

# 10 of the Most Common Types of Websites

wix [wix.com/blog/2020/12/types-of-websites/](https://wix.com/blog/2020/12/types-of-websites/)



Creating a website is one of the best ways to establish your digital presence. According to Adobe, 38% of people stop engaging with a website if the content or layout is unattractive. Additionally, Stanford's Web Credibility Research found the majority of consumers judge a company's credibility based on their website.

But before creating your own site, you'll need to decide which type of website to create. Here's a list of some of the most popular on the web today:

1. eCommerce website
2. Business website
3. Blog website
4. Portfolio website

5. [Event website](#)
6. [Personal website](#)
7. [Membership website](#)
8. [Nonprofit website](#)
9. [Informational website](#)
10. [Online forum](#)

## 01. eCommerce website

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**What is it:** An [eCommerce website](#) allows you to sell products from your online store. You can even incorporate a dropshipping model into your online business to sell products from a third-party distributor.

### Real life eCommerce examples:

- [Nose to Tail](#) sells sustainable, grass-fed beef entirely online and allows customers to customize their own shipments to get exactly what they want.
- [The29Line](#) sells band and venue accessories as well as apparel and utilizes dropshipping to avoid maintaining inventory. When someone places an order, the company sends it to the distributor, who then ships the product directly to the customer.

[Online store website templates](#) include customizable eCommerce features, like category pages and menu bars with business information. In addition, secure checkout is built right now to keep customer information safe from hackers or data breaches.

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GEAR UP.

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Shop

Shop

Shop

Shop

8m 0 product

Add to Cart

Add to Cart

Add to Cart

Add to Cart

Shop by Collection

Yoga & Pilates

Fitness Accessories

Weight Training

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Store

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Shipping & Returns

Store Policy

FAQ

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San Francisco, CA 94108  
Tel: (214) 456-7890  
info@mystyle.com

Let's Chat!

With reply in seconds on our site

## 02. Business website

**What it is:** Whether you're creating a consulting website or a startup website, a business website establishes your brand's online presence.

**Real life business website example:** Puffin Packaging sells eco-friendly packaging and uses clean lines and colorful, professional images to create a cohesive website. They've also strategically incorporated white space, leaving parts of their site blank to draw in the eye and highlight their content, which is evident on both desktop and mobile versions of their site.

“One thing that should never be overlooked on your business website is your choice of photography,” says Jenna Romano, web design expert for the Wix blog. “Your website imagery, including your photographs, logo and color choices, will draw people into your design and sell the entire vibe of your brand. If I can give you one tip, it’s to keep in mind that mobile devices today do a really good job of producing professional, high-resolution files. So don’t let the cost of a professional photographer stop you from doing a custom photoshoot for your website!”

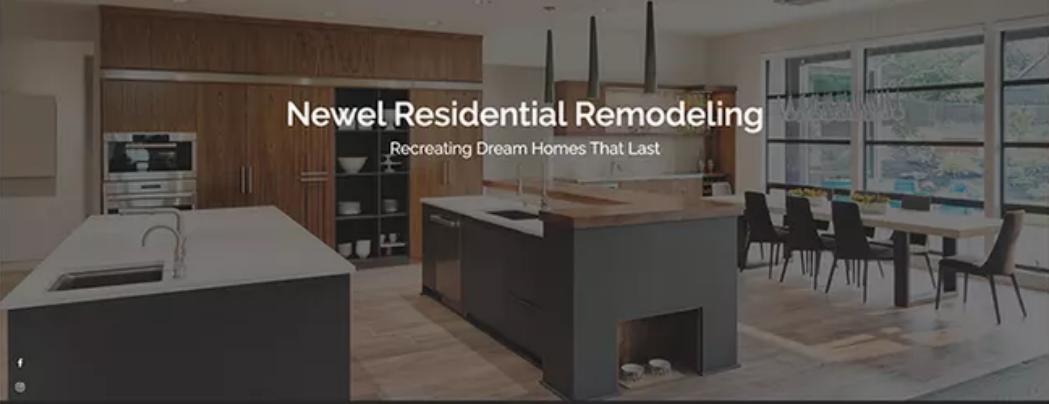
**Use a customizable business website template to create a digital space introducing your brand and what you do. If relevant, you can also add a booking system or scheduling software that enables customers to easily reserve an appointment.**

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## Contact Us

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San Francisco, CA 94108

info@mysite.com

123-455-7890

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Full Name  Email   
Phone  Address

Home Services Projects Contact [CALL NOW](#)

 Let's Chat Get feedback on your website

## 03. Blog website

**What it is:** Blogs are a space for people to share written and visual content about whatever they desire. You can even make money blogging by using affiliate links or working with advertisers. Some of the most popular types of blogs include travel blogs, food blogs and lifestyle blogs. While blogging initially began as a way for individuals to share their ideas online, 86% of businesses now employ blogging as part of their content marketing strategy to acquire leads through organic traffic and social shares.

