# Types of Web Sites

The twelve types of Web sites are portal, news, informational, business/marketing, personal, educational, entertainment, advocacy, blog, wiki, online social network, and content aggregator. Many Web sites fall in more than one of these categories.

This issue of the *Internet Post* discusses the first five types of Web sites; upcoming issues will discuss the remaining types.

## Portal

A portal is a Web site that offers a variety of Internet services from a convenient, single location (Figure 1). A wireless portal is a portal designed for Internet-enabled mobile devices.

Portals usually offer the following services at no cost: search engine and/or subject directory; news; sports and weather; Web publishing; reference tools such as yellow pages, stock quotes, and maps; shopping; and e-mail and other forms of online communications. Many portals have online communities. An online community is a Web site that joins a specific group of people with similar interests or relationships. These communities may offer online photo albums, chat rooms, and other services to facilitate communications among members. Popular portals include AltaVista, AOL, Excite, GO.com, LookSmart, Lycos, MSN, NBCi, Netscape, and Yahoo!.

Types of Web Sites - Portal.tif

Figure 1: Portal Web Site

## News

A news Web site contains newsworthy material including stories and articles that relate to current events, life, money, sports, and the weather. Many magazines and newspapers sponsor Web sites that provide summaries of printed articles, as well as articles not included in the printed versions. Newspapers and television and radio stations are some of the media that maintain news Web sites.

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## Informational

An informational Web site contains factual information (Figure 3). Many United States government agencies have informational Web sites providing information such as census data, tax codes, and the congressional budget. Other organizations provide information such as public transportation schedules and published research findings.

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Figure 3: Informational Web Site

## Business/Marketing

A business/marketing Web site contains content that promotes or sells products or services (Figure 4). Nearly every business has a business/marketing Web site. Allstate Insurance Company, Dell Inc., General Motors Corporation, Kraft Foods Inc., Peapod LLC, and Walt Disney Company all have business/marketing Web sites. Many of these companies allow you to purchase their products or services online.

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Figure 4: Business/Marketing Web Site

## Personal

A private individual or family not usually associated with any organization may maintain a personal Web site or just a single Web page (Figure 5). People publish personal Web pages for a variety of reasons. Some are job hunting. Others simply want to share life experiences with the world.

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Figure 5: Personal Web Site