9 TYPES OF WEBSITES

Which One Fits Your Business?

RENOVATE

01 /03

MENU

CONTACT US

SINCE

Financials You Trust

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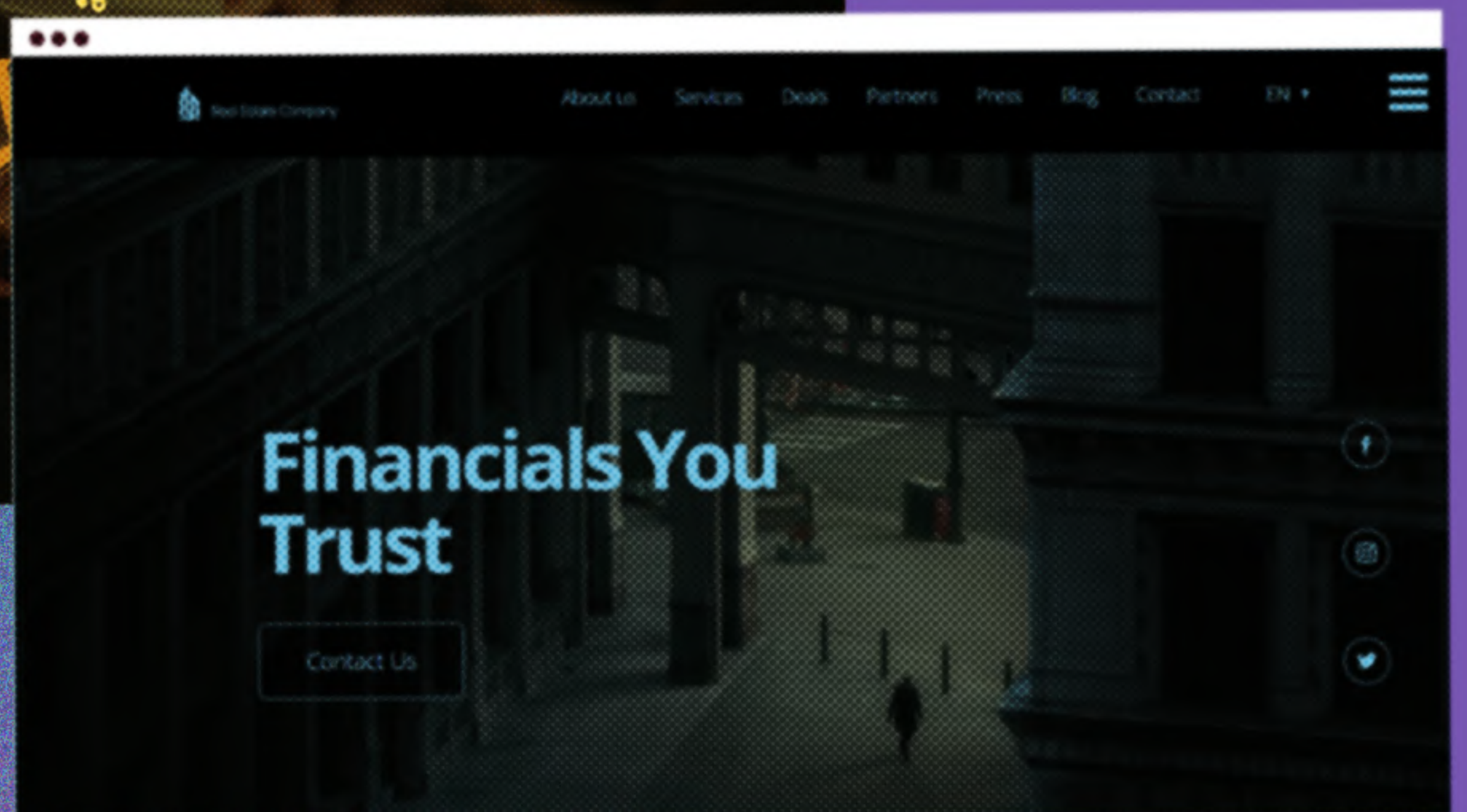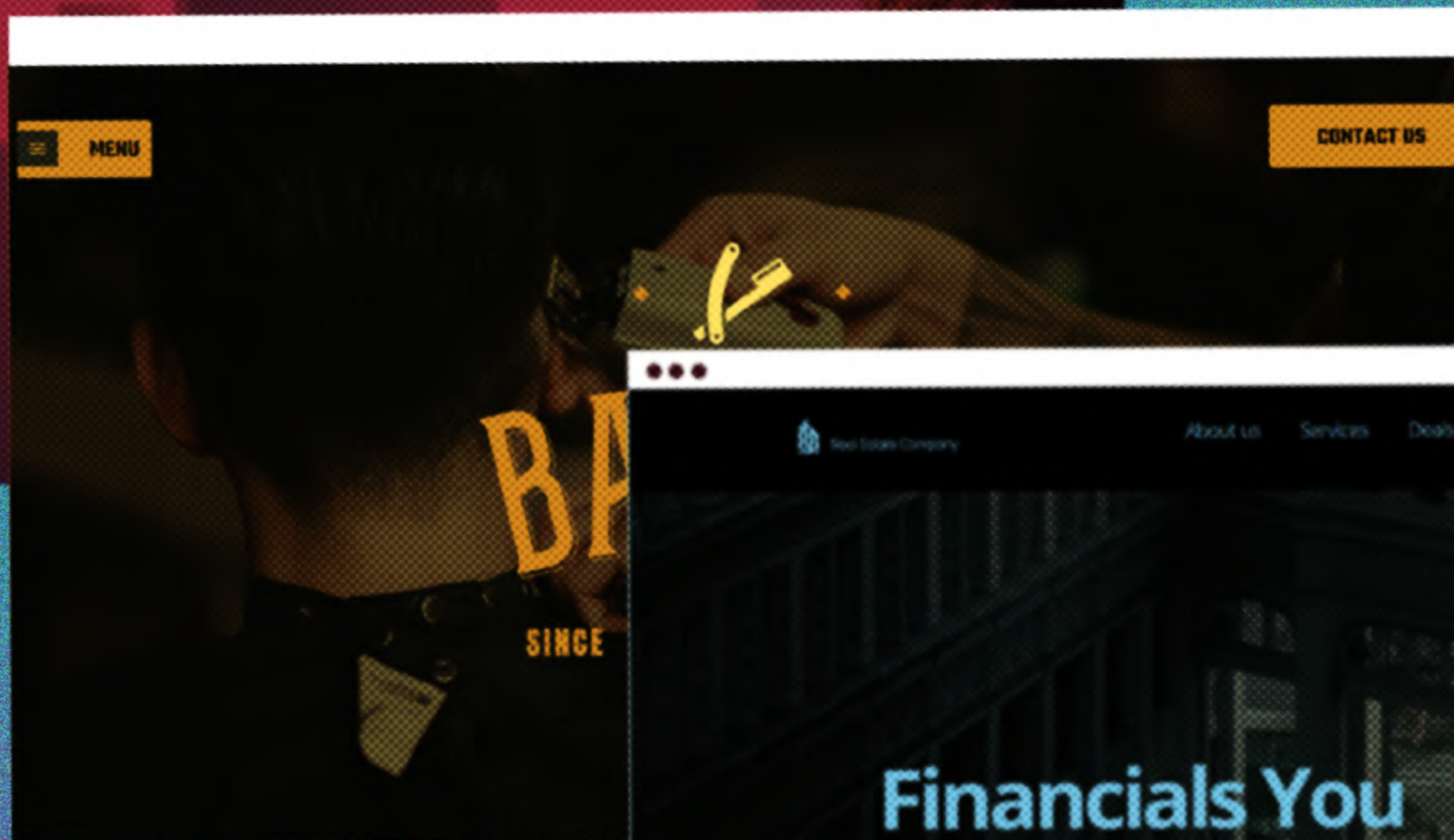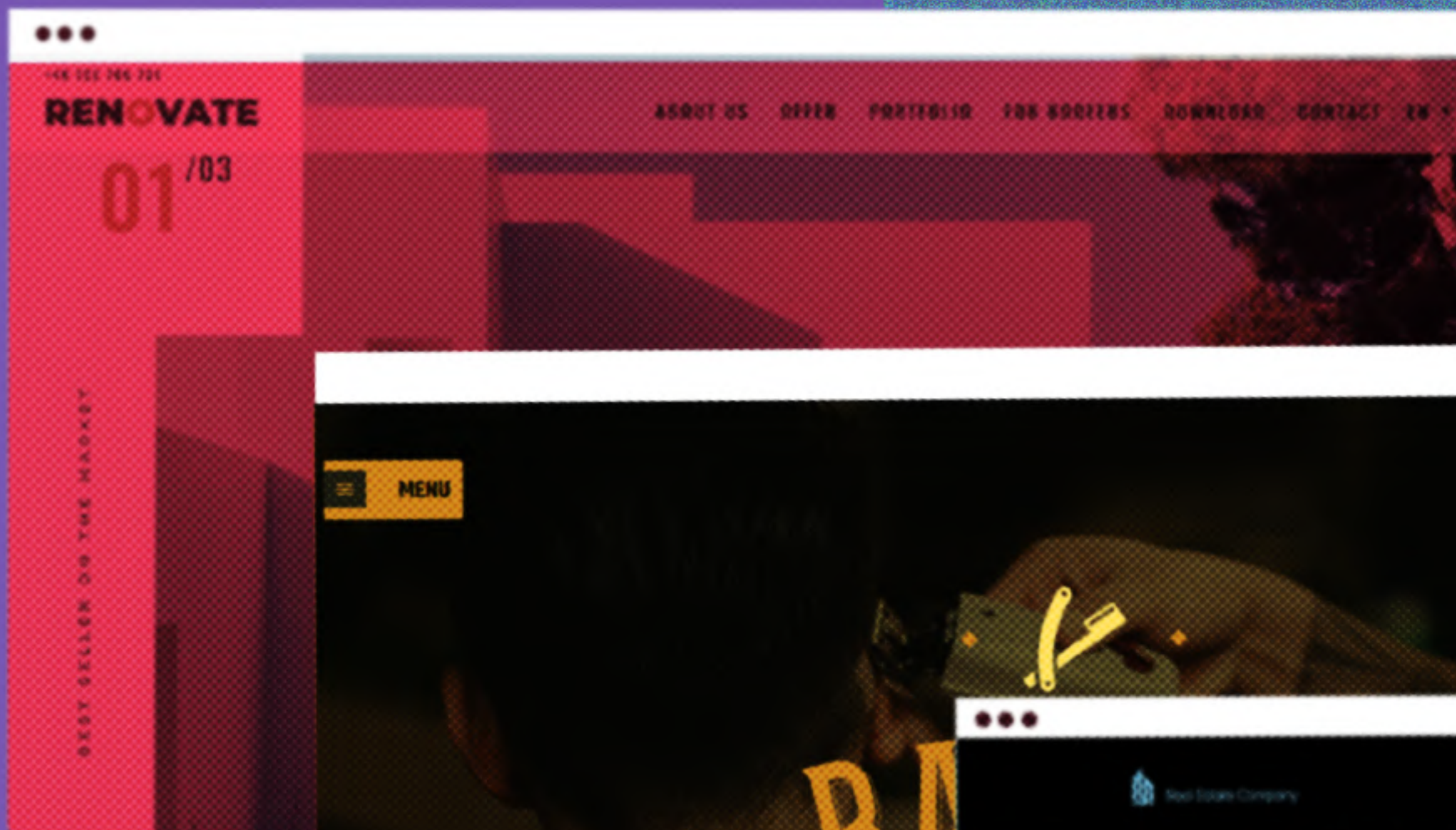
Find out how to choose the right type of website!

