12. tétel

I am a **web developer** (webfejlesztő**), our business partner would like a new webpage to a new service. I want to present some webpage layout templates** (vázlat-mintákat). The orderer (megrendelő) should decide what kind of arrangement he/she would like. In the World Wide Web, **things are usually changing at a quick speed**. What is cool and innovative today may be considered boring (unalmasnak tűnhet). [**Developers**](http://designwebkit.com/inspiration/30-fantastic-gifts-for-web-developers-2017/)**often need to keep up (lépést tartani) with everything**. But innovation is not always good. **I suggest focusing on perfecting instead of innovating** (tökéletesítésre a megújítás helyett).

**Firstly, I advise you to use funky fonts to make your designs expressive** (kifejező). The online success is impossible if your website doesn’t look well. **Funky fonts** are the very thing you need to **bring a new life in your design**.

**I suggest using AMP.** [**Accelerated Mobile Pages**](https://www.motocms.com/blog/en/what-is-google-amp-project/) **(AMP) is a great way to increase (növeli) your website’s traffic**. It will lead you to **more visitors to your site**. It delivers your website pages to [mobile users](http://designwebkit.com/web-and-trends/your-website-mobile-version/) immediately. **A special mark is put next to your website in search results** (keresési eredmények), which further draws more attention (figyelmet vonz) of users to your site. **It reduces the load on the server of your website. It offers more**[**user experience**](http://designwebkit.com/web-design/what-is-user-experience-design/) **(felhasználói élmény) to mobile visitors of your website**.

**I recommend using twitter for marketing**. [**Twitter**](https://twitter.com/) **is the World’s number one micro blogging site**. Twitter proved to be a great source of traffic. You can get to know how much followers you have. **You can track events easily**. (könnyen követheted az eseményeket)

Let’s study the templates. **At the top of the page you can see the name of the company. At the top right corner you can find the contacts. It can be a phone number, an address or an email. After that you can find the headlines**. **For example “home” means home page. From the headline “company” / “about” you can learn more about the company. Under the headline “services” you can see what services the company gives. The locations shows the addresses of shops. Under the “tips” you can find useful tips. Under “offers” there are offers for product and services. “Testimonials” means comments**. Then you can learn more about the different types of the services, for example, maid service, office cleaning… and you can read more about the different services, residential cleaning, commercial cleaning, construction cleaning. **Photo gallery is a very useful element of a webpage where you can see lots of pictures about the company and the services**. **You can also watch images and videos. If you want to read news about the company, click on “latest news”**. **It’s called navigating. You can click on an image or a link and you find yourself on another page**. **A navigation bar (or navigation system) is a section of a graphical user interface. Navigation bars are implemented in file browsers, web browsers and as a design element of some web sites. Links are usually underlined or marked with another colour**.

**I would like to show you the elements of a webpage. We use HTML to develop webpages. HTML markup consists of several key components, including those called tags (and their attributes), character-based data types, character references and entity references. HTML tags most commonly come in pairs like <h1> and </h1>.The first tag in such a pair is the start tag, and the second is the end tag. The text between <html> and </html> describes the web page, and the text between <body> and </body> is the visible page content. The markup text "<title>this is a title</title>" defines the browser page title**.

**I also suggest you making a blog post on the webpage where the visitors can write their comments. An admin can check and control these comments**. Look at these templates and ask questions.