

# Landing Pages

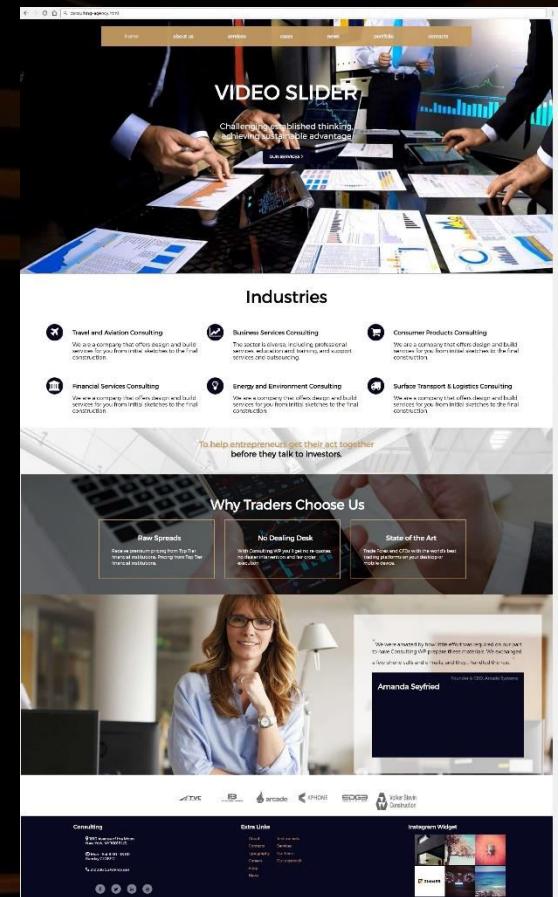
## Creating Landing Page with HTML 5 and CSS 3



**SoftUni Team**  
**Technical Trainers**  
**Software University**  
<http://softuni.bg>



Landing Page  
HTML 5 + CSS 3



# Table of Contents

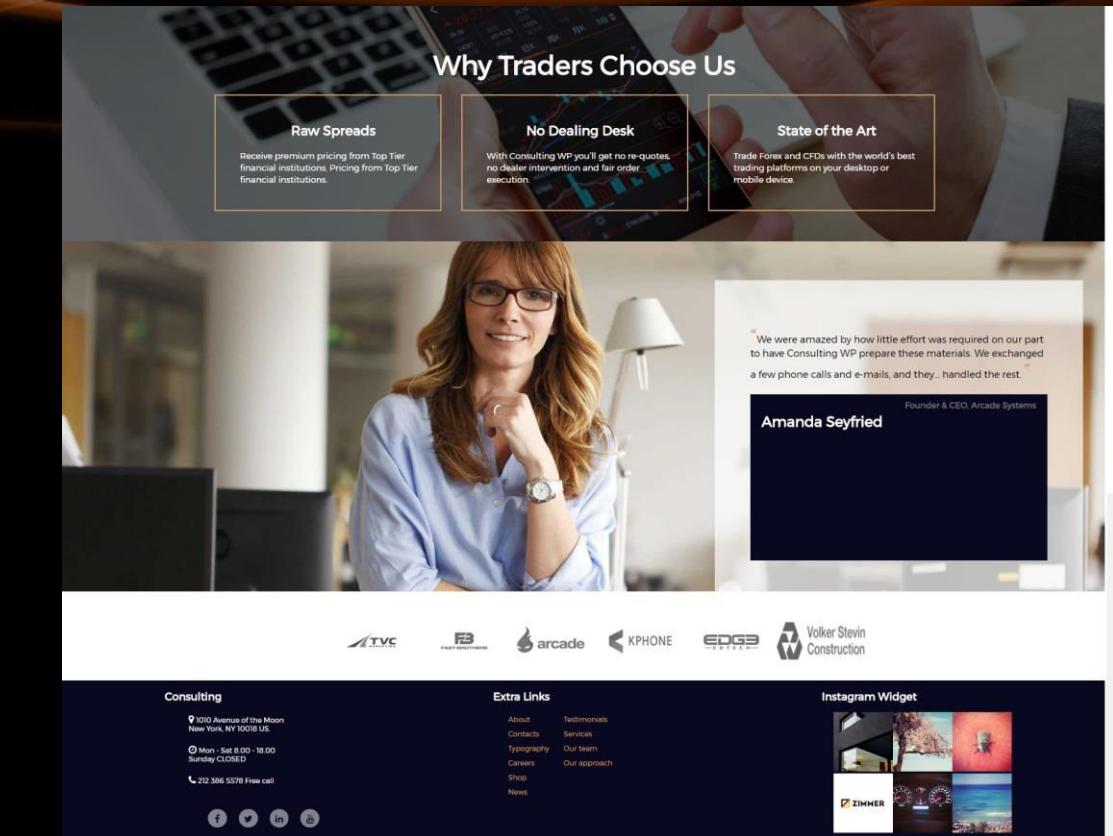
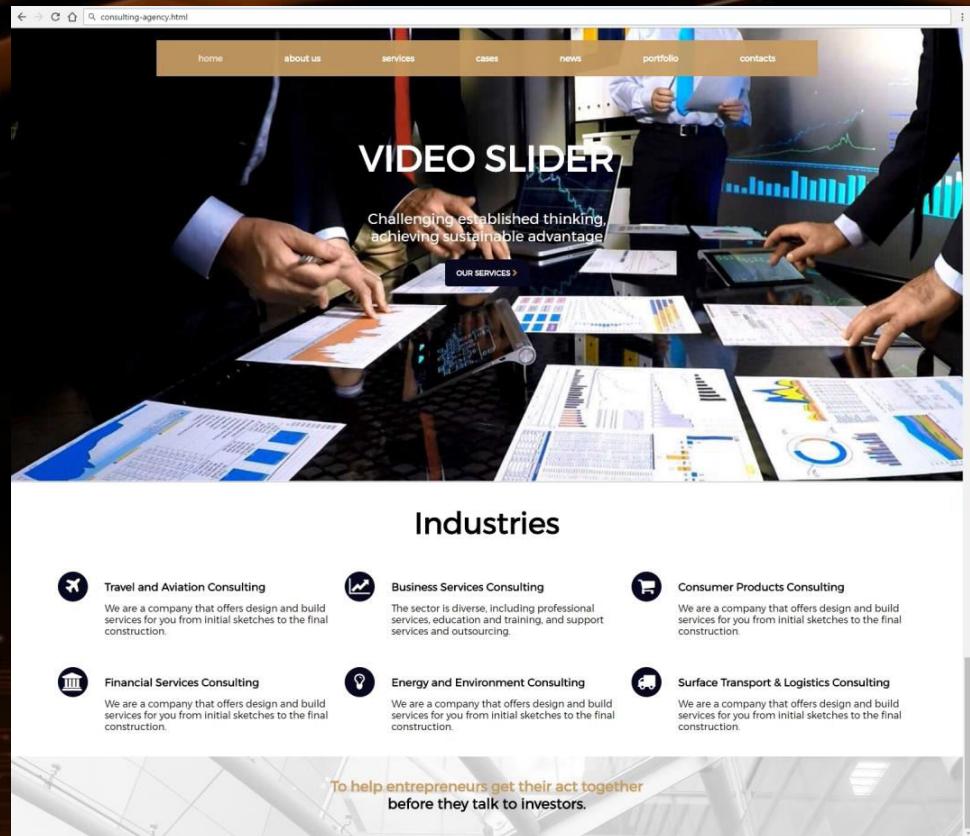