Each website is created for a specific purpose. Therefore there are many types of websites with different purposes. Sometimes, it can be challenging to choose one that meets your expectations and goals. Remember, however, that a website may be of one of the types mentioned, but just as well, most often, the optimal page is created simultaneously by several of them. In the case of BOWWE - we have a Blog (https://bowwe.com/en/blog) and a list of templates (https://bowwe.com/en/templates#/), which is a kind of Portfolio, and for each of our products, we create a Landing page, etc.

There are many types of websites, so it can sometimes be challenging to choose one that will meet your expectations and goals.

This material was created to dispel any doubts about the purpose of each type of website and to facilitate the selection of the most suitable website for the intended purpose.

All the knowledge and information have been obtained during many years of analyzing the websites market and the prevailing trends. For more information, visit https://bowwe.com/en/blog.

Landing page

A Landing page is a website that a user reaches after clicking a button or a hyperlink. Usually, it is created for the needs of various marketing campaigns.
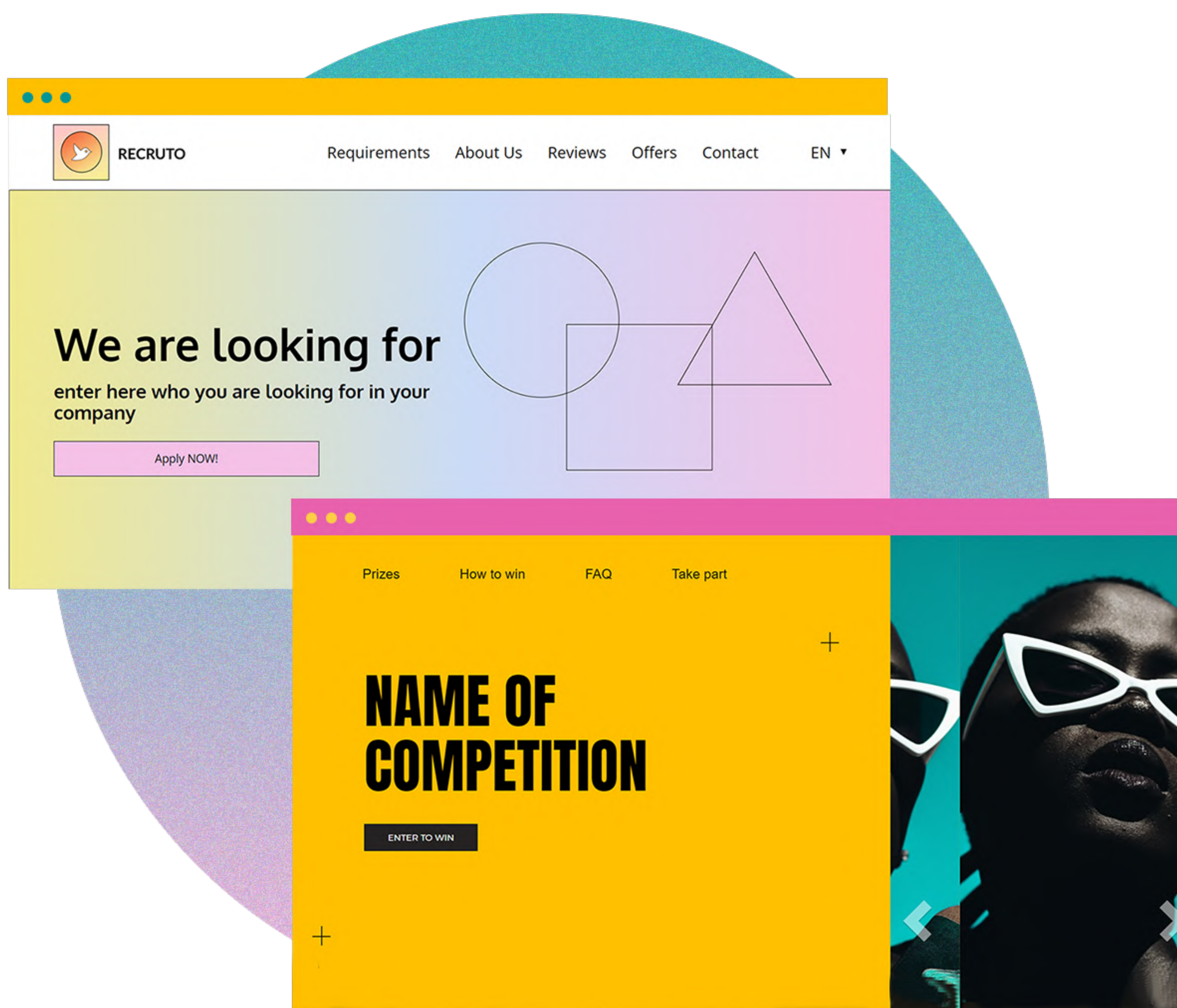
What is the purpose of the Landing page?

The purpose of the Landing page is to persuade visitors to take a specific action, such as signing up for a newsletter, purchasing a product, or downloading a file.

When should you use a Landing page?

1. **Launching of marketing campaign**

   The Landing page can be used to increase the conversion rate of your marketing campaigns. You can also use the Landing page to collect leads and track the results of your campaigns.

2. **Increasing a conversion of an event/product/service**

   A Landing page is an effective way to increase the promoted event/product/service conversion by providing precise and concise information about it and persuading users to take specific actions related to it (ticket booking, product purchase, etc.).

