## Kako iskoristiti besplatnu temu za izradu sopstvenog sajta

1)pronaći temu koja nam se najviše dopada i koja će uz što manje izmene moći da zadovolji naše potrebe

2) Kada je tema skinuta na naš računar prvo pogledamo folder img odnosno slike i zatim potražimo slike koje će ukrasiti naš sajt a koje bi trebalo da budu približno istih dimenzija kao i one koje su primer u temi

Sa fotografijama se lako manipuliše naime samo našu novu fotografiju nazovemo potpuno istim imenom i presnimimo preko stare fotografije u istom folderu vodeći računa o tipu i veličini fotografije i kada refrešujemo stranicu pojaviće se naša fotografija na mestu one koju smo zamenuli.

Sama zamena fotografija već znatno menja izgled same teme

**3) Sledeće što treba uraditi je prilagoditi head sekciju u HTML dokumentu dodati ime autora, i ostale podatke putem meta tagova sagledati koje i kako koristi stilove ova naša tema,**

**I ovde će nam već trebati ime stranice koju izrađujemo a koje će se upisati u tagu title.**

**4) U ovoj fazi treba odrediti ime odnosno naziv našeg projekta, ako smo to već odredili pristupamo izmeni samog naslova ubacujući naše podatke , prilagođavajući font, stil I drugo našim željama I idejama.**

We offer professional photography services that will elevate your website to the next level of excellence.

We’re experts in designing customized websites that are responsive and mobile-friendly for all devices. Whether a visitor is viewing your website on a desktop monitor, tablet, laptop, smartphone, or even on a TV, we will build your website to visually re-format automatically. This ensures your site performs and looks great on all devices.

**What is Branding?**

Branding is all of the ways you establish an image of your company in your customers’ eyes.

By building a website that describes what you offer, designing ads that promote your goods and services, selecting specific corporate colors that will be associated with your company, creating a logo, and featuring it across all your social media accounts, you are branding your company. That is, you are shaping how and what people’s perceptions of your business are.

And what your customers say about your brand is the reality (not what you’d like them to think). It’s the impression that pops into their minds when they hear your business’ name. It’s based on a feeling they have that is based on their experiences they’ve had with you, good or bad.

**What’s the Point?**

The purpose of branding is to simply and easily help your customers understand what you offer and how you’re different. But it’s not only a USP (unique selling proposition), it is the combination of all the ways you communicate what you stand for.

In addition to your logo and corporate colors, you can communicate your brand message through:

* Your store environment and atmosphere
* How your staff members treat customers
* How your staff members dress
* The products you carry
* The price you charge
* Product packaging
* Public relations
* Public speaking
* Direct mail
* Sponsorships
* Advertising
* Nonprofit partnerships

What your customers and prospects take away from all this shapes your brand.

**Building a Brand**

If your business does not yet have a consistent brand, or you don’t like what your brand currently stands for, it’s time to rebrand. Here are some steps to take to shape public perception for the better:

* Identify what your customers love most about your business. What makes yours stand out? What are your strengths?
* Create a brand message that conveys what your business aims to do for its customers – what you’re best at. Geico promises to save you 15% in 15 minutes. That’s its brand promise. Marriott promises quiet luxury. What are you promising your customers? And are you delivering?
* Make sure your visual elements match your message, and your brand. If you’re promising innovation, don’t use greys and boring images.
* Develop standards for employee dress and behavior that support your brand promise. Make sure they understand what your brand is and can support it.
* Apply your visuals across every marketing tool you use, from advertising to signage to store displays to mailings to shopping bags.

Branding is a complex process, mainly because its success or failure is determined by your customers’ reactions to the act of doing business with you.

**CMS and Responsive-ready Web Solutions After PSD to HTML5 Conversion**

Submit any design format to us out of PSD, PDF, JPG, PNG, ADOBE, etc. and we will convert your web pages into interactive HTML5 markup hand-written comprehensive code. The outcome is the superb design which can be moved responsive with minimal code. This era is all about being versatile where carrying a static website is like restricting your growth opportunities. Our designs can be readily integrated with any CMS like [WordPress](https://www.csschopper.com/wordpress-web-development.shtml), [Drupal](https://www.csschopper.com/drupal-web-development.shtml), [Joomla](https://www.csschopper.com/joomla-web-development.shtml) or Squarespace. This means that the code we write can be used for any future requirement with no complexities.

**PSD To HTML5 Conversion**

HTML5 is the key to be in line with the latest technologies and thus to get an ultra-modern website. Its advance features like local storage, canvas, audio and video tags are used in sync with CSS3 and JavaScript to create a bug-free design. The HTML5 conversion followed by our firm has only one aim, to gain a great online visibility among the large audience base. The [team](https://www.csschopper.com/tools.shtml) transitions from the original PSD files into the HTML5 markups give birth to the web designs that are not only pretty but also load fast even in spotty data connections.

***$*89** Homepage ***$*49** Innerpage

* 100% Hand-Coded Markup
* SASS/Less
* SEO-Friendly Code
* Well Structured & Commented
* Custting Edge Standards
* NDA Agreement