Have a Question?



sli.do

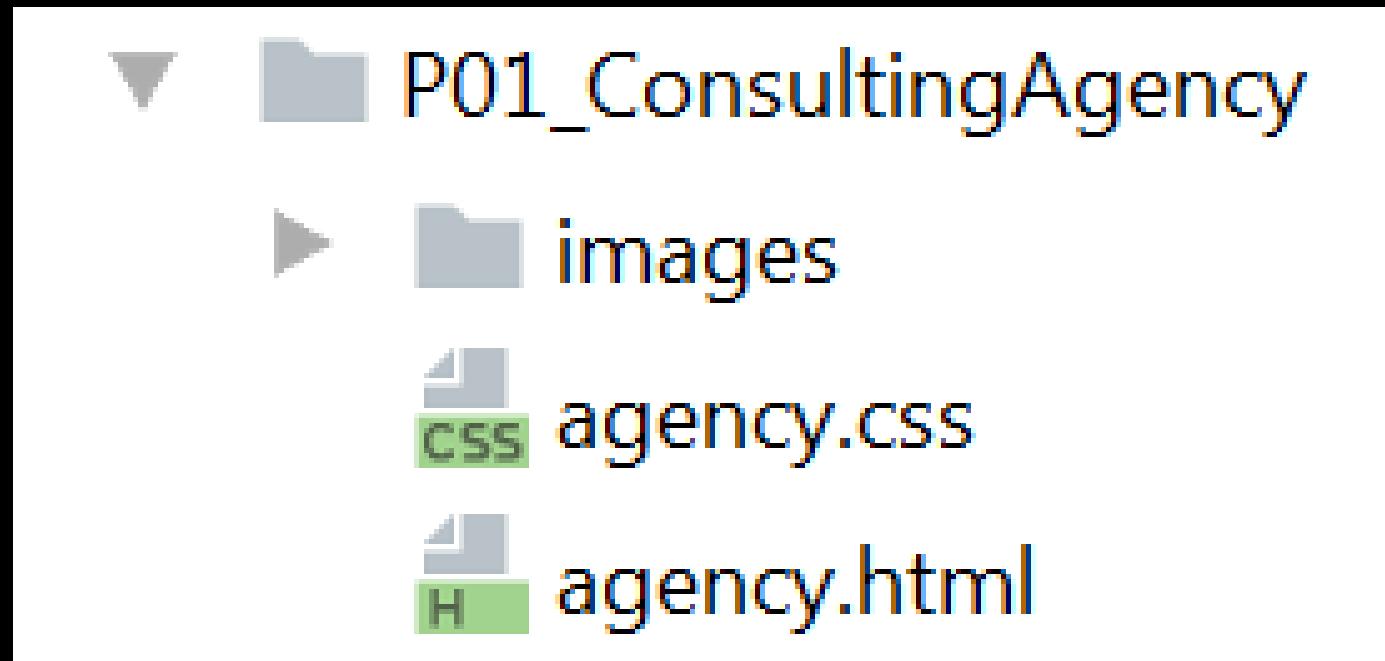
#front-end



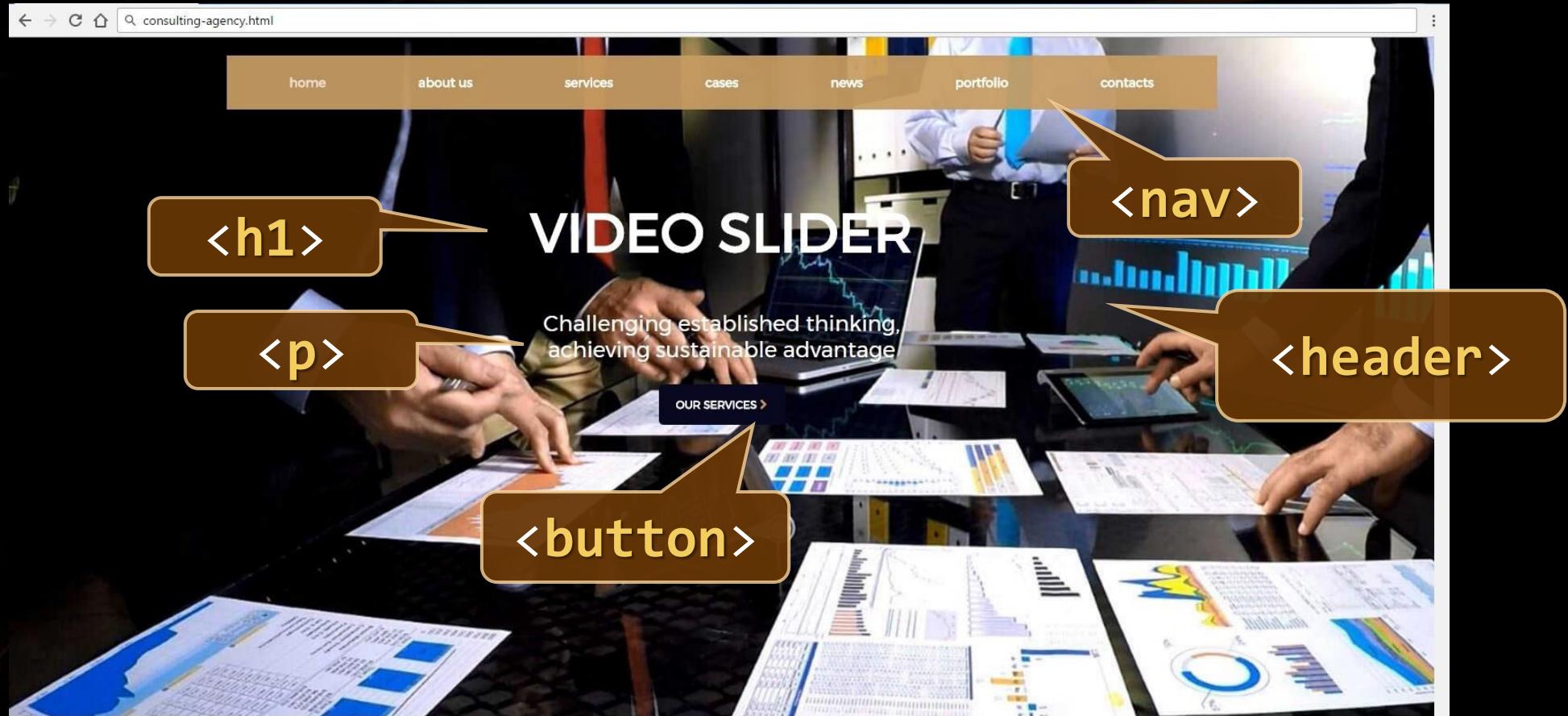
# Landing Page

## HTML5 + CSS3

# Create the Project Structure



# Navigation + Header



```
<section class="travel-business-customer">
```

```
<h2>
```

## Industries



### Travel and Aviation Consulting

We are a company that offers design and build services for you from initial sketches to the final construction.



### Business Services Consulting

The sector is diverse, including professional services, education and training, and support services and outsourcing.



### Consumer Products Consulting

We are a company that offers design and build services for you from initial sketches to the final construction.



### Financial Services Consulting

We are a company that offers design and build services for you from initial sketches to the final construction.