### **Real life blog website examples:**

Estie Kessler's blog, Abode by Estie, is a great example of how you can monetize a hobby or passion with a blog. Estie not only creates entertaining and informative content for her readers, but she makes an income with her services by offering digital interior design packages and using affiliate links to earn a profit on home decor, creating a business out of her blog.

**Get started on your own blog in no time with a blog template.**

POISE

BLOG

ABOUT

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## THE BLOG



Nov 20  
HOW TO WEAR MONOCHROMATIC  
Create a blog post subtitle that summarizes your post in a few short, punchy sentences and entices your audience to continue reading. [View...](#)



Nov 21  
A NEW TAKE ON DENIM  
Create a blog post subtitle that summarizes your post in a few short, punchy sentences and entices your audience to continue reading. [View...](#)



Nov 20  
5 STAPLE ITEMS FOR AUTUMN  
Create a blog post subtitle that summarizes your post in a few short, punchy sentences and entices your audience to continue reading. [View...](#)



Nov 20  
TIMELESS SUMMER ITEMS EVERY CLOSET MUST HAVE  
Create a blog post subtitle that summarizes your post in a few short, punchy sentences and entices your audience to continue reading. [View...](#)

1 2 3 >



ABOUT MIKAYLA  
I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. I'm a great place for you to tell a story and let your users know a little more about you.  
[Get to Know Me](#)

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BLOG

ABOUT

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## 04. Portfolio website

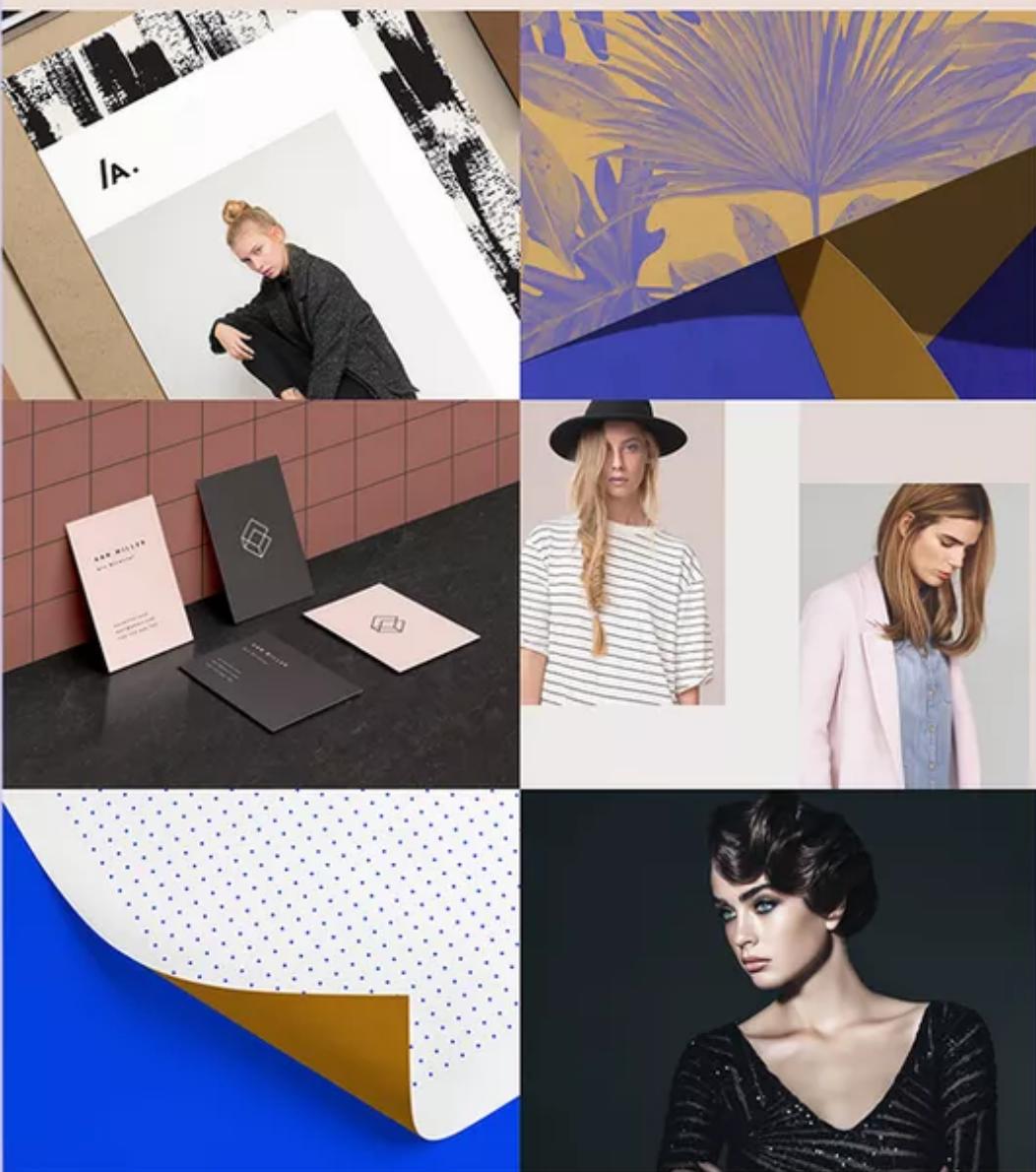
**What it is:** Creative professionals, such as graphic designers, artists and writers, use portfolio websites to consolidate and display examples of their work. That way, potential employers can head over to someone's portfolio to easily check out their skills and expertise.

