

M2R5 Web Designing & Publishing

Introduction to Web Design

Topic Reference | Types of Websites and Their Purpose | September 11, 2026

Topic Summary

Topic: Types of Websites and Their Purpose

Book: (M2-R5) Web Designing & Publishing

1 Types of Websites and Their Purpose

Discover different categories of websites, such as e-commerce, informational, portfolio, and social media sites, and their unique objectives.

Key Points:

Websites serve a multitude of purposes, leading to a diverse range of types. Understanding these categories helps in designing a website that effectively meets its objectives.

Common Types of Websites:

- **E-commerce Websites:** Designed for buying and selling products or services online. Examples include Amazon, Flipkart. Their primary purpose is sales and transactions.
- **Informational Websites:** Provide detailed information on a specific topic, organization, or service. Government websites, news sites (e.g., BBC News), and Wikipedia are prime examples. Their goal is to educate and inform.
- **Portfolio Websites:** Showcase an individual's or company's work, skills, and achievements. Artists, designers, photographers, and freelancers often use these to attract clients.
- **Business/Corporate Websites:** Represent a company or organization online, providing information about their services, contact details, and brand identity. Their purpose is to establish an online presence and build credibility.
- **Blogs:** Regularly updated websites featuring articles, opinions, and stories, often in a chronological order. They can be personal, professional, or niche-specific. Their goal is to share knowledge, engage readers, and build community.
- **Social Media Websites:** Facilitate social interaction and content sharing among users. Examples include Facebook, Twitter, Instagram. Their purpose is connection and community building.
- **Educational Websites:** Offer learning resources, courses, or academic information. Examples include online universities, e-learning platforms (e.g., Coursera), and school websites.
- **Web Portals:** Act as a gateway to a wide range of resources and services, often personalized for users. Examples include Yahoo!, MSN.

Each type of website has unique design considerations, functionalities, and target audiences that dictate its structure and content.

Exam Tip:

Be prepared to identify different types of websites and briefly explain their primary purpose or characteristics.