### Energy and Environment Consulting

We are a company that offers design and build services for you from initial sketches to the final construction.



### Surface Transport & Logistics Consulting

We are a company that offers design and build services for you from initial sketches to the final construction.

```
<section class="financial-energy-surface">
```

<section class="banner">



<section class="traders">



```
<section class="consulting-woman">
```



```
<article class="testimonial-info">
```

# Footer + Section



```
<section class="partners">
```

The screenshot shows a dark-themed website footer. At the top, there's a row of six company logos: TVC Marketing, Fast Brothers, arcade, KPHONE, EDGE EdTech, and Volker Stevin Construction. Below this, the page is divided into three main sections: 'Consulting' on the left, 'Extra Links' in the center, and an 'Instagram Widget' on the right.

**Consulting**

1010 Avenue of the Moon  
New York, NY 10018 US.  
Mon - Sat 8.00 - 18.00  
Sunday CLOSED  
212 386 5578 Free call

**Extra Links**

About	Testimonials
Contacts	Services
Typography	Our team
Careers	Our approach
Shop	
News	

**Instagram Widget**

ZIMMER

```
<div class="info-socials-container">
```

```
<div class="extra-links">
```

```
<div class="instagram-widget">
```

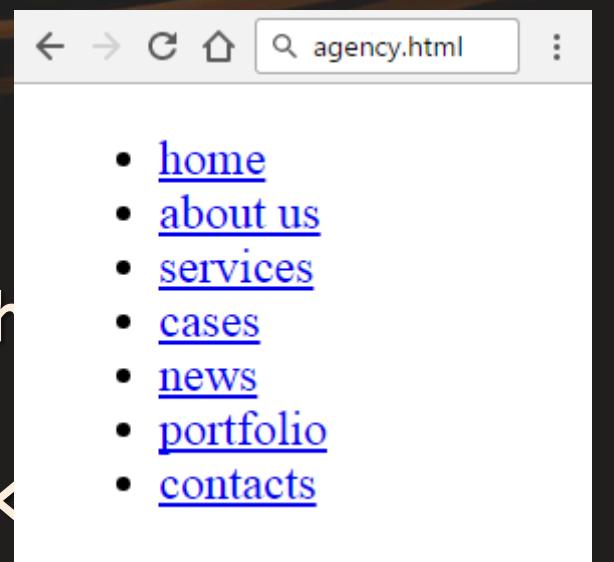
# Start with the HTML Page: agency.html

```
<!DOCTYPE html>
<html>
  <head>
    <title>Consulting Agency</title>
    <link rel="stylesheet" href="agency.css">
  </head>
  <body>...</body>
</html>
```

# Navigation + Header (HTML)

```
<header>
<nav>
  <ul class="nav-primary">
    <li class="nav-item home"><a href="#">home</a>
    <li class="nav-item"><a href="#">about us</a>
    <li class="nav-item"><a href="#">services</a>
    <li class="nav-item"><a href="#">cases</a>
    <li class="nav-item"><a href="#">news</a></li>
    <li class="nav-item"><a href="#">portfolio</a></li>
    <li class="nav-item"><a href="#">contacts</a></li>
  </ul>
</nav>
...

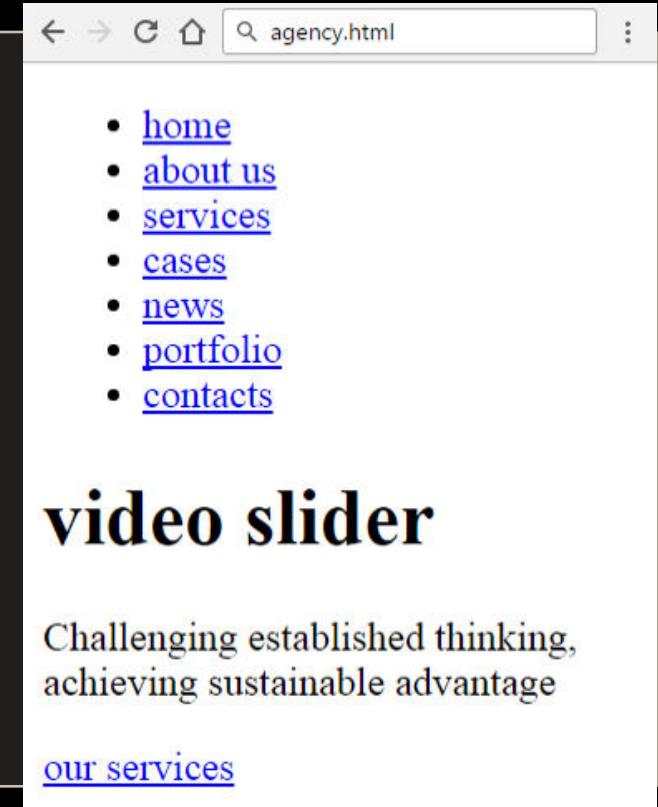
```



The screenshot shows a web browser window with the address bar containing "agency.html". The page displays a navigation menu with the following items:

- home
- about us
- services
- cases
- news
- portfolio
- contacts

```
<div class="consulting-rev">
  <h1>video slider</h1>
  <p>Challenging established...</p>
  <a href="#">our services
    <i class="fa fa-chevron-right"></i>
  </a>
</div>
</header>
```



# Navigation + Header (CSS)

```
@import  
url('https://fonts.googleapis.com/css?family=Montserrat');  
  
@import url('https://maxcdn.bootstrapcdn.com/font-awesome/4.7.0/css/font-awesome.min.css');  
  
body {  
    font-family: Montserrat, sans-serif;  
    font-size: 12px;  
    margin: 0;  
    padding: 0;  
}
```

# Navigation + Header (CSS)

```
body > header{  
    padding-top: 20px;  
    background: url('images/Layer-759_02.jpg') no-repeat;  
    background-size: cover;  
    height: 735px; }  
  
nav, ul {  
    height: 60px;  
    list-style: none; }  
  
nav {  
    background: rgba(199, 157, 99, .75);  
    width: 1100px;  
    margin: 0 auto; }
```

# Navigation + Header (CSS)

```
nav ul.nav-primary {  
    background:  
    rgba(199,157,99,0.75);  
    display: flex;  
    justify-content: center; }
```

```
.nav-item {  
    line-height: 60px;  
    margin: 0 70px 0 auto; }
```

```
.nav-item a {  
    color: #ffffff;  
    font-weight: 900;  
    text-decoration: none;  
    font-size: 14px; }
```



```
.home.nav-item {  
    margin-left:30px; }  
.home.nav-item a {  
    color: #ffffff;  
    opacity: 0.7; }  
.consulting-rev {  
    width: 500px;  
    margin: 0 auto; }
```

