

## Categories of Websites

- E-Commerce
  - In this websites selling a stuffs and products
- Marketing/Business Websites
  - These website are basically the business card of website online and show the information of that company
- Content Website
  - This website are use for information with contents like images video's for inspiration's articles blogs
- Educational Websites
  - These website goal is to teach you some things for learning it might be an online course and a lot of information on certain topics and its goal is to teach you something with text images and visuals
- Portfolio Websites
  - Which is designed to show you the work of this company or this person or freelancer or agency can do this works this is kind a proof it show projects that this company has done and its goal to show expertise by showing different cases
- And Apps like Google tweeter facebook instagram Airbnb are Apps

There are some primary goals for building website are

- Selling products or Services
  - **Selling products or services** means giving someone something they need or want in exchange for money — like clothes, apps, or designs.
- Building trust
  - **Building trust** means showing honesty, consistency, and care so people believe in you, your words, or your brand. It takes time and actions.
- Generating leads
  - **Generating leads** means finding people who are interested in your product or service — they are potential customers.
- Providing values
  - **Providing value** means giving something helpful, useful, or beneficial to others — like tips, info, or solutions — without asking for anything first.

## Strategy session

Where we learn about their current situation their offering their customers and their vision for future This help us what case is playing more important role in and content we need wo include in the website