**Real life portfolio website example:** Lu Xinyao's digital art portfolio displays colorful images of his hand drawn pictures and animations along with a short About section and contact information.

**Use a portfolio template to highlight who you are as well as your professional accomplishments.**

Hi I am Emma Brewer. I am an art director & graphic designer based in New York City working on branding, visual identities, editorial design and web design.

Scroll down to see my work!



Let's Work Together :)

[Behance](#) [Instagram](#) [LinkedIn](#)

[info@emmalee.com](mailto:info@emmalee.com) | Tel: 123-456-7890  
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## 05. Event website

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**What it is:** An event website allows for streamlined event management, from invites to marketing, and even through follow-up. Your site is your event's central command station, acting as the anchor of your event marketing efforts. If you're looking to reach a wide audience, you can even use your site as your virtual event location—which may not be a bad idea, as 80% of event organizers claim virtual events reach wider audiences.

**Tip:** Try adding a microsite for multiple or special events. A microsite can serve as a standalone site for a specific event.

**Real life event website example:** Check out the 2022 Creative Retail Award's website to see how event organizers designed an easy-to-navigate submission form. This customized entry process makes it simple for event organizers to categorize and sort through all entries. **Use an event website template to create your own website. Plus, add on Wix Events to unlock online RSVP capabilities and a seating map builder for your guests.**

Call me back to the Search Call us at 123-456-7890

Home Contact

Two Pines Xmas Tree Farms

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Growing Family Traditions

Cut your own Christmas tree and get your holiday greenery!

Give Us a Call

Join Us Safely This Holiday Season

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Safety Regulations

Bring the Family & Enjoy the Festive Activities

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

**U-Cut Trees**  
I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

**Hot Chocolate & Cookies**  
I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

**Wreaths & Roping**  
I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

Wishing You a Happy Christmas!

Address: 300 Berry Francois St, San Francisco, CA 94158, info@mygta.com, 123-456-7890

Social: Instagram, Facebook, YouTube

Opening Hours: Mondays 10:00 am - 5:00 pm, Tuesdays 10:00 am - 3:00 pm

Call Today

Contact Us: First Name, Last Name, Email\*, Phone, Message, Submit

## 06. Personal website

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**What it is:** A personal website is a great way to give your online presence a boost. You can create a personal website to promote your individuality and interests, such as fan websites or hobby websites. People also utilize personal and CV website templates to display who they are and what they've accomplished professionally.

These personal sites are similar to portfolios but typically contain fewer visual elements, as the objective isn't necessarily to display past work.

**Real life personal website example:** Comedian Aaron Zarabi has a one-page personal website that details who he is, tour dates, his podcast, and contact information—all of the necessary information someone would need to either hire or contact him.