# Navigation + Header (CSS)

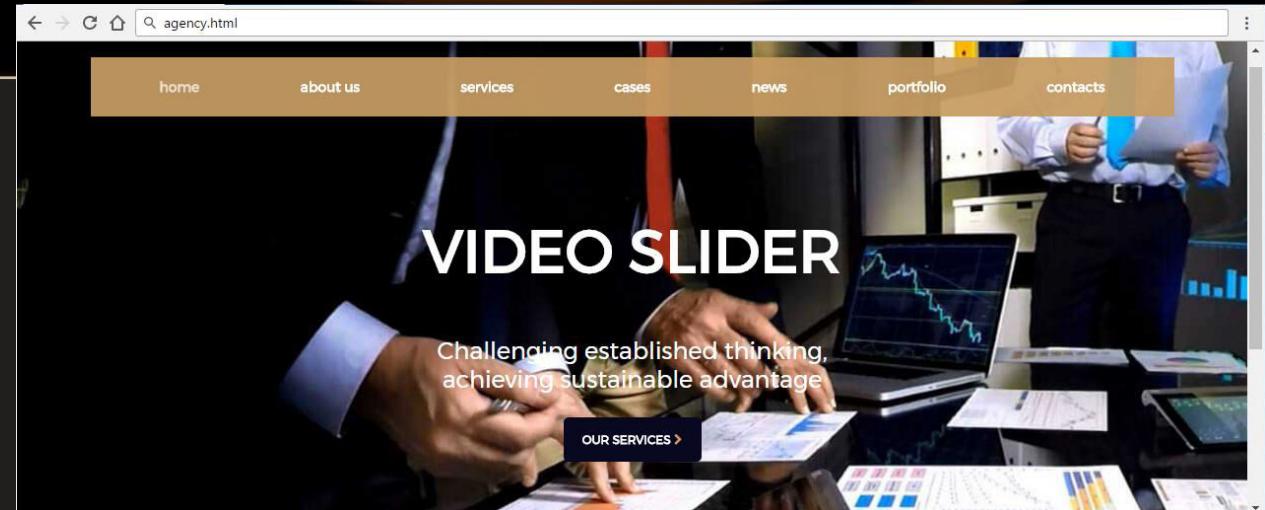
```
.consulting-rev h1 {  
    color: #ffffff;  
    font-size: 60px;  
    text-align: center;  
    margin-top: 100px;  
    margin-bottom: 50px;  
    text-transform: uppercase;  
}  
.
```

```
consulting-rev p {  
    font-size: 24px;  
    color: #ffffff;  
    text-align: center;  
}
```

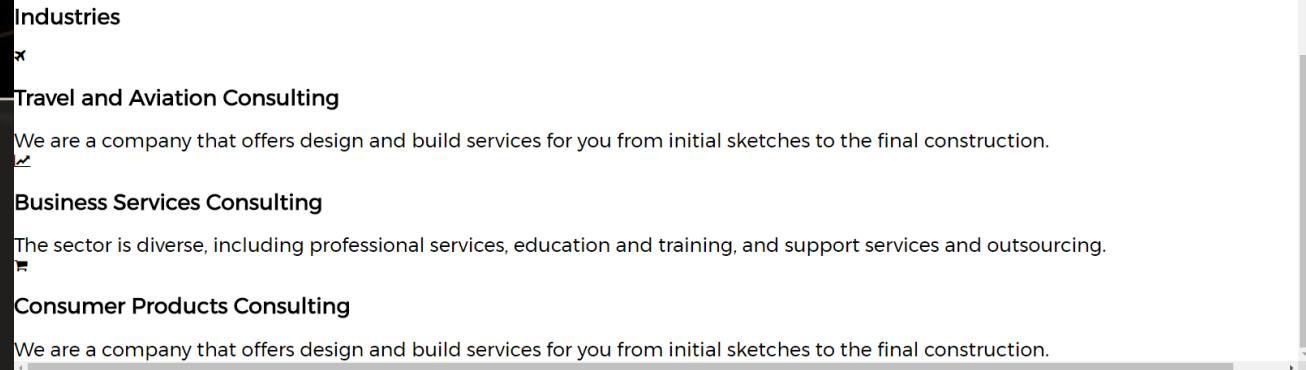
```
.consulting-rev a {  
    margin: 20px auto;  
    display: block;  
    width: 120px;  
    height: 25px;  
    background: #090821;  
    padding: 10px;  
    line-height: 25px;  
    text-align: center;  
    border-radius: 5px;  
    color: white;  
    font-weight: 900;  
    text-decoration: none;  
    text-transform: uppercase; }
```

# Navigation + Header (CSS)

```
.consulting-rev a:hover,  
.consulting-rev a:hover  
.fa-chevron-right {  
background: #c79d63;  
color: #090821;  
cursor: pointer;  
}  
.consulting-rev i {  
color: #c79d63;  
}
```



```
<header>
  <h2>Industries</h2>
</header>
<section class="travel-business-customer">
  <div class="icon">
    <i class="fa fa-plane" aria-hidden="true"></i>
  </div>
  <article>
    <header><h2>Travel and Aviation Consulting</h2></header>
    <p>We are a company that offers design...</p>
  </article>
  <!--TODO put the next two articles here-->
```



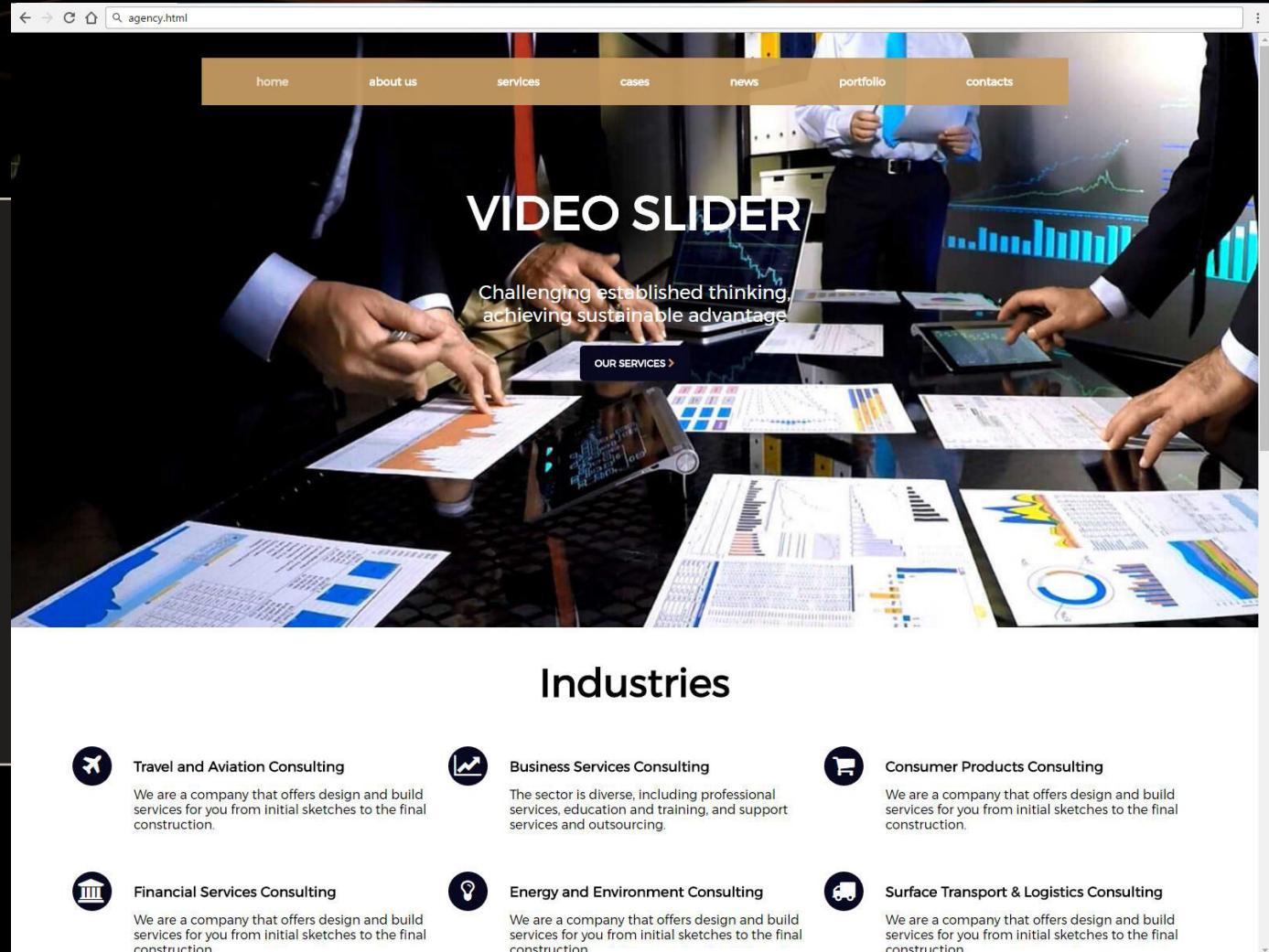
# Main CSS

```
h2 {  
    text-align: center; }  
section {  
    text-align: center;  
    margin-top: 50px; }  
article {  
    width: 25%;  
    display: inline-block;  
    margin-left: 18px; }  
main > header h2 {  
    text-align: center;  
    font-size: 50px;  
    margin-top: 40px; }
```

```
.icon {  
    display: inline-block;  
    vertical-align: top;  
    font-size: 30px;  
    width: 50px;  
    height: 50px;  
    line-height: 50px;  
    background: #090821;  
    color: #fff;  
    border-radius: 50%;  
    margin-right: 7px;  
}
```

