

Mitől lesz vonzó egy honlap?

2017.09.27

Serfőző Péter - peti@zwoelf.hu

www.zwoelf.hu

**Mire használjuk
leggyakrabban az
internetet?**

Jelenleg leglátogatottabb siteok világszerte

Google

 YouTube

1

facebook

2

3

Keresünk!

[Gmail](#) [Images](#)   



Google Search

I'm Feeling Lucky

Google.hu offered in: [magyar](#)

**Azért hogy megtalálják az
oldalunkat azért tenni kell**

SEO

BŰVÖS SZÓ!

**Search Engine
Optimalisation**

SEO értékelés

website.grader.com

seositecheckup.com/seo-audit

...

view-source:www.zwoelf.hu

```
1 <!DOCTYPE HTML>
2 <html>
3 <head>
4 <title>made by zwoelf – tailored visual identities, websites and apps</title>
5 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
6 <meta http-equiv="Cache-Control" content="no-cache" />
7 <meta http-equiv="Pragma" content="no-cache" />
8 <meta http-equiv="Expires" content="0" />
9 <meta name="description" content="We design visual identities, websites, apps and much more for companies of all sizes." />
10 <meta name="keywords" content="design, studio, typography, visual, identity, decoration " />
11
12 <link rel="shortcut icon" type="image/ico" href="/16/favicon.ico"/>
13
14 <meta property="og:type" content="website" />
15
16 <meta property="og:title" content="made by zwoelf – tailored visual identities, websites and apps" />
17 <meta property="og:description" content="We design visual identities, websites, apps and much more for companies of all sizes." />
18 <meta property="og:image" content="/images/fb/zwoelf.png" />
19
20 <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1.0, user-scalable=0"/>
21
22
23 <link rel="stylesheet" type="text/css" href="/css/font.css"/>
24 <link rel="stylesheet" type="text/css" href="/css/style.css?t=2"/>
25
26 <script src="/js/jquery-1.11.2.min.js" type="text/javascript"></script>
27 <script src="/js/jquery.validate.min.js" type="text/javascript"></script>
28
29
30 </head>
```

Update Status Add Photo / Video Ask Question

http://t3seo.de/ogtitle-und-ogsite-name/

og:title



og:title und og:site_name

http://t3seo.de/ogtitle-und-ogsite-name/

1 of 1 Choose a Thumbnail

No Thumbnail

www.zwoelf.hu

3s

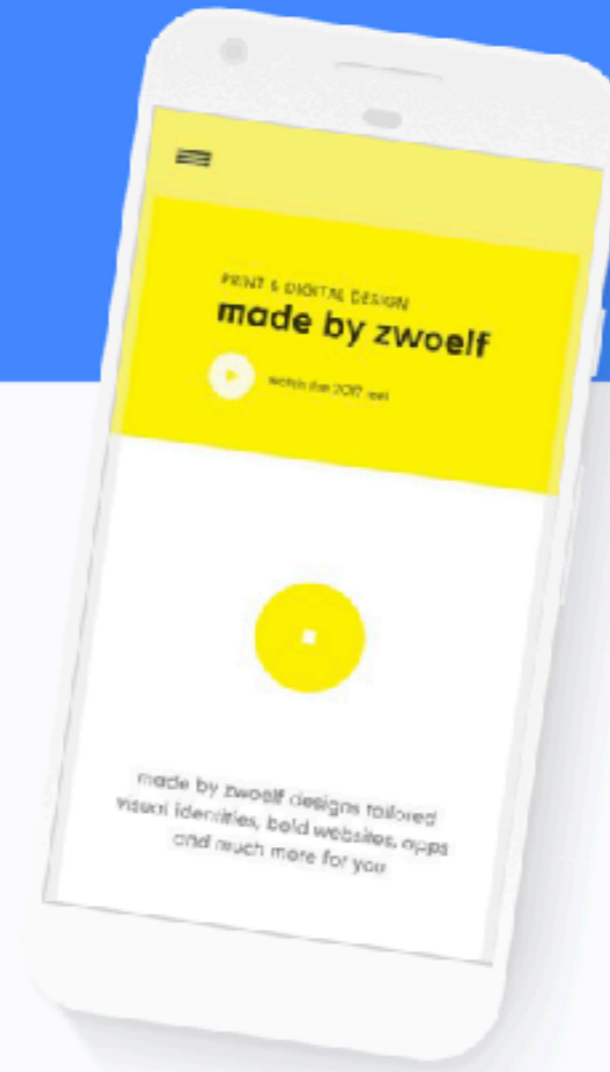
Loading time on 3G: **Excellent**

Low

Est. Visitor loss
(Due to loading time)

Looking good. Find out what went into your scores.

