

The background features a dark blue gradient with a subtle pattern of white stars. On the left side, there are several technical diagrams in a lighter blue color. These include circular gauges with numerical scales (140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260) and various circular arrows indicating clockwise or counter-clockwise rotation. The text 'TYPES OF WEB SITES' is centered in a white, serif font.

# TYPES OF WEB SITES

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## **Portal**

A portal is a web site that offers a variety of Internet services from a single, convenient differentiated. Most of the portals to offer these free services: search engine; news; sports and weather; Web publishing; reference tools such as yellow pages, stock quotes, and maps; shopping; and email and other communications services.

## **News**

A news website contains interesting material including stories and articles relating to news, money, sports, life and time. Many magazine/newspaper sponsor websites that offer summaries of printed articles, as well as the items not included in printed versions.

## **Informational**

Informational websites are those sites which are created in order to provide a customized and branded resource for potential and active customers, members, investors and so forth. These websites are usually content and design driven.

## **Business**

A business/marketing website contains that promotes or sells products or services. Almost every company has a website of business/marketing.

## **Blog**

A blog, short for Weblog, is an informal Web site consisting of timestamp, or post articles, a diary or journal format, usually listed in reverse chronological order. A blog that contains video clips called a video blog, or vlog. A microblog allows users to post short messages, usually between 100 and 200 characters, for others to read. Twitter is a popular microblog.

## **Wiki**

A wiki is a collaborative web site that allows users to create, add, edit, or delete the contents of a web site using their web browser. Many wikis are open to modification by the general public.

## **Online Social Network**

An online social network, also called a social networking web site, is a site that encourages members to his online community to share their interests, ideas, stories, photos, music, and videos with other registered users. Most include chat rooms, newsgroups, and other communications services.

## **Educational**

An educational website offers exciting avenues, stimulating teaching and formal and informal learning. On the Web, you can learn how to style your hair or how to cook a meal

# What is SEO?

Quite simply, SEO is the umbrella term for all the methods you can use to ensure the visibility of your website and its content on search engine results pages.

The methods vary from technical practices you can achieve behind the scenes on your website (we tend to refer to this as 'on-page' to all the promotional 'off-page' approaches you can use to raise your site's visibility (link-building, social media marketing).

For the purpose of this article, when we talk about visibility, we mean how high up the your website appears for certain search terms in the 'organic' results. Organic results refer to those that appear naturally on the page, rather than in the paid-for sections

# Why do you need SEO?

Building a strong site architecture and providing clear navigation will help search engines index your site quickly and easily. This will also, more importantly, provide visitors with a good experience of using your site and encourage repeat visits. It's worth considering that Google is increasingly paying attention to user experience.