# Main CSS

```
main p {  
    font-size: 16px;  
    margin: 10px 0 0;  
    text-transform: none;  
    color: #000; }  
  
main p, h2 {  
    text-align: left; }
```



The screenshot shows a website layout for 'agency.html'. At the top is a navigation bar with links: home, about us, services, cases, news, portfolio, and contacts. Below the navigation is a large video slider featuring several hands pointing at various documents and screens displaying financial charts and graphs. Overlaid on the video is the text 'VIDEO SLIDER' and 'Challenging established thinking, achieving sustainable advantage'. A 'OUR SERVICES >' button is visible. Below the video, the word 'Industries' is centered. Six service categories are listed in a grid, each with an icon and a brief description:

- Travel and Aviation Consulting**  
We are a company that offers design and build services for you from initial sketches to the final construction.
- Business Services Consulting**  
The sector is diverse, including professional services, education and training, and support services and outsourcing.
- Consumer Products Consulting**  
We are a company that offers design and build services for you from initial sketches to the final construction.
- Financial Services Consulting**  
We are a company that offers design and build services for you from initial sketches to the final construction.
- Energy and Environment Consulting**  
We are a company that offers design and build services for you from initial sketches to the final construction.
- Surface Transport & Logistics Consulting**  
We are a company that offers design and build services for you from initial sketches to the final construction.

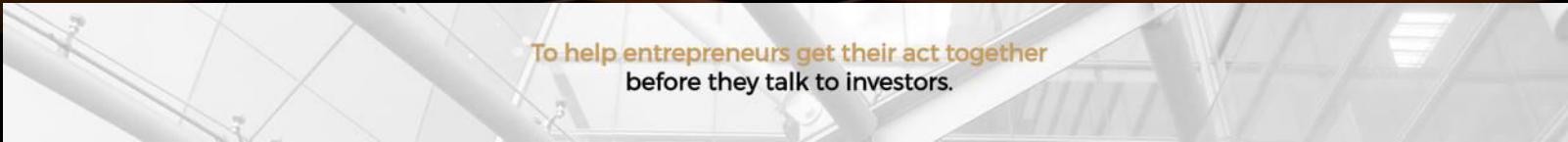
# Main More HTML + CSS (.banner)



```
<section class="banner">
  <h5>
    <span>To help entrepreneurs get their act together</span>
    before they talk to investors.
  </h5>
</section>
```

```
h5 {
  text-align: center;
  font-size: 24px;
  width: 520px;
  margin: 0 auto; }
```

# Main CSS (.banner)



```
.banner span {  
    color: #c79d63; }  
.banner {  
    margin-bottom: 0;  
    padding-top: 35px;  
    padding-bottom: 46px;  
    margin-top: 40px;  
    display: block;  
    position: relative; }
```

```
.banner::after {  
    content: "";  
    background-size: cover;  
    opacity: 0.3;  
    background: url(images/steel-  
bg.jpg) center center;  
    top: 0;  
    left: 0;  
    bottom: 0;  
    right: 0;  
    position: absolute;  
    z-index: -1; }
```

# Main HTML (.traders)

```
<section class="traders">
<h2>Why Traders Choose Us</h2>
<div class="article-container">
  <a href="#"><h4>Raw Spreads</h4>
    <p>Receive premium pricing from Top...</p>
  </a>
  <a href="#"><h4><No Dealing Desk</h4>
    <p>With Consulting WP you'll...</p>
  </a>
  <a href="#"><h4>State of the Art</h4>
    <p>Trade Forex and CFDs with the world's...</p>
  </a>
</div>
<section>
```



# Main CSS (.traders)

```
.traders {  
    margin: 0;  
    padding-top: 35px;  
    padding-bottom: 46px;  
    background: linear-gradient(rgba(0,0,0,0.6),rgba(0,0,0, 0.6)),  
    url('images/background-choose-us.jpg') no-repeat center;  
    background-size: cover; }  
.traders h2 {  
    text-align: center;  
    font-size: 40px;  
    color: #ffffff;  
    margin-bottom: 20px; }
```

# Main CSS (.traders)

```
.article-container {  
    display: flex;  
    justify-content: center; }  
.article-container a {  
    margin-right: 30px;  
    padding: 20px;  
    width: 300px;  
    border: 2px solid #c79d63;  
    text-align: center;  
    text-decoration: none; }  
.article-container a:hover,  
.article-container a:hover p,  
.article-container a:hover h4{  
    background: #fff;  
    color: #090821; }  
.article-container h4 {  
    color: #fff;  
    margin: 0 0 17px 17px;  
    padding-top: 21px;  
    letter-spacing: 0;  
    font-size: 20px; }  
.article-container p {  
    margin: 0 0 17px 17px;  
    font-size: 13px;  
    line-height: 18px;  
    color: #ffffff; }
```



To help entrepreneurs get their act together before they talk to investors.

## Why Traders Choose Us

**Raw Spreads**

Receive premium pricing from Top Tier financial institutions. Pricing from Top Tier financial institutions.

**No Dealing Desk**

With Consulting WP you'll get no re-quotes, no dealer intervention and fair order execution.

**State of the Art**

Trade Forex and CFDs with the world's best trading platforms on your desktop or mobile device.



To help entrepreneurs get their act together before they talk to investors.

## Why Traders Choose Us

**Raw Spreads**

Receive premium pricing from Top Tier financial institutions. Pricing from Top Tier financial institutions.

**No Dealing Desk**

With Consulting WP you'll get no re-quotes, no dealer intervention and fair order execution.

**State of the Art**

Trade Forex and CFDs with the world's best trading platforms on your desktop or mobile device.