3. **Developing the topic of the advertising creation**

   The Landing page can be used to develop the topic of the advertising campaign by providing more information about the advertised product or service. It can also improve campaign performance by encouraging the user to visit a website or make a purchase.

How to know if the website is meeting its goal?

● **Check the conversion rate**

The conversion rate is the percentage of people who visit your website and take the desired action, such as signing up for a newsletter or purchasing a product. Since achieving a good conversion is the primary goal of a Landing page, its high conversion rate will be a key element that will be in line with its effectiveness. Remember that the average conversion rate is different for each industry.

● **Check the Bounce Rate**

This is the percentage of people who visit the website and then leave it without taking any other action. A high bounce rate clearly indicates that the Landing page is not meeting its purpose because recipients don't stay long enough to take the expected action.

● **Do a A/B testing**

Typically, A/B testing compares two versions of your Landing page to see which one converts more visitors into customers. The A/B test results will show you what types of solutions used on the Landing page work and which do not encourage users to take any action that is important to you.

Blog

A blog is a website for publishing various types of content, such as articles, focusing on specific topics.

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What is the purpose of the Blog?

Blog goals can be personal or business. For some, it is used to share their thoughts with others, while companies use it to sell their products.

When should you create a Blog?

1. **When you want to share knowledge with others**

   On the Blog, you can share your knowledge by writing articles and creating content. Write about topics that you know and that interest you and your audience.

2. **When you want to writing about your passions**

   You can use a Blog to share your passion (what you like, give tips to others, etc.). In this way, you can also earn money by, e.g., advertising products related to your interests.

3. **When you want to advertise your brand**

   Create Blog posts that are interesting and engaging, use keywords and phrases that are relevant to your brand or product / service, and include images and videos to showcase what to promote and present to the audience.

How to know if the website is meeting its goal?

- **Check the amount of organic traffic**

  Organic traffic is the number of people who found your blog using a search engine, such as Google, Yahoo, or Bing, who clicked a link to your blog from search results pages. High organic traffic is not only a free source of customer acquisition but also a signal that your blog is well positioned in search results.

- **Check the number of visitors**

  A high number of blog visitors means that it indicates its high value. This means that its content meets the recipients' needs, and thus they rank high in search results, generating traffic.

- **Check the average time spent on the Blog**

  If the average time spent on a Blog is low, it may be that users are not finding what they are looking for or that it is not engaging enough. On the other hand, the extended stay of users on the Blog proves that it has valuable and well-optimized content.

Company website

A Company website is primarily used to promote a company and its products or services. Company sites usually contain information about the company, its brief history, news, contact details, and products and services.
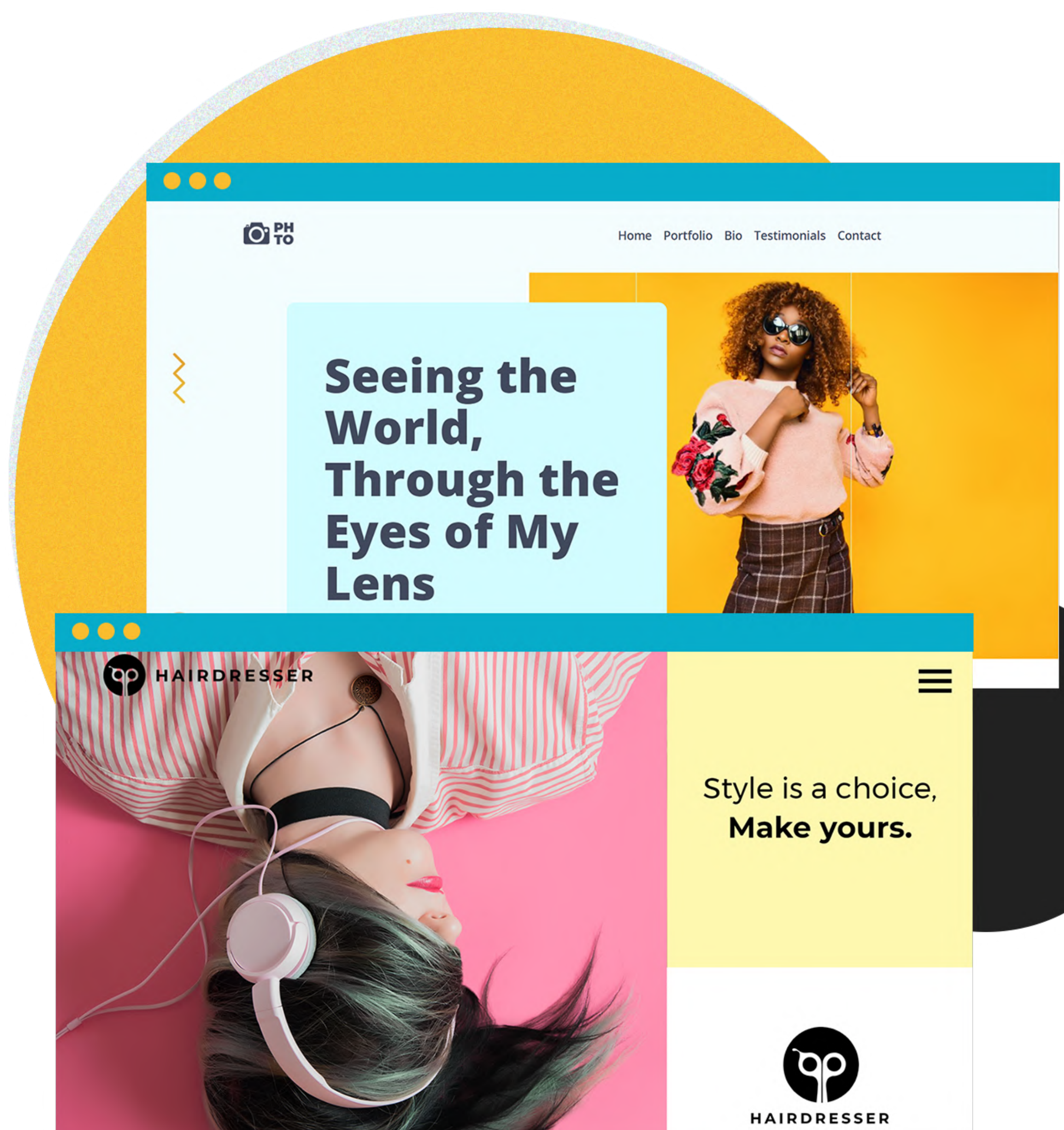
What is the purpose of the Company website?

