



Department of Computer Science & Engineering (CSE)

LAB REPORT

Course Title : Web Engineering & Lab

Course Code : CSE415

Experiment No : 01

Experiment Name: Developing a Business Landing Page Using HTML & CSS

Course Teacher

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Experiment Name: Developing a Business Landing Page Using HTML & CSS

Page Design:



Pic: Navbar & Banner Section

About Us

adsWorld is a world-class online advertising agency based in Nigeria, and the first internet public enlightenment agency in Africa. adsWorld's goal is to turn around the business of customers, giving them more engagement and sales increase in their business.


[Learn More](#)



Core Activities


Pic: About Us Section

Core Activities




Social Media Marketing

Use social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.




Marketing Strategy

Make a strategy designed to promote goods and services and make profit.



Email Marketing

Send commercial messages through email to targeted customers. It can also be used to increase sales and improve brand loyalty.




SEO Marketing

Grow the quality and quantity of website traffic by increasing the visibility of your web page to users.


Get Started

Pic: Activities Section



Email Marketing

Send commercial messages through email to targeted customers. It can also be used to increase sales and improve brand loyalty.



SEO Marketing

Grow the quality and quantity of website traffic by increasing the visibility of your web page to users.

Get Started

Make Something Amazing Together

adsWorld

We help brands grow faster through strategic online marketing. Let's partner to make your vision a reality in the digital space.

Contact Us

24 Lekki Street, Lagos. Nigeria
Call: 0900 – 000 – 0000
Email: info@adsWorld_agency.com

Learn More

How it works
FAQ
Privacy Policy

© 2025 adsWorld. All rights reserved.

Pic: Footer Section

Coding Part:

Html:

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="UTF-8" />
  <meta name="viewport" content="width=device-width, initial-scale=1.0" />
  <title>adsWorld | Grow Your Business</title>
  <link rel="stylesheet" href="styles.css" />
</head>

<body>

  <!-- Header -->
  <header class="header">
    <div class="container">

      <div>
        <h1 class="logo">ads<span>World</span></h1>
      </div>

      <div class="nav">
        <a href="#">Home</a>
        <a href="#">About</a>
        <a href="#">Service</a>
        <a href="#">Pricing</a>
        <a href="#">Contact</a>
        <a href="#" class="btn btn-primary">Get Started</a>
      </div>
    </div>
  </header>

  <!-- Hero Section -->
  <section class="hero">
    <div class="overlay">
      <div class="hero-content">
        <h2>We Help Your Business Grow Faster</h2>
        <p>Make your business to be known worldwide and get 100% engagement
online</p>
        <a href="#" class="btn btn-primary">Get Started</a>
      </div>
    </div>
  </section>

  <!-- Clients -->
```

```
<section class="clients">
  <div class="container">
    
    
    
    
  </div>
</section>
```

```
<!-- About Us -->
```

```
<section class="about">
  <div class="container about-flex">
```

```
    <div class="about-text">
```

```
      <h3>About Us</h3>
```

```
      <p>adsWorld is a world-class online advertising agency based in Nigeria, and the
first internet public
```

```
      enlightenment agency in Africa. adsWorld's goal is to turn around the business of
customers, giving
```

```
      them more engagement and sales increase in their business.</p>
```

```
      <a href="#" class="btn btn-secondary">Learn More</a>
```

```
    </div>
```

```
    <div class="about-images">
```

```
      
```

```
    </div>
```

```
  </div>
```

```
</section>
```

```
<!-- Activities section -->
```

```
<section class="core-activities">
```

```
  <h2 class="section-title">Core Activities</h2>
```

```
  <div class=" ">
```

```
    <div class="activities">
```

```
      <div class="div-1">
```

```
        <div class="activity-card">
```

```
          
```

```
          <h3>Social Media Marketing</h3>
```

```
          <p>Use social media platforms to connect with your audience to build your
brand, increase sales,
```

```
            and
```

```
            drive website traffic.</p>
```

```
        </div>
```

```

    <div class="activity-card">
      
      <h3>Marketing Strategy</h3>
      <p>Make a strategy designed to promote goods and services and make
profit.</p>
    </div>
  </div>

  <div class="div-2">

    <div class="activity-card">
      
      <h3>Email Marketing</h3>
      <p>Send commercial messages through email to targeted customers. It can
also be used to increase
        sales and improve brand loyalty.</p>
    </div>

    <div class="activity-card">
      
      <h3>SEO Marketing</h3>
      <p>Grow the quality and quantity of website traffic by increasing the visibility
of your web
        page to
        users.</p>
    </div>
  </div>

  <div class="button">
    <a href="#" class="btn btn-primary">Get Started</a>
  </div>
</section>

<!-- Footer -->
<!-- Footer -->
<footer class="footer">
  <div class="footer-container">
    <h2 class="footer-heading">Make Something Amazing Together</h2>

    <div class="footer-content">
      <!-- Left Info Block -->
      <div class="footer-column">
        <h4>adsWorld</h4>

```

```
<p>We help brands grow faster through strategic online marketing. Let's partner to
make your vision a reality in the digital space.</p>
</div>
```