# Main HTML (.consulting-woman)

```
<section class="consulting-woman">
  <article class="testimonial-info">
    <p>We were amazed by how little effort...</p>
    <footer>
      <h4>Amanda Seyfried</h4>
      <p><strong>Founder & CEO...</strong></p>
    </footer>
  </article>
</section>
```



We were amazed by how little effort was required on our part to have Consulting WP prepare these materials. We exchanged a few phone calls and e-mails, and they... handled the rest.

Amanda Seyfried  
Founder & CEO, Arcade Systems

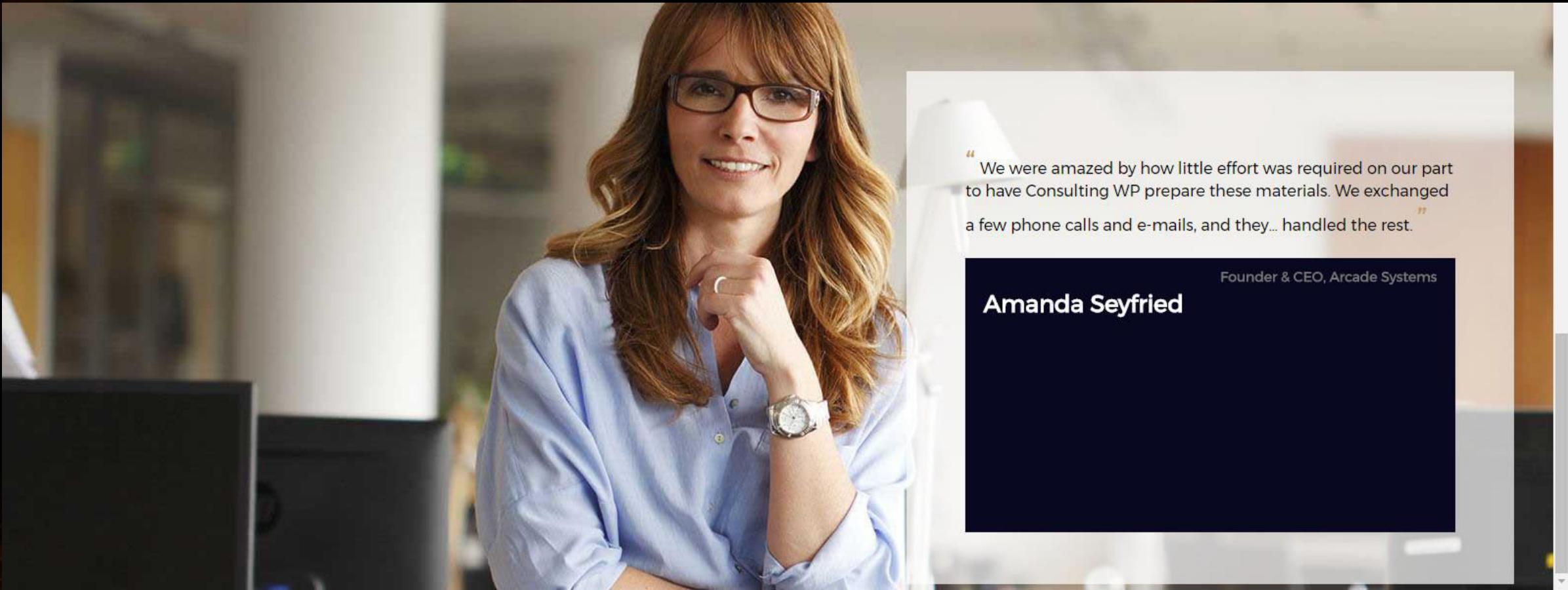
# Main CSS (.consulting-woman)

```
.consulting-woman {  
background-image: url("images/consulting-woman.jpg");  
background-size: cover;  
background-repeat: no-repeat;  
height: 600px;  
margin: 0;  
position: relative; }  
.testimonial-info {  
position: absolute;  
top: 70px;  
right: 40px;  
width: 500px;  
padding: 64px 60px 53px 60px;  
background: rgba(255, 255, 255, .7); }
```

# Main CSS (.consulting-woman)

```
.testimonial-info > p::before,  
.testimonial-info > p::after {  
    content: open-quote;  
    color: #c79d63;  
    font-size: 32px; }  
.testimonial-info > p::after {  
    content: close-quote; }  
.testimonial-info footer {  
    margin-top: 20px;  
    text-align: left; }  
.testimonial-info footer h4 {  
    font-size: 24px;  
}
```

```
.testimonial-info footer p {  
    padding: 0;  
    margin-bottom: 0;  
    font-size: 14px;  
    color: #777777; }  
  
footer {  
    height: 280px;  
    background: rgb(9, 8, 33);  
    display: flex;  
    flex-direction: row;  
    justify-content: space-around;  
    color: #ffffff  
}
```



# Main HTML (.partners)

```
<section class="partners">  
  <ul>  
    <li><a href="#"></a></li>  
    <!--TODO put the rest list item here...-->  
  </ul>  
</section>  
</main>
```



# Main CSS (.partners)

```
.partners {  
    height: 90px;  
    margin-top: 45px; }
```

```
.partners ul {  
    display: flex;  
    justify-content: center; }
```

```
.partners img {  
    width: 135px;  
    height: 60px; }
```



Amanda Seyfried

Founder & CEO, Arcade Systems



# Footer Section HTML (info-social-container)



```
<footer class="footer">
<div class="info-socials-container">
  <h2>Consulting</h2>
  <ul class="info">
    <li><i class="fa fa-map-marker"></i>1010 Avenue of ...</li>
    <li><i class="fa fa-clock-o"></i>Mon-Sat 8.00-18.00...</li>
    <li><i class="fa fa-phone"></i>212 386 5578 Free call</li>
```

# Footer Section HTML (info-social-container)



```
<li>
  <ul class="socials">
    <li><a href="#"><i class="fa fa-facebook"></i></a></li>
    <li><a href="#"><i class="fa fa-twitter"></i></a></li>
    <li><a href="#"><i class="fa fa-linkedin"></i></a></li>
    <li><a href="#"><i class="fa fa-youtube"></i></a></li>
  </ul>
</li>
</ul>
</div>
```

A screenshot of a website's footer section. The footer is divided into two main horizontal sections. The top section is white and contains five company logos: TVC Marketing (with 'TVC MARKETING' text), FAST BROTHERS, arcade, KPHONE, and EDGE EDETECH. The bottom section is dark blue and contains the word 'Consulting' in white. Below 'Consulting' is a list of address, hours, and phone number. At the very bottom of the dark blue section, there are small social media icons for Facebook, YouTube, LinkedIn, and another unidentifiable icon.

# Footer Section CSS (info-social-container)

```
footer h2 {  
    color: #ffffff;  
    margin-left: 20px;  
    padding-top: 10px;  
}  
.info li {  
    color: #ffffff;  
    width: 180px;  
    margin-top: 20px;  
    margin-left: 20px; }  
.info li i {  
    font-size: 16px; }  
.socials {  
    display: flex;
```

```
justify-content: center;  
width: 153px; }  
.socials li {  
    width: 200px; }  
.socials a {  
    display: block;  
    width: 32px;  
    font-size: 18px;  
    line-height: 32px;  
    text-align: center;  
    border-radius: 50%;  
    background: rgb(131,131,143);  
    color: #090821;  
}
```



## Consulting

📍 1010 Avenue of the Moon  
New York, NY 10018 US.