The primary goal of a Company's website is to build trust by providing information about it and its products or services.

When should you create a Company website?

1. **When you want to develop your online business**

   Having a company website, you will be able to reach more customers, conveniently present your offer or make contact with them. Regardless of the type of activity, a website is essential for the more significant development of the company.

2. **When you want to know more about your clients**

   A website is a great way to learn more about your customers. For this purpose, various website statistics can be used, which provide information on the behavior and interests of website visitors. You can also get information through, for example, a contact form.

3. **When you want to present a product or service**

   Company websites are usually set up to present and promote their products or services. They are the essential information source for potential customers looking for details such as the price or the appearance of the product/service on them.

How to know if the website is meeting its goal?

● **Check the amount of conversion**

Conversion rates are an important measure of how successful a Company website is. A high conversion rate means that many website visitors are taking the desired action, such as making a purchase or subscribing to a newsletter.

● **Check the number of visitors to the site**

Visitors to the company's website can be potential customers or partners. They may also be employees or other stakeholders in the company. The Company's website should be designed in such a way as to refer to all these groups and provide them with the information they need, which will translate into a large number of website visitors.

● **Check out the most popular sites**

By knowing which pages are most visited, you will determine what your audience needs and whether you are delivering it to them. For the Company website, the most important content will be information about the company and the offer.

E-commerce

E-commerce (aka online store) is a website where you can buy and sell products or services.

What is the purpose of an E-commerce?

E-commerce enables consumers to conveniently buy goods and services from a company or individual without leaving home.

When should you start an E-commerce?

1. **When you need to sell a product or service**

   Use E-commerce to sell your products or services. Present them in an attractive way and include the most important information about them. Make sure that every user can make a purchase without any problems.

2. **When you want to take payments**

   Use a payment processing service such as PayPal or Stripe. This will allow you to accept payments from your customers through your website without moving them to other sites.

3. **When you want to have full control over your offer**

   Own E-commerce allows you to have control over your offer. You can freely modify it, inform about its availability, or organize special promotions.

How to know if the website is meeting its goal?

● **Check the number of purchases**

The more purchases made, the greater the confirmation that the online store meets its goal, which is to convince potential customers to purchase the product/service.

● **Check other conversion rates**

Conversion is a metric used by E-commerce companies to measure the effectiveness of converting website visitors into paying customers. In the case of an online store, it may also mean getting acquainted with the offer, contacting technical support, or subscribing to the newsletter.

● **Check Chatbot activity**

In the case of E-commerce, chatbots can provide interactive customer service. The use of Chatbot by a visitor to your website usually means that they show interest in your offer and want to learn more about it.

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Portfolio online

An Online portfolio is a collection of documents, files, projects, or other content that show the professional achievements, skills, and interests of a person or company. A Portfolio can be an internal part of another website, or it can be a standalone page.
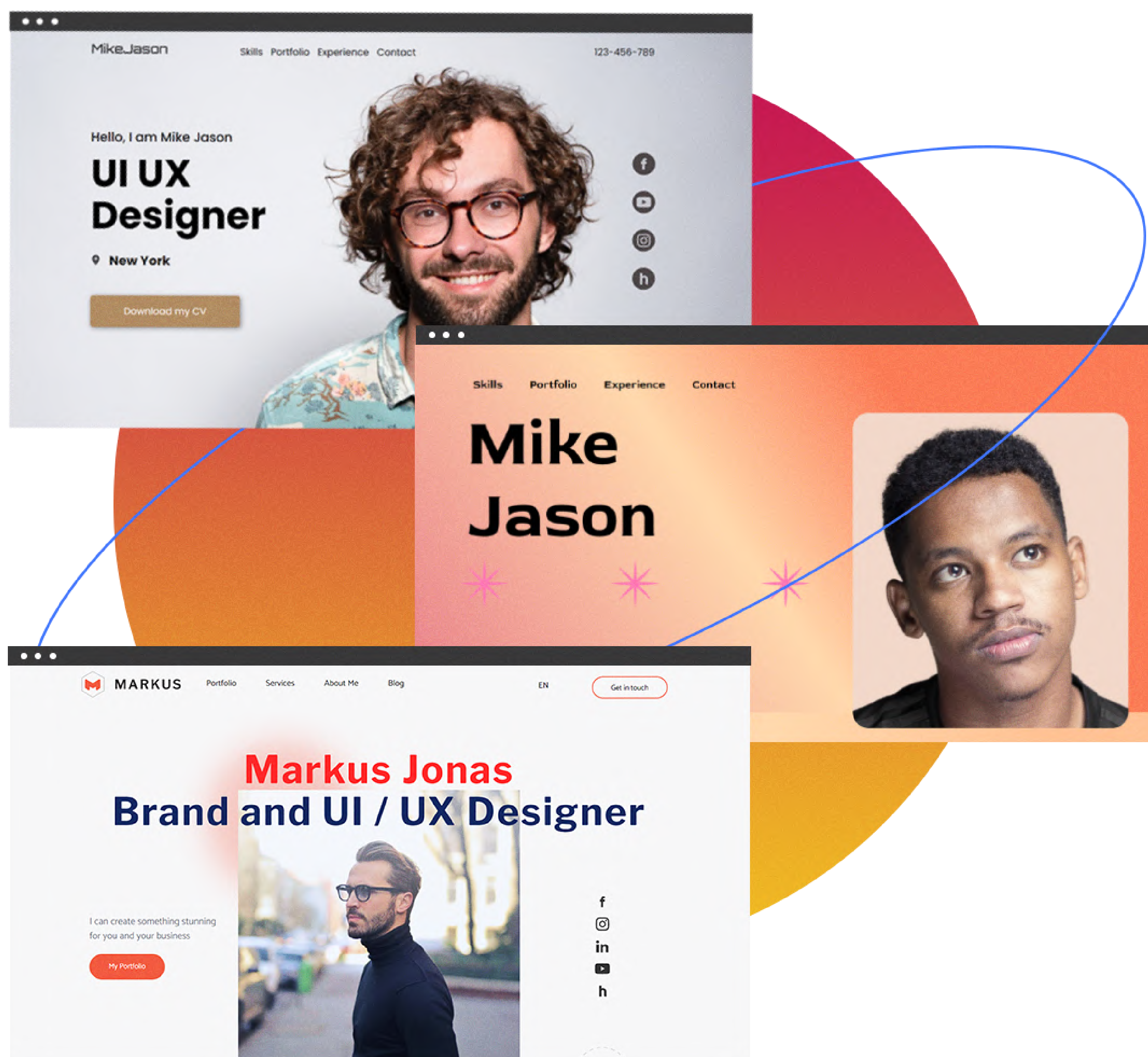
What is the purpose of the Portfolio online?

