

General News (nw)

Web pages that provide online news media, such as international or regional news broadcasting and publication. Portal sites that provide news content are covered under this category.

Content Server (is)

URLs for servers that host images, media files, or JavaScript for one or more sites and are intended to speed up content retrieval for existing Web servers, such as Apache. Content servers generally do not have content posted or through-site navigation for Web surfers. Content servers hosting images do not allow users to browse the photos. This category includes domain-level and sub-domain-level URLs that function as content servers.

The following are not included in this category: Web pages for businesses that provide the content servers; Web pages that allow users to browse photos (see "Media Sharing" (md)); URLs for ad servers serving only ads (see "Web Ads" (wa)).

Social Networking (sn)*

This category includes Web pages that enable social networking for a variety of purposes, such as friendship, dating, professional, or topics of interest. These sites provide personal or group profiles and facilitate interaction among their members through real-time communication, message posting, public bulletins, and media sharing. This category does not include sites that are exclusive to dating, matchmaking, or a specific professional networking focus. See "Dating/Personals" (dp) and "Professional Networking" (nt).

Internet Services (it)

Web pages that provide services for publication and maintenance of Internet sites such as Web design, domain registration, Internet Service Providers, and broadband and telecommunications companies that provide Web services. Web utilities such as statistics and access logs are included, as well as Web graphics like clip art.

Business (bu)

Web pages that provide business-related information, such as corporate overviews or business planning and strategies. Also included is information, services, or products that help other businesses plan, manage, and market their enterprises. Multi-level marketing ventures are included when the focus is on running the business. Personal pages and Web hosting Web pages are not included.

Software/Hardware (hw)

This category is intended to cover all computing software and hardware related Web pages, including vendors, product marketing and reviews, deployment and maintenance of software and hardware, as well as software updates and add-ons such as scripts, plugins, or drivers. Hardware includes computer parts, accessories, and electronic equipment used in conjunction with computers and networks. This category covers the marketing aspect of software and hardware. Magazines focused on software or hardware product reviews or industry trends are included under this category.

Online Shopping (os)

Web pages that specifically sell products or services online. Web pages that sell only one product are not included in Online Shopping ? those Web pages will be categorized according to the topic of their exclusive content. For example, a site selling only weapons would be categorized under Weapons. A site selling weapons with a broad range of other items will be categorized as Online Shopping.

Government/Military (gv)

Web pages that contain content maintained by governmental or military organizations, such as government branches or agencies, police departments, fire departments, civil defense, counterterrorism organizations, or supranational organizations, such as the United Nations or the European Union. Military and veterans medical facilities are included in this category.

Search Engines (se)

Web pages that provide search results that enable users to find information on the Internet based upon key words. Site-specific search features are not categorized as Search Engines since the search results will be site-specific.

Public Information (cm)

Web pages that provide general reference information such as public service providers, regional information, transportation schedules, maps, or weather reports.

Portal Sites (ps)

Web pages designed as a starting point that serve as major gateways or directories to content on the Web. Many portal sites also provide a variety of internal site features or services such as search engines, e-mail, news, and entertainment. Mailing list sites with a variety of content are included in the Portal Sites category. Sites with topic-specific content are not included in this category. Such sites are categorized more specifically, such as Entertainment.

Sports (sp)

Web pages related to professional or organized recreational sports. This includes sporting news, events, and information such as playing tips, strategies, game scores, or player trades. Not included in this category are sports centers, athletic clubs, fitness or martial arts clubs, and non-league billiards, darts, or other such activities. Fantasy leagues are not included; see "Entertainment" (et) or "Games" (gm).

Entertainment (et)

Web pages that provide information about cinema, theater, music, television, infotainment, entertainment industry gossip-news, and sites about celebrities such as actors and musicians. This also includes sites where the content is devoted to providing entertainment on the Web, such as horoscopes or fan clubs.

Blogs/Wiki (bl)

Web pages containing dynamic content ? content that changes frequently because users are allowed to post or edit content at any time. This category is designed to cover the risks associated with dynamic content that may range from harmless to offensive.

Streaming Media (st)

Web pages that provide streaming media, or contain software plugins, that allow the displaying of audio and visual data before the entire file has been transmitted. Audio or video files that are downloaded to a user's computer before being played are not included in this category; see "Media Downloads" (mp).

Finance/Banking (fi)

Web pages that provide financial information or access to online financial accounts.

- Web pages that provide financial information include news or services that deal with the management of money, but do not provide access to sensitive financial account information, such as financial statistics, or consultation in areas such as taxes, mortgage, insurance, accreditation, or investment.
- Access to online financial accounts include personal or business related banking, money management, tax consulting, mutual funds, credit cards, credit unions, insurance, other financial publications and services.

Marketing/Merchandising (mk)

Web pages that provide individual or business promotion of products or services on the Web, but do not sell their products or services online. These sites generally serve as a company overview with descriptions of the services or products in which they specialize, but cannot be purchased directly from Marketing/Merchandising sites. Examples include, but are not limited to, wedding photography services, automobile manufacturer sites, or graphic design services. The following are not included:

- Other categories that imply marketing are Alcohol, Auctions/Classifieds, Drugs, Finance/Banking, Mobile Phone, Online Shopping, Real Estate, School Cheating Information, Software/Hardware, Stock Trading, Tobacco, Travel, and Weapons.
- Sites with sole intent to market their services to other businesses; see "Business" (bu).

Web Mail (wm)

Web pages that enable users to send or receive e-mail through the Internet.

Health (hl)

This category is intended to cover all health related information and health care services. Health information includes topics designed to improve an individual's well-being, whether it be physical or mental health (diet, nutrition, fitness, or parenting). Health care services include health care providers such as health insurance, hospitals, clinics, and independent physicians. This category does not include cosmetic surgery, marketing/selling pharmaceuticals, or animal-related medical services.

Education/Reference (ed)

Web pages devoted to academic-related content such as academic subjects (math, history), school or university Web pages, as well as education administration pages (school boards, teacher curriculum).

Forum/Bulletin Boards (mb)

Web pages that hold discussions and post user-generated content, such as real-time message posting for a particular interest group. This excludes message forums with a business or technical support focus (see Technical/Business Forums (tf)).

Travel (tr)

Web pages designed to promote personal or business travel, such as hotels, resorts, airlines, ground transportation, car rentals, travel agencies, and general tourist and travel information. This also includes sites that enable users to purchase tickets or secure accommodations. Personal vacation photos are not covered under this category. While tourism information may be present on governmental sites, such Web pages will not be categorized as Travel.

One webpage, many hits

Hits are commonly misinterpreted as a metric for website success, however *the number of hits rarely translates to the number of people visiting a website*. Nor are the number of hits the same as the number of webpages viewed. (Individual webpages accessed, or ‘page views’, are a more meaningful metric.)

A webpage is typically made up of a number of individual files. When a webpage is viewed, each of these files is requested from the web server, and each file request increases the hit-count for the website.

For example, if a homepage comprises:

- an [HTML](#) document;
- two [stylesheets](#);
- ten images and;
- a [JavaScript](#) file;

then **14 hits** will be added to the hit-count each time the homepage is viewed.