⌚ Mon - Sat 8.00 - 18.00  
Sunday CLOSED

📞 212 386 5578 Free call



# Footer Section HTML (extra-links)

```
<div class="extra-links">
<h2>Extra Links</h2>
<ul>
    <li><a href="#">About</a></li>
    <li><a href="#">Contacts</a></li>
    <li><a href="#">Typography</a></li>
    <li><a href="#">Careers</a></li>
    <li><a href="#">Shop</a></li>
    <!--TODO put the rest list items here-->
</ul>
</div>
```

## Consulting

📍 1010 Avenue of the Moon  
New York, NY 10018 US.

⌚ Mon - Sat 8.00 - 18.00  
Sunday CLOSED

📞 212 386 5578 Free call



## Extra Links

[About](#)  
[Contacts](#)  
[Typography](#)  
[Careers](#)  
[Shop](#)  
[News](#)  
[Testimonials](#)  
[Services](#)  
[Our team](#)  
[Our approach](#)

# Footer Section CSS (extra-links)



```
.extra-links ul {  
    display: flex;  
    flex-wrap: wrap;  
    flex-direction: column;  
    height: 148px;  
    width: 200px; }
```

```
.extra-links ul li {  
    display: block;  
    padding: 5px;}  
.extra-links ul li a {  
    color: #c79d63;  
    text-decoration: none; }
```

## Consulting

1010 Avenue of the Moon  
New York, NY 10018 US.

Mon - Sat 8.00 - 18.00  
Sunday CLOSED

212 386 5578 Free call



## Extra Links

About	News
Contacts	Testimonials
Typography	Services
Careers	Our team
Shop	Our approach

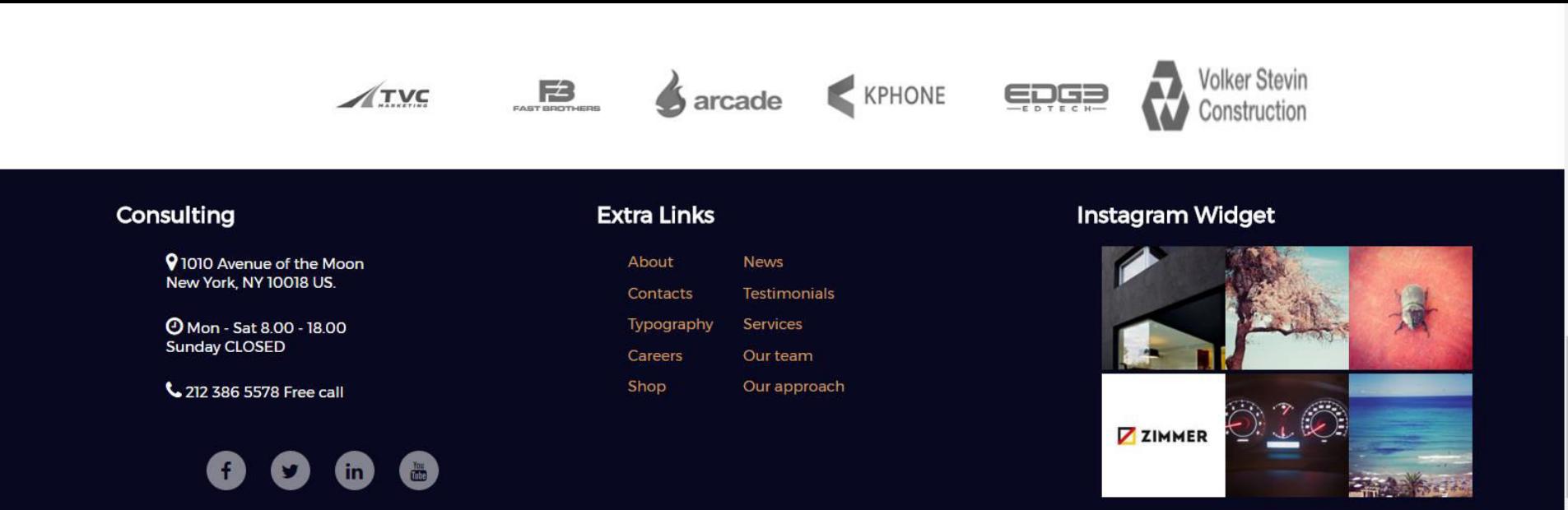
# Footer Section HTML (instagram-widget)

```
<div class="instagram-widget">
<h2>Instagram Widget</h2>
<ul>
  <li><a href="#"></a></li>
  <li><a href="#"></a></li>
  <li><a href="#"></a></li>
  <li><a href="#"></a></li>
  <li><a href="#"></a></li>
  <li><a href="#"></a></li>
</ul>
</div>
```

# Footer Section CSS (instagram-widget)

```
.instagram-widget ul {  
    display: flex;  
    flex-direction: row;  
    flex-wrap: wrap;  
    width: 300px; }
```

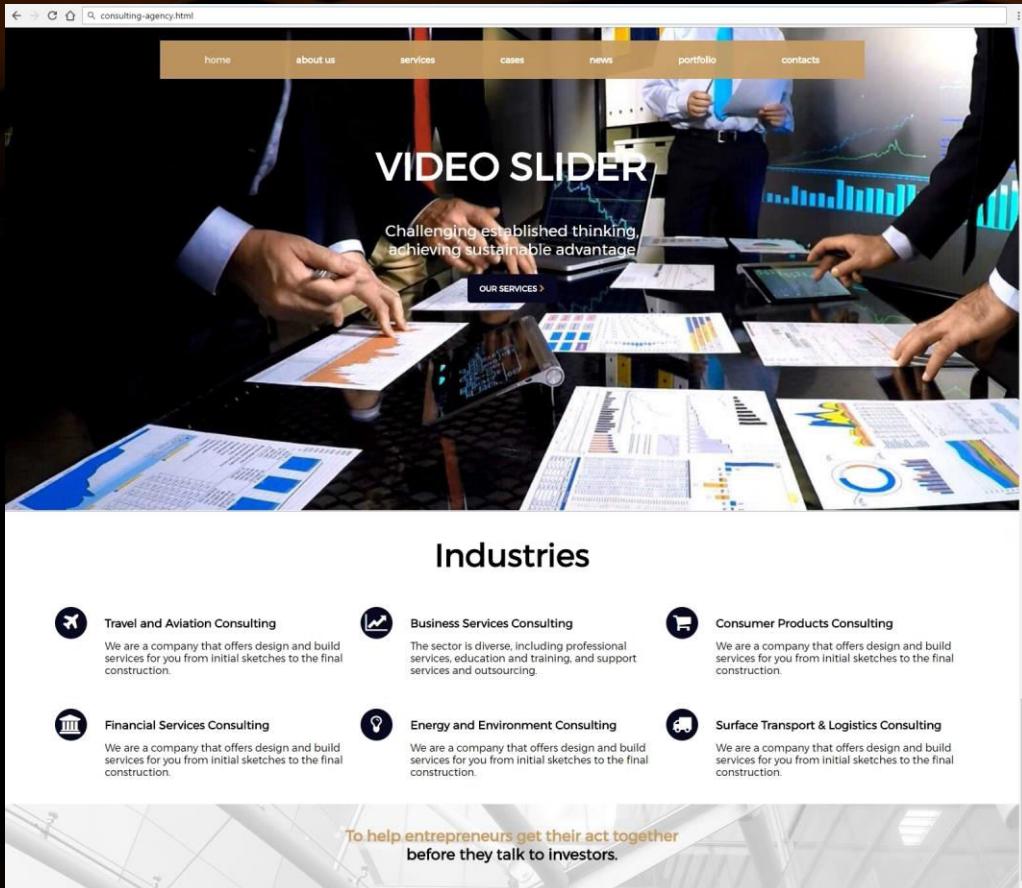
```
.instagram-widget img {  
    width: 100px;  
    height: 100px; }
```



