The kind of information you put through a map on a website depends on the purpose of the map. Some common types of information displayed on maps include:

- Location: The map can show the location of a business, event, or other point of interest.
- Directions: The map can provide directions from one location to another.
- Distance: The map can show the distance between two locations.
- Area: The map can show the area of a region or property.
- Elevation: The map can show the elevation of a location.
- Terrain: The map can show the terrain of a region, such as mountains, rivers, and forests.
- Boundaries: The map can show the boundaries of countries, states, counties, or other political or administrative divisions.
- Labels: The map can label features such as roads, rivers, and cities.
- Markers: The map can display markers to identify specific locations or features.
- Legend: The map can include a legend to explain the symbols and colors used on the map.

You can also use maps to display more specific information, such as:

- Traffic: The map can show traffic conditions.
- Weather: The map can show weather conditions.
- Pollution: The map can show pollution levels.
- Crime: The map can show crime rates.
- Demographics: The map can show demographics such as population density, age distribution, and income levels.

When creating a map, it's important to consider the needs of your users. What information do they need to see? How can you make the map easy to use and understand? You should also consider the technical limitations of your map platform. Some platforms, such as Google Maps, have a limited number of features that you can display.

By carefully planning your map and considering the needs of your users, you can create a map that is informative and easy to use.