The goal of the Online portfolio is to showcase personal and business development. It is also used to attract the attention of recruiters or to attract new customers.

When should you create an Portfolio online?

1. **When you want to showcase your experience**

   A Portfolio can be an effective way to showcase your skills and experience to potential employers. An Online portfolio can include a resume, cover letter, completed projects, and other relevant information.

2. **When you want to track your professional development**

   By collecting your projects in the Portfolio or adding the following stages of your career, you create a path of your development that can serve you and your potential employers or clients to assess whether it is worth establishing cooperation with you.

3. **When you want to build a professional image on the web**

   A Portfolio is a great way to create a professional presence online. You can use a Portfolio to showcase your skills, work, and experience. You can also use a Portfolio online to connect with potential employers or clients.

How to know if the website is meeting its goal?

● **Check the number of page views**

Pageviews can indicate how popular your Portfolio is and how much traffic it is generating. Remember, however, that a large number of pages viewed doesn't mean your success if, for example, no one is in contact with you.

● **Check the number of contact forms completed**

Many people filling out the contact form can mean that the Portfolio is well-designed, easy to use, and effectively presents your experience and completed projects. Above all, however, it means it presents you professionally and as a person with whom it is worth establishing closer cooperation.

● **Check the number of clicks on the CTA buttons**

By tracking the number of clicks on the CTA buttons posted on your site, you see how many people have expressed an interest in your Portfolio and what pages or information drew their attention.

Personal website

The Personal page often serves as a digital life notebook. It may contain photos, videos, and blog entries documenting personal and professional development.
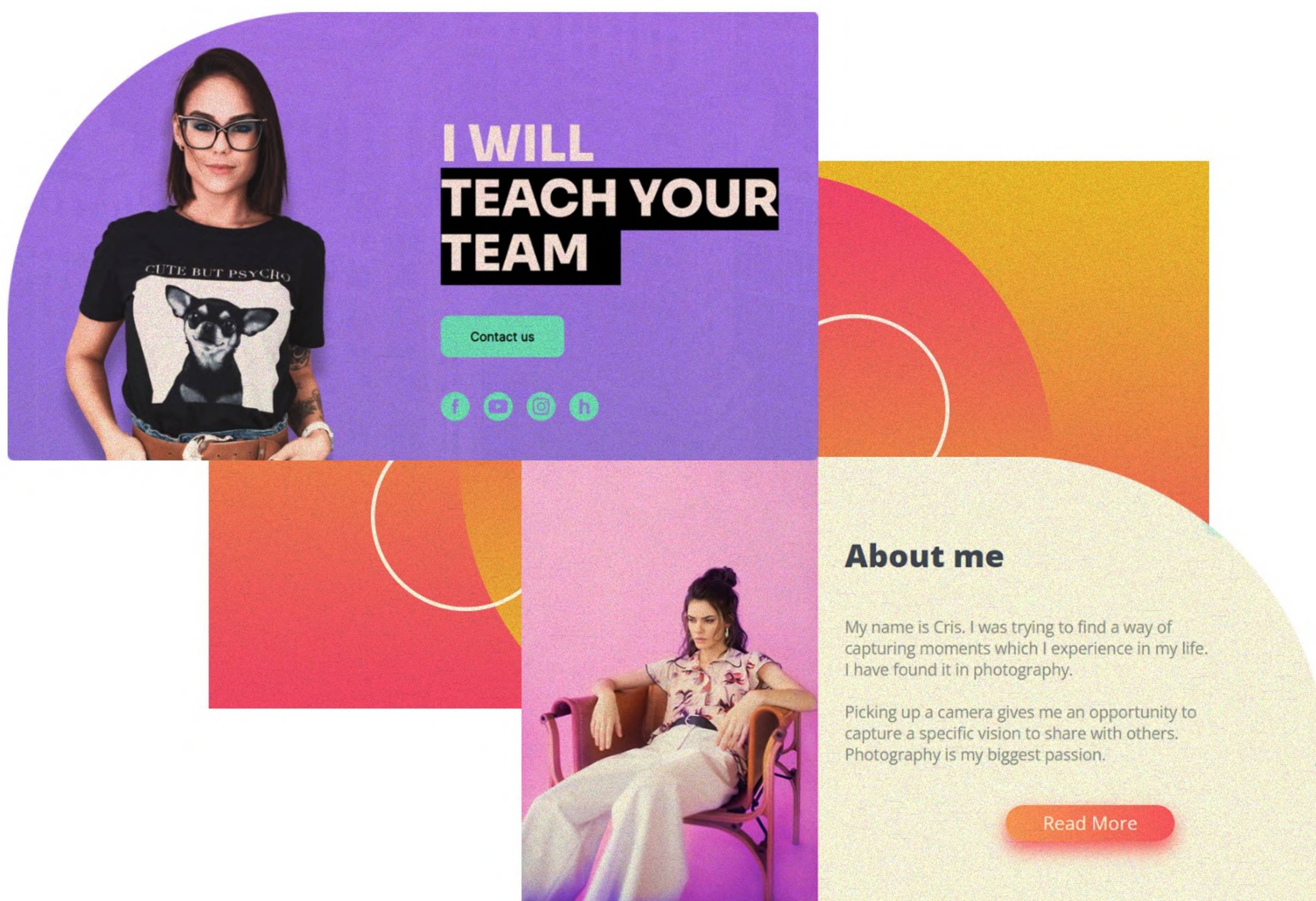
What is the purpose of the Personal website?

