Type page	Example	Explanation
Homepage	https://www.ke	The home page of a website
Landing page	https://www.dr	A landing page is a standalone web page, created specifically for a marketing or advertising campaign and have goals and triggers to send people to other webpages
About Us	https://www.vo	A page about the company, website or team.
Contact Us	https://support.	A page containing contact, location or similar type of information
Product Category & Sub-Category Pages	https://www.co	A page with a product category overview, often leads to sub categories but does not contain actual products
Product Detail Pages (PDP)	https://www.co	A product page with information about the product and the place to buy / add to cart
Comparison page - Offerings	https://www.co	A page where you can compare different products from a category, often contains filters and characteristics
Comparison page - Reviews	https://www.an	A page with reviews for a specific product
FAQ Pages	https://resourc	A support page with frequently asked questions and links to the answer pages
Blog Category & Tag Pages	https://www.ke	An overview page of blogs / a category of blogs often with multiple categories
PDFs	https://www.kv	A direct download link of a pdf
Resource guide	https://moz.cor	A guide explaining a topic extensively often with several chapters / links to other pages
Article - Glossary	https://moz.cor	An overview of words explained, sometimes linked to pages that explain the word
Article - List	https://www.tin	An article containing a list, structured or unstructured
Article - How-To	https://www.bic	An article with a step by step guide, often contains a video
Article - Tool	https://thetax.n	A calculator for example
Article - Template / kit	https://www.se	A template explanation with downloadable resource
Article - Long-read	https://storychi	An article that is very extensive, on average contains more words than other articles
Blog post	https://blog.ad	Regular articles/posts about anything not containing one of the above explained typical article items
Forum - post / q&a	https://www.re	Forum page with a post / question
Forum - category	https://www.re	Forum page with overview of a category
Social media - Post	https://www.fa	Social media post (of any social media, linkedin, facebook etc)
Social media - Page	https://nl-nl.fac	Social media page of brand or person
Error pages (404, 401, 410)	https://www.sp	All errors / error pages
Cookies pop up	https://tweaker	Often a very intrusive cookie pop up, which is a seperate html page redirecting you to the actual page after accepting terms