



Determining Web Site Purpose and Goals



In this activity, you will visit three Web sites and examine their purpose and goals.

A Web site usually describes its purpose and goals on its About Us page. This information may also be found under a heading such as a Statement of Purpose or Mission Statement. In addition to describing purpose and goals, this section may also include one or two sentences outlining the company's vision.

1. Using the links below, determine the purpose and goals of each Web site.
 - Humane Society — [About Us Overview](http://www.humanesociety.org/about/overview/?credit=web_id93480558) (www.humanesociety.org/about/overview/?credit=web_id93480558)
 - Habitat for Humanity — [About](http://www.habitat.org/how/about_us.aspx) (www.habitat.org/how/about_us.aspx)
 - Dr. Gourmet — [Statement of Purpose](http://www.drgourmet.com/pr/termsfuse.shtml) (www.drgourmet.com/pr/termsfuse.shtml)
2. Based on each Web site's purpose and goals, create a list of what you would expect the content of each site to include. Do not visit any other pages to gather information about the site. Create your list based only on the pages provided.
3. After you are finished creating your list of expectations, visit the home page and one or two subpages of each Web site. Answer the following questions:
 - Does the content and design of the Web site reflect its stated purpose and goals?
 - If yes, how?
 - If not, what is missing? What would you change on the site to better reflect the organization's purpose and goals?