages which include sites with information and help on gambling, drug, and alcohol addiction as well as sites helping with eating disorders such as anorexia, bulimia, and over-eating.
285	Sex & Erotic	Web pages with sexual content or products or services related to sex, but without nudity or other explicit pictures on the page.
286	Sex Education & Pregnancy	Web pages with educational materials and clinical explanations of sex, safe sex, birth control, pregnancy, and similar topics aimed at teens and children.
287	Shipping & Logistics	Web pages that promote management of inventory including transportation, warehousing, distribution, storage, order fulfillment and shipping.
288	Social and Affiliation Organizations	Web pages built around communities of people where users "connect" to other users.

289	Software, Hardware & Electronics	Web pages with information about or makers of computer equipment, computer software, hardware, peripherals, data networks, computer services and electronics.
290	Sport Hunting	Web pages covering recreational hunting of live animals.
291	Sports	Web pages covering competitive sports in which multiple people or teams compete in both athletic (e.g. football) and non-athletic competitions (e.g. billiards).
292	Spyware & Questionable Software	Web pages containing software that reports information back to a central server such as spyware or keystroke loggers.
293	Streaming & Downloadable Audio	Web pages with repositories of music or that provide streaming music or other audio files that may pose a bandwidth risk to companies.
294	Streaming & Downloadable Video	Web pages with repositories of videos or that provide in-browser streaming videos that may pose a bandwidth risk to companies.
295	Supplements & Compounds	Web pages containing information on vitamins and other over-the-counter unregulated supplements and compounds.
296	Swimsuits	Web pages containing pictures of people wearing swimsuits. Does not include pictures of swimsuits on manikins or by themselves.
297	Child Inappropriate	Includes tasteless content and material such as web pages that show cruelty (e.g. to animals), bathroom humor, tasteless material or other material potentially inappropriate for children.
298	Television & Movies	Web pages about television shows and movies including reviews, show times, plot summaries, discussions, teasers, marketing sites, etc.
299	Torrent Repository	Web pages that host repositories of torrent files, which are the instruction file for allowing a bit torrent client to download large files from peers.
300	Toys	Web pages dedicated to manufacturers of toys, including toy selling or marketing sites.
301	Unreachable	Web pages that give an error such as, "Network Timeout", "The server at example.com is taking too long to respond" or "Address Not Found".
302	Web Hosting, ISP & Telco	Web pages for web hosting and blog hosting sites, Internet Service Providers (ISPs) and telecommunications (phone) companies.
303	Web-based Greeting Cards	Web pages that allow users to send or receive online greeting cards.
304	Wikis	Web pages or websites in which a community maintains a set of informational documents where anyone in the community can update the content.
305	Image Search	Web pages and internet search engines used to search pictures and photos found across the Internet where the returned results include thumbnails of the found images.
306	Community Forums	Web pages dedicated to forums, newsgroups, email archives, bulletin boards, and other community-driven content.
307	Remote Access	Web pages that provide remote access to private computers or networks, internal network file shares, and internal web applications.
308	Marketing Services	Web pages dedicated to advertising agencies and other marketing services that don't include online banner ads.
309	Motorized Vehicles	Web pages which contain information about motorized vehicles including selling, promotion, or discussion. Includes motorized vehicle manufacturers and sites dedicated to the buying and selling of those vehicles.
310	Food & Restaurants	Web pages related to food from restaurants and dining, to cooking and recipes.
311	Legislation, Politics & Law	Web pages covering legislation, the legislative process, politics, political parties, elections, elected officials and opinions on these topics.
312	Personal Pages & Blogs	Web pages including blogs, or a format for individuals to share news, opinions, and information about themselves. Also includes personal web pages about an individual or that individual's family.
313	Sport Fighting	Web pages dedicated to training and contests involving fighting disciplines and multi-person combat sports such as martial arts, boxing, wrestling, and fencing.
316	Text Messaging & SMS	Web pages used to send or receive simple message service (SMS) text messages between a web page and a mobile phone.