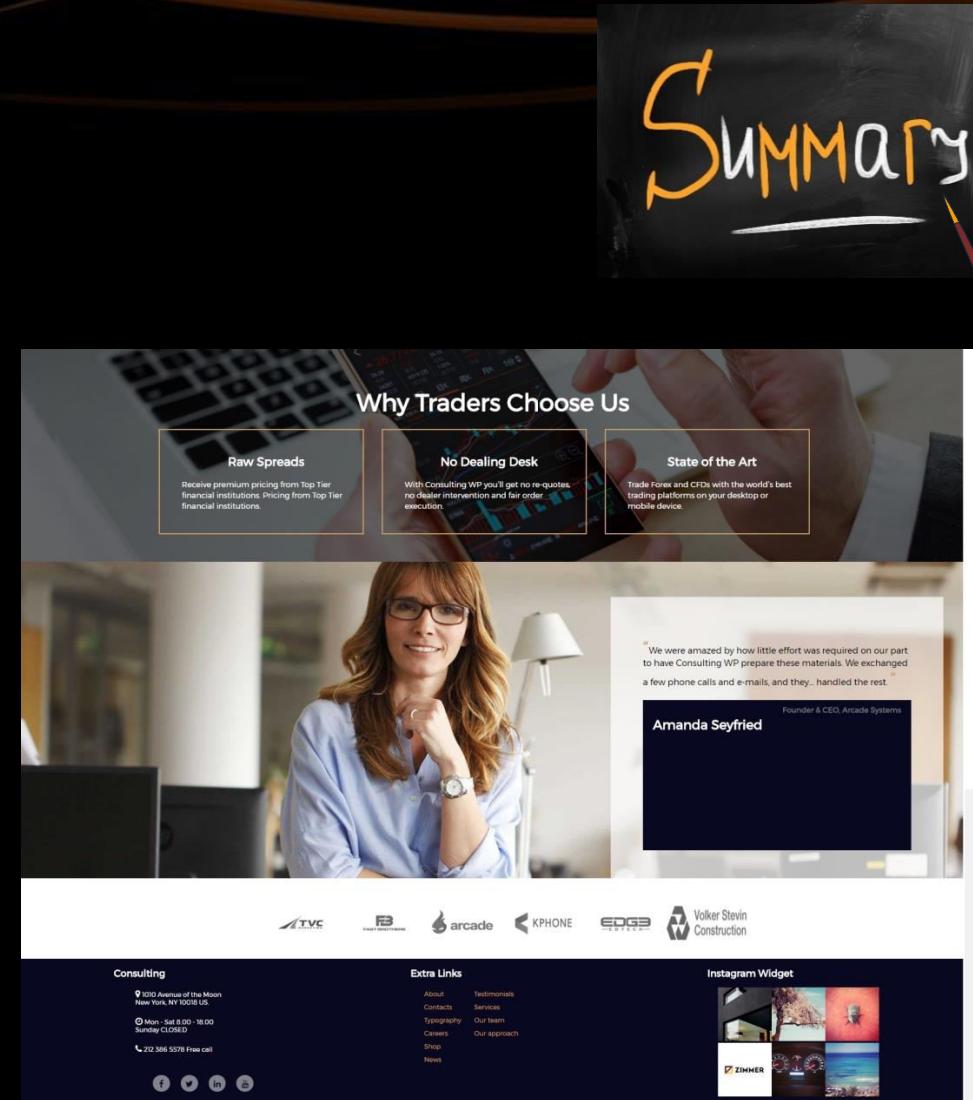
The screenshot shows a website footer with the following components:

- Logos:** TVC Marketing, FAST BROTHERS, arcade, KPHONE, EDGE EDTECH, Volker Stevin Construction.
- Consulting:** Address: 1010 Avenue of the Moon, New York, NY 10018 US., Hours: Mon - Sat 8.00 - 18.00 Sunday CLOSED, Phone: 212 386 5578 Free call.
- Extra Links:** About, News, Contacts, Testimonials, Typography, Services, Careers, Our team, Shop, Our approach.
- Instagram Widget:** A grid of 9 images including a building, a tree, a beetle, a car dashboard, and a beach scene.
- Social Media:** Icons for Facebook, Twitter, LinkedIn, and YouTube.

# Summary



The screenshot shows a professional website for a consulting agency. At the top, there's a navigation bar with links: home, about us, services, cases, news, portfolio, and contacts. Below the navigation is a large video slider showing two people in business suits working with documents and tablets, with a chart in the background. A text overlay on the video slider reads: "VIDEO SLIDER" and "Challenging established thinking, achieving sustainable advantage". A button labeled "OUR SERVICES >" is visible. The main content area has a section titled "Industries" with six categories: Travel and Aviation Consulting, Business Services Consulting, Consumer Products Consulting, Financial Services Consulting, Energy and Environment Consulting, and Surface Transport & Logistics Consulting. Each category has a small icon and a brief description. At the bottom, a call-to-action text reads: "To help entrepreneurs get their act together before they talk to investors."



The screenshot shows a financial trading website. At the top, a large chalkboard-style graphic displays the word "SUMMARY". Below it, a section titled "Why Traders Choose Us" lists three reasons: "Raw Spreads" (receive premium pricing from top tier financial institutions), "No Dealing Desk" (no dealer intervention and fair order execution), and "State of the Art" (Trade Forex and CFDs with the world's best trading platforms on your desktop or mobile device). The main content area features a portrait of a woman with glasses, identified as Amanda Seyfried, who is a founder and CEO of Arcade Systems. A testimonial quote from her is displayed: "We were amazed by how little effort was required on our part to have Consulting WP prepare these materials. We exchanged a few phone calls and e-mails, and they... handled the rest." Logos for TVC, arcade, KPHONE, EDGB, and Volker Stevin Construction are shown at the bottom.



# Web Fundamentals – Landing Pages



# Questions?



## SUPERHOSTING.BG

## INDEAVR

Serving the high achievers

The logo for Infragistics, featuring a blue square icon with a white 'i' shape inside, followed by the word "INFRASTICS" in a large bold sans-serif font, with "TM" at the end, and "DESIGN / DEVELOP / EXPERIENCE" in a smaller sans-serif font below.

# License

- This course (slides, examples, demos, videos, homework, etc.) is licensed under the "Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International" license



# Trainings @ Software University (SoftUni)

- Software University – High-Quality Education, Profession and Job for Software Developers
  - [softuni.bg](http://softuni.bg)
- Software University Foundation
  - <http://softuni.foundation/>
- Software University @ Facebook
  - [facebook.com/SoftwareUniversity](https://facebook.com/SoftwareUniversity)
- Software University Forums
  - [forum.softuni.bg](http://forum.softuni.bg)