```
<!-- Contact Us -->
<div class="footer-column">
  <h4>Contact Us</h4>
  <p>24 Lekki Street, Lagos. Nigeria</p>
  <p>Call: 0900 – 000 – 0000</p>
  <p>Email: <a
href="mailto:info@adsWorld_agency.com">info@adsWorld_agency.com</a></p>
</div>
```

```
<!-- Learn More -->
<div class="footer-column">
  <h4>Learn More</h4>
  <a href="#">How it works</a>
  <a href="#">FAQ</a>
  <a href="#">Privacy Policy</a>
</div>
</div>
```

```
<p class="footer-bottom">&copy; 2025 adsWorld. All rights reserved.</p>
</div>
</footer>
</body>

</html>
```

CSS Part:

```
/* Base Styles */
body {
  margin: 0;
  font-family: 'Arial', sans-serif;
  color: #333;
}

.container {
  width: 90%;
  max-width: 1200px;
  margin: auto;
  display: flex;
  justify-content: space-between;
}
```

```
a {  
  text-decoration: none;  
  color: inherit;  
}
```

```
/* Header */  
.header {  
  display: flex;  
  justify-content: space-between;  
  align-items: center;  
  padding: 20px 0;  
  background: #fff;  
}
```

```
.logo {  
  font-size: 24px;  
  font-weight: bold;  
}
```

```
.logo span {  
  color: #f97700;  
}
```

```
.nav {  
  display: flex;  
  gap: 20px;  
  align-items: center;  
}
```

```
.btn {  
  padding: 10px 20px;  
  border-radius: 5px;  
}
```

```
.btn-primary {  
  background-color: #f97700;  
  color: white;  
}
```

```
/* Hero Section */  
.hero {  
  position: relative;  
  background: url('Images/banner.png') center center/cover no-repeat;
```



```
    color: white;
    padding: 200px 20px;
}

.hero .overlay {
    background-color: rgba(0, 0, 0, 0.6);
    position: absolute;
    top: 0;
    left: 0;
    height: 100%;
    width: 100%;
    display: flex;
    align-items: center;
    justify-content: center;
    text-align: center;
}

.hero h2 {
    font-size: 36px;
    margin-bottom: 10px;
}

.hero p {
    font-size: 18px;
    margin-bottom: 20px;
}

/* Clients */
.clients {
    background: #fff;
    padding: 30px 0;
    text-align: center;
}

.clients img {
    height: 150px;
    margin: 0 20px;
}

/* About */
.about {
    background: #fff;
    padding: 60px 0;
}

.about-flex {
```

```
display: flex;
align-items: center;
justify-content: space-between;
flex-wrap: wrap;
gap: 40px;
}
```

```
.about-text {
  flex: 1 1 50%;
}
```

```
.about-images {
  flex: 1 1 40%;
  display: flex;
  justify-content: center;
}
```

```
.about-images img {
  max-width: 100%;
  height: auto;
}
```

```
.about-text h3 {
  color: #f97700;
  font-size: 28px;
}
```

```
.about-text p {
  margin: 10px 0;
}
```

```
.btn-secondary {
  background: #f97700;
  color: #fff;
}
```

```
/* Activities Section */
```

```
.core-activities{
  width: 90%;
  max-width: 1200px;
  margin: auto;
}
```

```
.section-title{
  text-align: center;
}
```

```
    color: #f97700;
    font-size: 28px;
}
```

```
.Activities-Section {
    display: flex;
}
```

```
.div-1{
    display: flex;
}
```

```
.div-2{
    display: flex;
    margin-top: 50px;
}
```

```
.activity-card{
    width: 50%;
    align-items: center;
    justify-content: center;
    text-align: center;
}
```

```
.activity-card p{
    text-align: left;
    width: 80%;
    margin: 0 auto;
}
```

```
.activity-card img{
    width: 100px;
}
```

```
.button{
    margin-top: 30px;
    text-align: center;
}
```

```
/* Footer */
```

```
.footer {
    background-color: #fff;
    color: #333;
```

```
padding: 60px 20px 30px;  
border-top: 1px solid #eee;  
font-size: 14px;  
margin-top: 40px;  
}
```

```
.footer-container {  
  max-width: 1200px;  
  margin: auto;  
  text-align: center;  
}
```

```
.footer-heading {  
  color: #f97700;  
  font-size: 24px;  
  margin-bottom: 40px;  
}
```

```
.footer-content {  
  display: flex;  
  flex-wrap: wrap;  
  justify-content: space-between;  
  gap: 40px;  
  margin-bottom: 40px;  
  text-align: left;  
}
```

```
.footer-column {  
  flex: 1 1 250px;  
  min-width: 220px;  
}
```

```
.footer-column h4 {  
  font-size: 16px;  
  color: #f97700;  
  margin-bottom: 15px;  
}
```

```
.footer-column p,  
.footer-column a {  
  margin-bottom: 10px;  
  color: #333;  
  display: block;  
  font-size: 14px;  
}
```

```
.footer-column a:hover {
```

```
    color: #f97700;  
}
```

```
.footer-bottom {  
    color: #777;  
    font-size: 13px;  
}
```