

A **content creator** is the individual(s) or entity (business, organization, etc.) who created the content on a webpage.

Important: You must be very comfortable exploring websites, both by clicking links and modifying URLs in the address bar of your web browser. Become a website detective and explorer!

2.2 Understanding the Purpose of a Webpage

The purpose of a page is the reason or reasons why the page was created. Every page on the Internet is created for a purpose, or for multiple purposes. Most pages are created to be helpful for people, thus having a beneficial purpose. Some pages are created merely to make money, with little or no effort to help people. Some pages are even created to harm users. The first step in understanding a page is figuring out its purpose.

Why is it important to determine the purpose of the page for PQ rating?

- The goal of PQ rating is to determine how well a page achieves its purpose. In order to assign a rating, you must understand the purpose of the page and sometimes the website.
- By understanding the purpose of the page, you'll better understand what criteria are important to consider when evaluating that particular page.
- Websites and pages should be created to help people. If that is not the case, a rating of **Lowest** may be warranted. More on this later.

As long as the page is created to help people, we will not consider any particular page purpose or type to be higher quality than another. For example, encyclopedia pages are not necessarily higher quality than humor pages.

Important: There are highest quality and lowest quality webpages of all different types and purposes: shopping pages, news pages, forum pages, video pages, pages with error messages, PDFs, images, gossip pages, humor pages, homepages, and all other types of pages. The type of page does not determine the PQ rating—you have to understand the purpose of the page to determine the rating.

Common helpful or beneficial page purposes include (but are not limited to):

- To share information about a topic.
- To share a personal experience, perspective, or feelings on a topic.
- To share pictures, videos, or other forms of media.
- To demonstrate a personal talent or skill.
- To express an opinion or point of view.
- To entertain.
- To offer products or services.
- To allow users to post questions for other users to answer.
- To allow users to share files or to download software.

Here are a few examples where it is easy to understand the purpose of the page:

Type of Page	Purpose of the Page
News website homepage	To inform users about recent or important events.
Shopping page	To sell or give information about the product.
Video page	To share a cute video of a cat.
Currency converter page	To calculate equivalent amounts in different currencies.

[Here is an example \(OmNomNomNom Page\)](#) of a helpful page where the purpose of the page is not as obvious. At first glance, this page may seem pointless or strange. However, it is a page from a humorous site that encourages users to post photos with mouths drawn on them. The purpose of the page is humor or artistic expression. This page has a helpful or beneficial purpose. Even though the [About](#) page on this website is not very helpful, the website explains itself on its [FAQ](#) page.