Include files

<footer>
Thank you for visiting our
<?php echo $pageName; ?>.
</footer>

footer.php
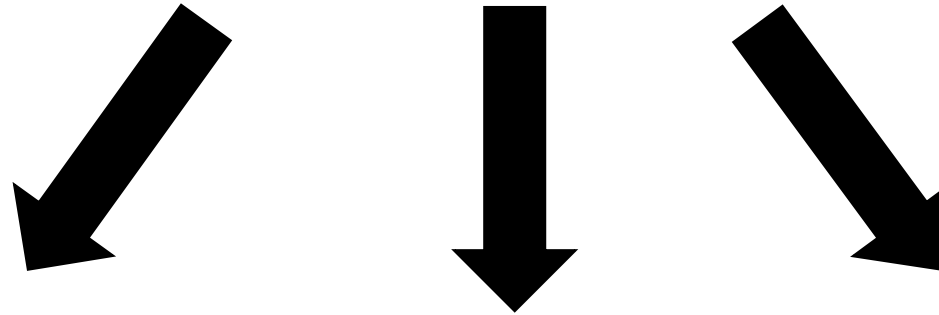
Webpages

<?php $pageName = "Home Page"; ?>

<h1>Hello World</h1>
<p>Lorem ipsum dolar sed amit</p>

<?php include "footer.php"; ?>

index.php

<?php $pageName = "Other Page"; ?>

<h1>Hello World</h1>
<p>Lorem ipsum dolar sed amit</p>

<?php include "footer.php"; ?>

another-page.php

<?php $pageName = "Third Page"; ?>

<h1>Hello World</h1>
<p>Lorem ipsum dolar sed amit</p>

<?php include "footer.php"; ?>

third-page.php