Create a personal website with one of these personal website templates.

Looking for my next  
**opportunity**  
to make a **change**.  
The **digital** way.



### This is **me**

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. Feel free to drag and drop me around your page like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

[Content Strategy](#) [Writing](#)  
[Campaign Management](#)  
[Branding](#) [Social Media](#)  
[Events Content](#) [Fundraising](#)  
[Creative Initiatives](#)

[See Portfolio](#)



I **advise** companies  
and NGOs in initiatives  
and campaigns

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

This is a great space to write a long text about your company and your services. You can use this space to go into a little more detail about your company. Talk about your team and what services you provide. Tell your visitors the story of how you came up with the idea for your business and what makes you different from your competition. Make your company stand out and show your visitors who you are.

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## 07. Membership website

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**What it is:** A membership website ensures exclusivity by requiring visitors to sign up or pay a fee to receive full access to its services, tools or resources. Perhaps you have an online magazine or publication that requires membership to read. Alternatively, you may have a business or nonprofit site that you want to add a members-only page to access additional content. Doing so can increase revenue streams, builds trust and loyalty between your members and increases website traffic.

**Real life membership website example:** [HERoines](#), a women's empowerment NGO that hosts workshops and creates community, clearly describes the organization's primary goal, uses engaging visuals, includes a Member's page where visitors can interact and support each other privately.

**Start with any website template and add a members area. Take a look at this guide on how to create a membership website to learn how to optimize your site.**

## Private Lessons Online

Don't Miss out While You Are Away from School.

[Book a Lesson](#)

### What Do I Teach?

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[About Me](#)

#### English



I'm a paragraph. Click here to add your own text and edit me. Let your users get to know you.

#### Science



I'm a paragraph. Click here to add your own text and edit me. Let your users get to know you.

#### History



I'm a paragraph. Click here to add your own text and edit me. Let your users get to know you.

#### Math



I'm a paragraph. Click here to add your own text and edit me. Let your users get to know you.

### Reviews

I'm a paragraph. Click here to add your own text and edit me.

"I'm a testimonial. Click to edit me and add text that says something nice about you and your services. Let your customers review you and tell their friends how great you are."

Lisa, Dina's mom

0 \* \*

### Contact Me & Let's Get Started

I'm a paragraph. Click here to add your own text and edit me.

Full Name

Email \*

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Message

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[Submit](#)

## 08. Nonprofit website

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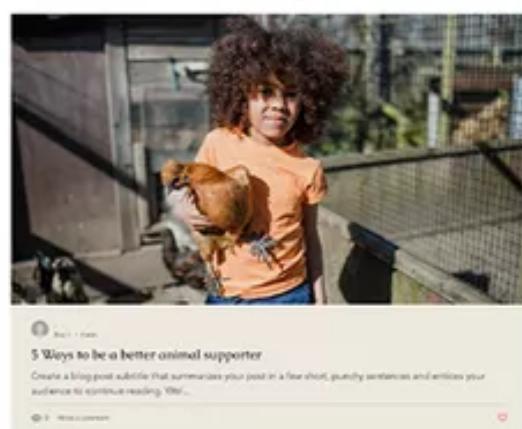
**What it is:** With a [nonprofit website template](#), you can create a website that informs visitors of your organization's mission, goals and core values. Whether a [school website](#), [church website](#) or animal rescue site, be sure to include information about past events, your mission statement, and a donations page.

**Real life nonprofit example:** [Literacy NYC](#) provides reading and learning opportunities for New York City children. Their website uses imagery of children intertwined with informational content about the work they do. In addition, a lime green Donate Now button sits in the top right corner, making it easy for visitors to contribute.

Create your own nonprofit site with one of these [nonprofit website templates](#).



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## 09. Informational websites

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**What it is:** Informational websites act as a resource to convey information. Examples include encyclopedias and news outlet websites. They often include long form content to satisfy reader curiosity and implement search functions, so visitors can find what they are looking for.

You can start your informational website on a blank slate and simply add the necessary web pages. Alternatively, you can use a news website template if it's relevant to your goals.

**Real life informational website example:** The Wix Encyclopedia is an online dictionary offering definitions of marketing, business and web design terms. This site also houses informational guides and resources to help professionals maximize their business potential.