A Personal page is a website usually owned and operated by an individual. The purpose of the personal page is to share personal experiences or interests with others.

When should you use a Personal website?

1. **When you want to share your thoughts and ideas with the world**

   A Personal page can be a great way to share your thoughts and ideas with the world through for example, blog entries. You can also use the website to connect with others who share your interests and build your online presence.

2. **When you want to promote your products or services**

   The Personal website is used to build a solid personal brand that you can use to develop your business. Creating valuable content and building a loyal community around you will be easier for you to promote your products or services effectively.

3. **When you want to showcase your work or portfolio**

   A Personal page can be centered around you and contain all the information about you. You can also include your projects or even your entire portfolio.

How to know if the website is meeting its goal?

● **Check the amount of conversion**

As with most sites, high conversion is also one of the main determinants of Personal Website success. It does not have to be just sales, but also the number of downloaded PDFs, completed contact forms or content sharing on social media.

● **Check the number of visitors to the site**

Personal websites aren't always promoted through intensive marketing campaigns. So in their case, the high number of visits proves their value and effectiveness in achieving their goals.

● **Check the number of comments**

Comments can be a way to keep in touch with fans and people with similar interests or share important news and updates. They can also be a way to get feedback or advice from others. A large amount of comments means that your website is engaging and that users appreciate your work.

Web portal

A Web portal is a website that provides access to various online content and services. Usually, it gives limited access to its content.
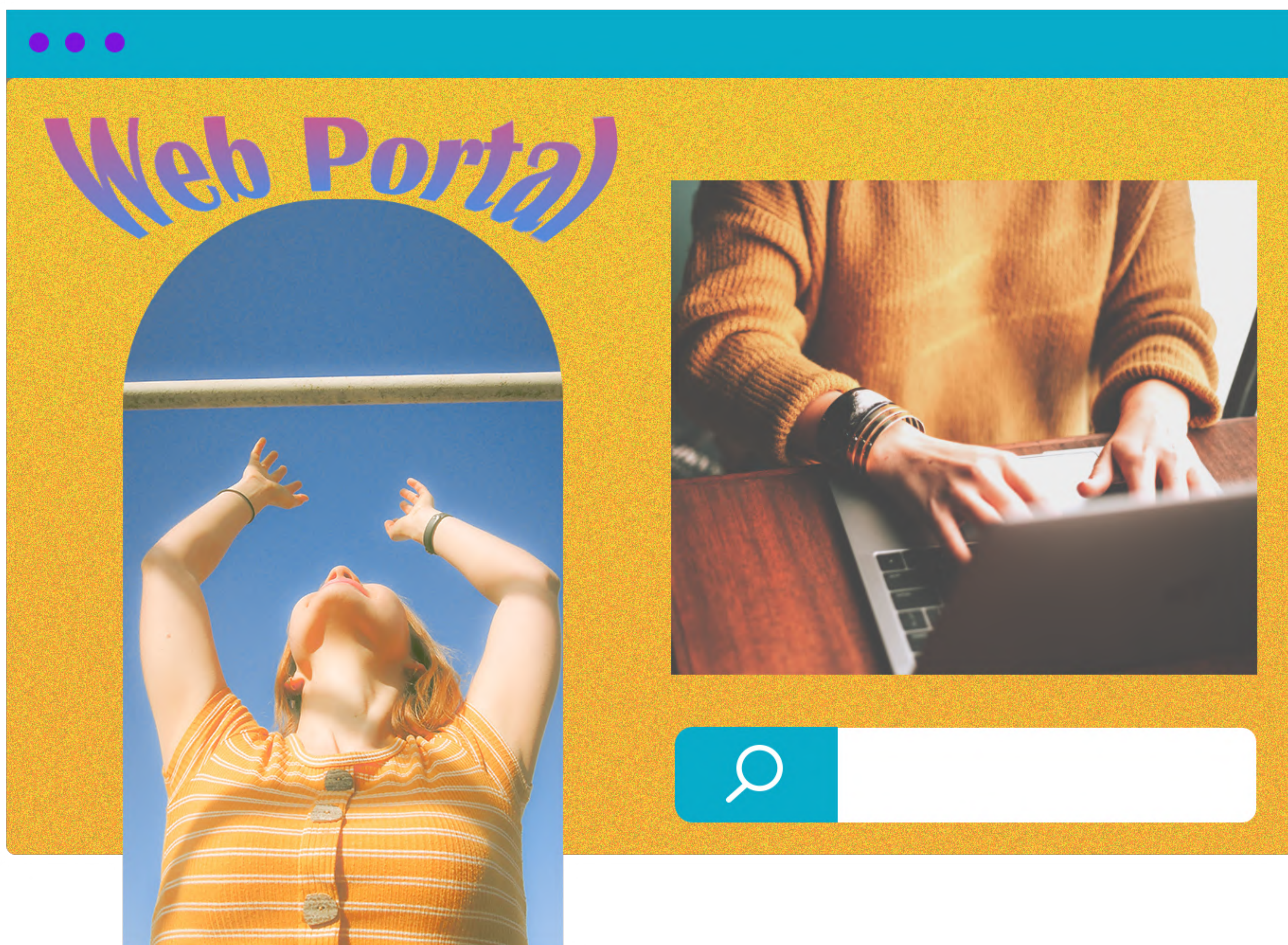
What is the purpose of the Web portal?

