

**Course
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Test Series**

Website and Types of Websites

Website and types of Websites

What is a Website?

A website is a collection of web pages that are connected under one domain name and are accessible through the internet.

Each web page may contain text, images, videos, and links that provide information or services to visitors.

- You can view a website using a web browser like Google Chrome, Safari, or Firefox.

- Websites are hosted on servers, and people access them using URLs (e.g., www.nestle.in, www.amazon.in).

Example:

- www.amul.com → Shares information about Amul products.
- www.flipkart.com → Lets users shop online.
- www.zomato.com → Helps users order food or find restaurants.

Types of Websites (with Examples)

1. Business Websites

- Made by companies to promote their products or services.
 - Example: www.tcs.com, www.nestle.in, www.reliance.com
- Purpose: Brand visibility, product information, customer support.

2. E-commerce Websites

- Allow people to buy and sell products or services online.
 - Example: www.amazon.in, www.flipkart.com, www.meesho.com
- Purpose: Online shopping, product delivery, customer reviews.

3. Educational Websites

- Provide learning materials, online courses, and student resources.
 - Example: www.byjus.com, www.coursera.org, www.khanacademy.org
- Purpose: To educate or train students and professionals.

4. News Websites

- Deliver the latest news, updates, and articles.
 - Example: www.indiatoday.in, www.ndtv.com, www.bbc.com
- Purpose: To inform the public about current events.

5. Entertainment Websites

- Provide movies, songs, games, or online streaming.
 - Example: www.netflix.com, www.hotstar.com, www.sonyliv.com
- Purpose: To entertain users through videos, shows, or music.

6. Portfolio Websites

 CBSE
 ICSE
 NTSE
 Banking & Insurance
 Central Govt. Service
 State Govt. Services
 LAW Entrance
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- Used by professionals (like photographers, designers, or freelancers) to showcase their work.
- Example: www.behance.net, personal websites like www.johnsmithportfolio.com
- Purpose: To display creative work and attract clients or jobs.

7. Blog Websites

- Contain articles, opinions, or updates written regularly by individuals or groups.
- Example: www.yourstory.com, www.medium.com
- Purpose: To share knowledge, opinions, and experiences.

8. Government Websites

- Provide official information, forms, and online services.
- Example: www.india.gov.in, www.irctc.co.in, www.uidai.gov.in
- Purpose: To help citizens access public services and information.

9. Non-Profit / NGO Websites

- Run by charities or social organizations to promote causes and collect donations.
- Example: www.unicef.org, www.cry.org
- Purpose: To raise awareness and support for social issues.

10. Social Media Websites

- Allow people to connect, share, and communicate online.
- Example: www.facebook.com, www.instagram.com, www.linkedin.com
- Purpose: Networking, sharing content, and communication.

How to Get Keywords from a Website

Keywords are the **words or phrases people use on Google** to find that website. Finding these helps you understand what topics or search terms a site is ranking for.

1. Manual Method (Basic Way)

If you're a beginner, you can start manually by visiting a website and checking:

- **Page Titles:** The text you see on the browser tab.
- **Headings (H1, H2):** These often include target keywords.
- **Meta Description:** Short text shown in Google results – describes the page.
- **Page Content:** Repeated words or phrases are often important keywords.

Example:

If you visit www.amul.com, you'll see terms like:

→ "milk," "dairy products," "butter," "cheese," "ice cream," etc.

These are Amul's core **keywords**.

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2. Use Free Online Tools (Easiest Way)

You can use online tools to automatically extract keywords from any website:

Tool	Use / Feature	Link / Tip
Ubersuggest (by Neil Patel)	Shows top keywords and traffic of any site	https://neilpatel.com/ubersuggest/
Ahrefs Free Keyword Generator	Displays ranking keywords of a site	https://ahrefs.com/
SEMRush	Detailed SEO audit and keyword analysis	https://www.semrush.com/
Google Keyword Planner	Find keyword ideas related to your site	Use through a Google Ads account
SEO Minion / Keywords Everywhere (Chrome Extensions)	Show keyword data directly while browsing	Add from Chrome Web Store

3. Google Search Trick (Quick Check)

You can also use Google itself:

Type in Google:
site:example.com

This shows all indexed pages.

Read the titles and snippets to identify recurring words – these are likely **main keywords**.

Example:

site:nestle.in

You'll see results with keywords like *Nestlé India, nutrition, food, beverages, milk products, etc.*

4. Check Website Source Code (Advanced Tip)

Right-click any webpage → "View Page Source" → press Ctrl + F → search for: meta name="keywords"

You'll find the list of keywords the site has defined (though not all websites use it now).

5. Competitor Keyword Research

Compare your website with competitor sites using tools like:

- SimilarWeb
- SpyFu

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• **Ubersuggest (Competitor Analysis)**

This helps you see which keywords bring traffic to other brands in your industry.

Example:

Nestlé can check Amul's keywords like *dairy products, butter, cheese, etc.*, to optimize their own SEO.

Assignment

Ques1: Find 7 keywords for www.nike.com using Ubersuggest.

Ques 2: Find 10 Keywords for www.zomato.com using View Page Source.

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