**To create an informational website, you can choose from a variety of website templates. Select one that resonates with your content and customize it to your liking.**

The Hours | News & Opinion Blog



Breaking News | NASDAQ drops 20%, world markets react.

**News**



**US Army sees largest deployment**

101 · Write a comment 12 · 1



**Air raids across Syria**

124 · Write a comment 26 · 1

**Politics**



**US reaches deal with China**

31 · Write a comment 16 · 1



**France prepares for Election Day**

21 · Write a comment 13 · 1

**Opinion**



**Let's talk social reform**

102 · Write a comment 5 · 1



**Women's Day March changed the game**

58 · Write a comment 2 · 1

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## 10. Online forum

**What it is:** An online forum allows you to build community around a shared interest, and even allow site owners or businesses to earn profit by restricting access to members only. Users can discuss topics, compare experiences, ask questions and interact with people with similar professions, hobbies or worldviews. Oculus VR founder, Palmer Luckey, says, "I'm a huge fan of online communities. I think that asynchronous internet-based communication forums such as Reddit and other discussion forums are one of the best things that could possibly have happened to collaborative invention."

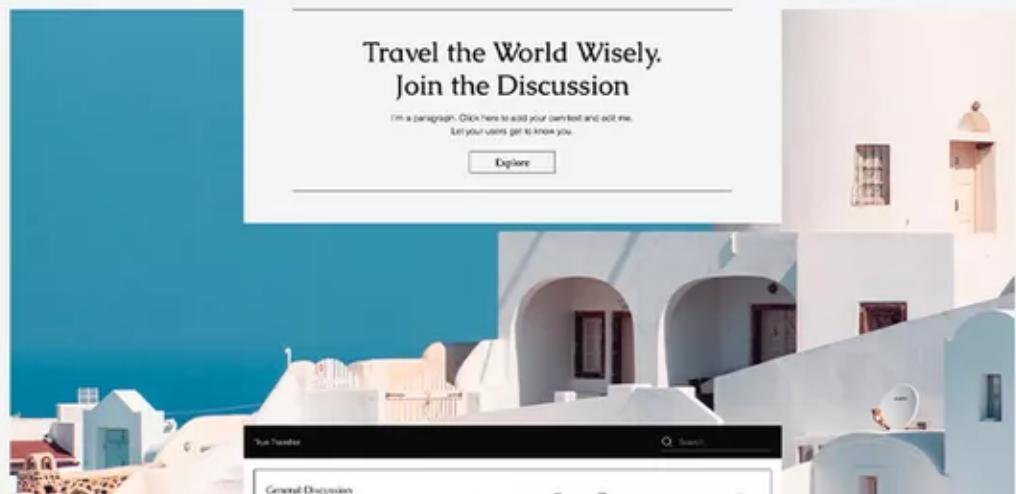
They also allow for user engagement between the site owner and visitors. Whether your online forum is dedicated to gaming, environmental sustainability or gluten-free dessert recipes, it's an ideal place to digitally congregate.

**Start your own forum website with these professionally-made forum templates.**

## Travel the World Wisely. Join the Discussion

I'm a paragraph. Click here to add your own text and make it easy for your users to know you.

Explore



Your Location

 Search

### General Discussion

Describe your travel category. Engage your audience and enthusiasts.

11

4

Follow

### Europe

Describe your travel category. Engage your audience and enthusiasts.

8

4

Follow

### Asia

Describe your travel category. Engage your audience and enthusiasts.

2

4

Follow

### America

Describe your travel category. Engage your audience and enthusiasts.

6

4

Follow

### Africa

Describe your travel category. Engage your audience and enthusiasts.

1

4

Follow

### Australia

Describe your travel category. Engage your audience and enthusiasts.

2

4

Follow

## Gallery



True Traveller,  
Traveler's Community

I'm a paragraph. Click here to add your own text and make it easy for your users to know you.

Upgrade your travel experience with  
our top tips

Email

Subscribe

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Social Media

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## How to choose the right type of website for you

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Consider your website ideas and end goals. For some, choosing which type of website to create might be an obvious decision—if you are starting a business, a business website is the logical choice, and if you’re starting a blog, it makes sense to choose a blog template.

But the choice may not always be so simple and there often is overlap. You may want to start an eCommerce site that includes a blog, or an event website with a members-only area. For example, Mammoth March, a nonprofit organization that hosts a variety of hikes all around the US, has a dedicated blog page with tips and inspo.