The purpose of the Web portal is to create a place with limited access to a variety of materials or aimed at a narrow audience.

When should you use the Web portal?

1. **When you want to provide a single point of entry for users**

   You can customize the Web portal to provide access to a limited group of recipients, e.g., by setting a password or a registration requirement.

2. **When you need to provide a personalized experience for users**

   The Web portal may allow users to customize their portal view and provide personalized content and functionality. It can also be used to track user activity on the portal and provide content and functions that may interest them.

3. **When you want allow people to interact with your information**

   A Web portal is a web gateway that provides access to various web resources. Through this type of website, you can enable users to interact with your content, e.g., by commenting, creating forum discussions, or allowing you to make your own changes to the content.

How to know if the website is meeting its goal?

● **Check the number of visits to the site**

The number of entries is a good measure of the effectiveness of the Web portal. The more visits the Web portal has, the more popular and useful it is for users.

● **Check the amount of time spent on the site**

If people spend a lot of time on your site, it's most often because they find it useful or interesting. A small amount of time spent on the Internet Portal usually shows that it doesn't respond to the recipients' needs.

● **Check the number of visits to individual pages**

A high volume of page views suggests that the site is being used and provides the information or services that users are looking for. By checking the results of individual pages, you will find out what content users are most interested in and what information is worth enriching the Internet portal. On the other hand, websites with a too low rate of visits may need to be modified or turn out to be unnecessary at.

News portal

An News portal is a website that collects news from various sources in one place.

What is the purpose of the News portal?

A News portal is a website that collects and publishes content from various sources. Its purpose is to provide easy access to news from worldwide.

When should you use a News portal?

1. **When you want to share information with other people**

   A News portal is a service that collects news from various sources and presents them in a consolidated format. This makes it easy for users to follow the latest news. News portals usually have a section with the essential articles and different categories of information.

2. **When you want to make it easier for the user find articles on a specific topic**

   A News portal can make it easier for users to find material on specific topics by providing them with dedicated sections or by providing a search engine on the site. The information portal can also be devoted to a narrow topic.

3. **When you want to allow people to read articles from different sources**

   A News portal is a website that collects and organizes content from various sources. This makes it easier for people to find content from different sources, compare it, or choose the most appropriate information source.

How to know if the website is meeting its goal?

● **Check the number of backlinks**

Many backlinks suggest that the site is popular and respected by other services and users. The more quality and thematically consistent links with the website, the more trustworthy the website will be, not only by users but also by search engines such as Google.

● **Check the number of comments**

Information portals are designed to provide information that interests the recipients and evoke emotions in them, which are conveyed in comments. The more comments, the more popular the website and its content are, which confirms the achievement of the website's goal.

● **Check the number of website views**

If your News portal gets a large number of page views, it means that it is successfully achieving its goal. In the case of an information portal, this usually means that it has exciting and up-to-date information that prompts users to choose this particular portal and not, for example, its competitors.

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Brochure website

The Brochure website contains information about a company, person, product, etc., in the form of a digital brochure.

What is the purpose of the Brochure website?

The purpose of the Brochure website is to promote the company, person or products based on transparency, e.g., in showing the offer.

When should you use a Brochure website?

1. **When you want to provide detailed information about something**

   The Brochure website is usually used to present products and services of a company or person and provide detailed information about them, such as contact details or a price list.

2. **When you want to drive traffic to main website**

   The Brochure website can show an exclusive offer and provide the necessary information such as contact, price list, thus redirecting you to the home page for more details.

3. **When you want to persuade visitors to take action**

   Since the primary purpose of the Brochure website is to promote a company, person, product, or service, it contains all the information needed to convince the user to take any action that meets the intended conversion (filling out the contact form, going to the home page, etc.).

How to know if the website is meeting its goal?

● **Check the number of visitors**

Many visitors generally mean the site is easy to find and grabs attention, and responds to user needs. A Brochure website that has a large number of visitors successfully fulfills its purpose.

● **Check the amount of traffic**

The traffic flow will show you how popular your website is and from which channel it attracts the most audience. If the overwhelming majority is organic traffic, the website has good SEO, is properly optimized, and has valuable content.

● **Check the amount of conversion**

High conversion proves the effectiveness of your Brochure website. This can be multiple completed contact forms or signing up for a demo. The more important actions the user takes, the more your website fulfills its purpose.

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Types of website - summary

Knowing the goals that your website can meet, it will be easier for you to choose the right type and then create it. Each type of website has certain mandatory sections and information that facilitate its creation and subsequent implementation of its goals.

This material is intended to help people who wonder what page will fit the goal they would like to achieve with it. However, it will also be helpful for anyone who already has a website, but it does not bring the expected results.

This material is based on an article from BOWWE Blog: https://bowwe.com/en/blog/purposes-for-which-you-need-a-website. If you feel that something is missing from this material or would like to learn more about creating an effective website...

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