**What is the Purpose of a Web Site?**

<http://elure.co/42_what-is-the-purpose-of-a-website.htm>

**Say Something, Do Something**

Websites say something, and potentially allow visitors and owners to do something. In other words, they communicate and facilitiate. Businesses on the Web are communicating better and facilitating more interaction than ever before.   
  
Originally, Websites were a means of communication, and it was mostly one way - from the Website to the visitor. Today, the quality of communication on the Web has improved so much that the Internet has become one of the most effective communication mediums available. Colours and graphics are of particular importance, and so is branding, but the presentation of quality information means that Websites are now a respected source of information and help. In fact, these days visitors expect quality information and they want it presented well. If they don't find it on one site, chances are there's another one around the corner that will offer them the information they want. Nowdays, communication through a website is expected to be two-way. Visitors are increasingly willing to contact a business through its website by way of enquiries, bookings etc. This leads to a Website's next primary purpose: facilitation.