

How Online Business Categorize Their Websites

Following the rise of digitalization, taking a business online has become more integral than ever before. Fundamentally, this is because it's a cost-effective way of reaching new audiences in targeting business growth.

However, although fruitful, numerous industries have tendencies to design their website layouts in various ways to create a user-friendly platform. The importance of categorization can't be understated, with many using this concept to manipulate consumer interactivity in a desired manner. So, let's take a look at how online businesses organize their websites and how categorization differs between industries.

Sector-Specific Examples of Categorization

User-friendly website categorization has become a necessity within the 21st century. It's no longer enough to have a digital platform, with businesses now needing to determine how they want to label their products and services. An example of varied approaches to this concept can be found within the online casino industry. At Genesis Casino, which is a mobile online casino in India, remote navigation is of utmost importance. When looking to explore the operator's broad array of games, prospective users can browse their offerings under numerous sections, including new releases, provider, popular games, video slots, and much more.

Picture 1 of How Online Business Categorize Their Websites

Source: Pixabay

The online casino industry strives to promote the same products in as many relevant places as possible. In turn, this maximizes the chances of players immersing themselves in the sector's extensive library. Interestingly, fashion retailers also do the same. Products are categorized by brand, clothing item, and style, meaning that there's some overlap across the categories.

Unlike the above, Spotify adopts a somewhat different approach to categorization. The music streaming platform does sort its offerings by genre, although most of the service's recommendations are based on listener habits. As such, categorization occurs on an individualized basis, as opposed to traditional filters and menus.

Why Do Layouts Vary Across Different Industries?

In reality, one of the primary reasons that layouts vary from one digital business to another relates to their respective goals. Because of this, category management can help to drive consumer engagement in a pre-meditated fashion. Typically, this is common among fashion retailers. According to a report by EKM, ensuring that a website feels the part is paramount to success. Due to the vastness of the fashion sector in relation to products, businesses intertwine navigation and categorization in seeking to generate interest in out-of-fashion trends or final stock.

Picture 2 of How Online Business Categorize Their Websites

Source: Unsplash

Furthermore, this is true of many industries that utilize sale periods on their website. Generally, discounted items will be accessible through numerous on-site tabs, with sale links likely being first on a platform's integrated menu for awareness purposes. As touched on above, this is to guide users through a site in a calculated manner. Not only that, but such features may also include either adjustable filters or follow-up dropdown lists of specific products to further refine website categorization without compromising on their profit-orientated goals.

Different Industries, Different Goals

Ultimately, the respective goals of a company determine its stance on categorization. The most common approach is that adopted by the casino and fashion markets, which place overlapping classification at the core of their plans in an effort to maximize global consumer engagement. Spotify, on the other hand, strives for a more personal, user-inspired route to on-platform listings.

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