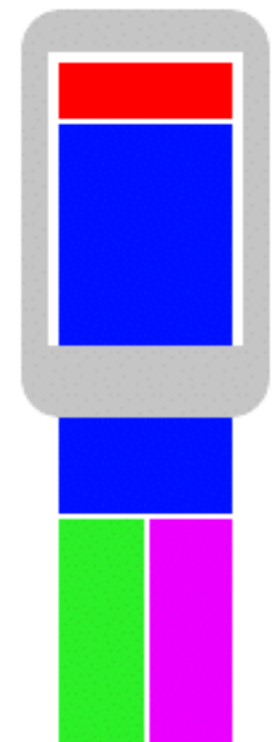
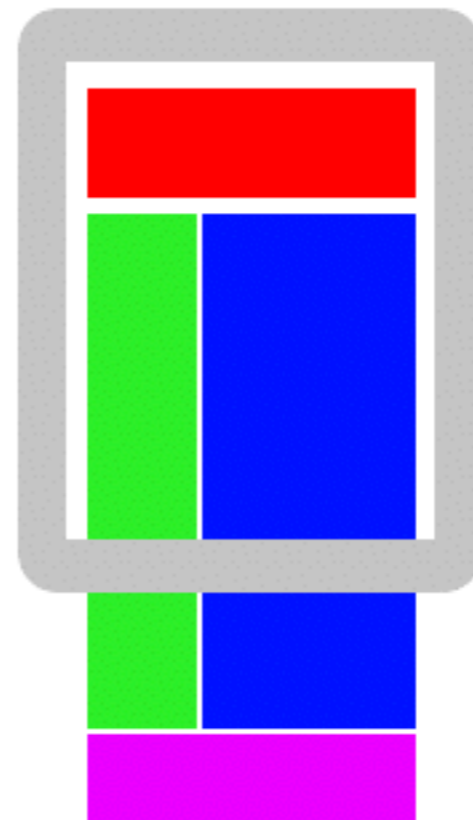
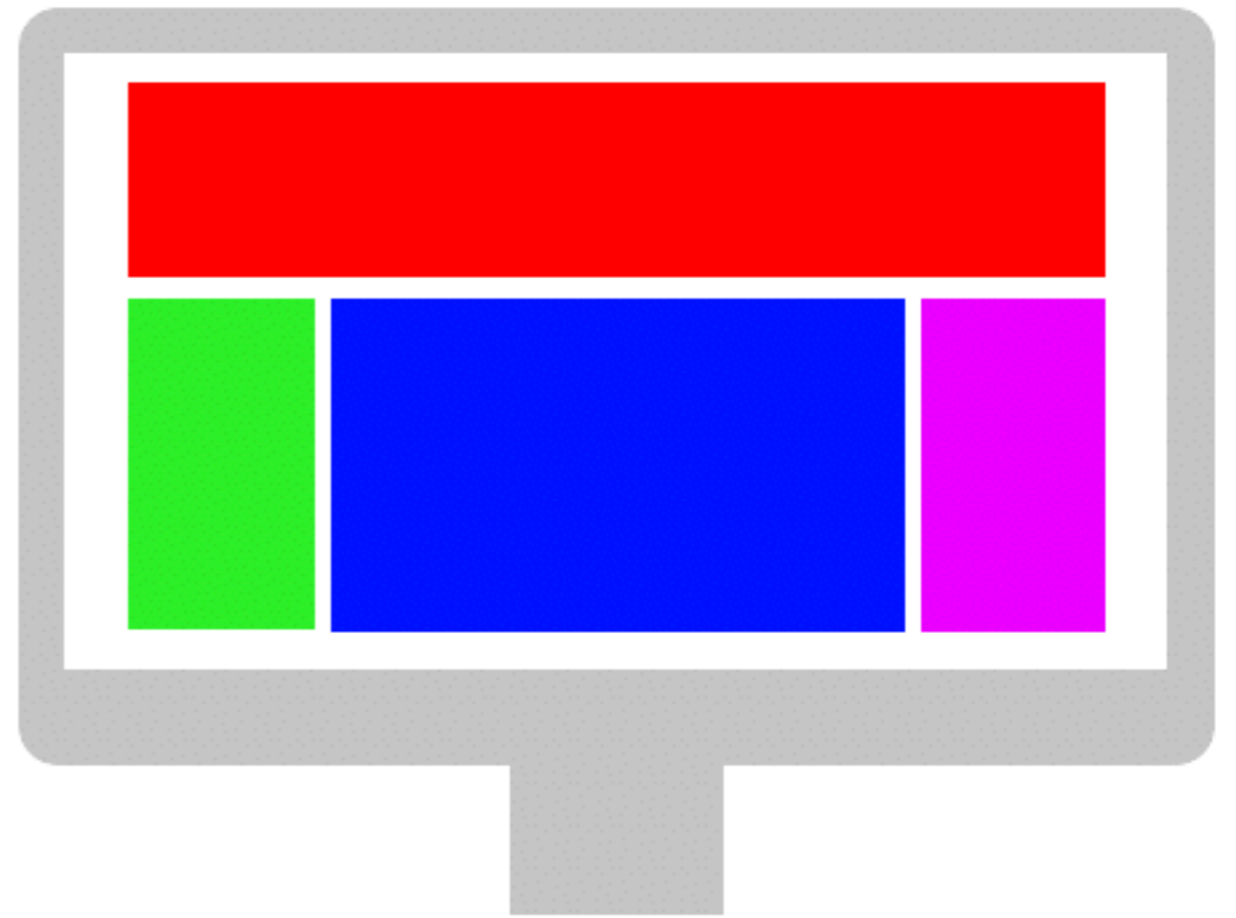
GET MY FREE REPORT



Mobil betöltési sebesség

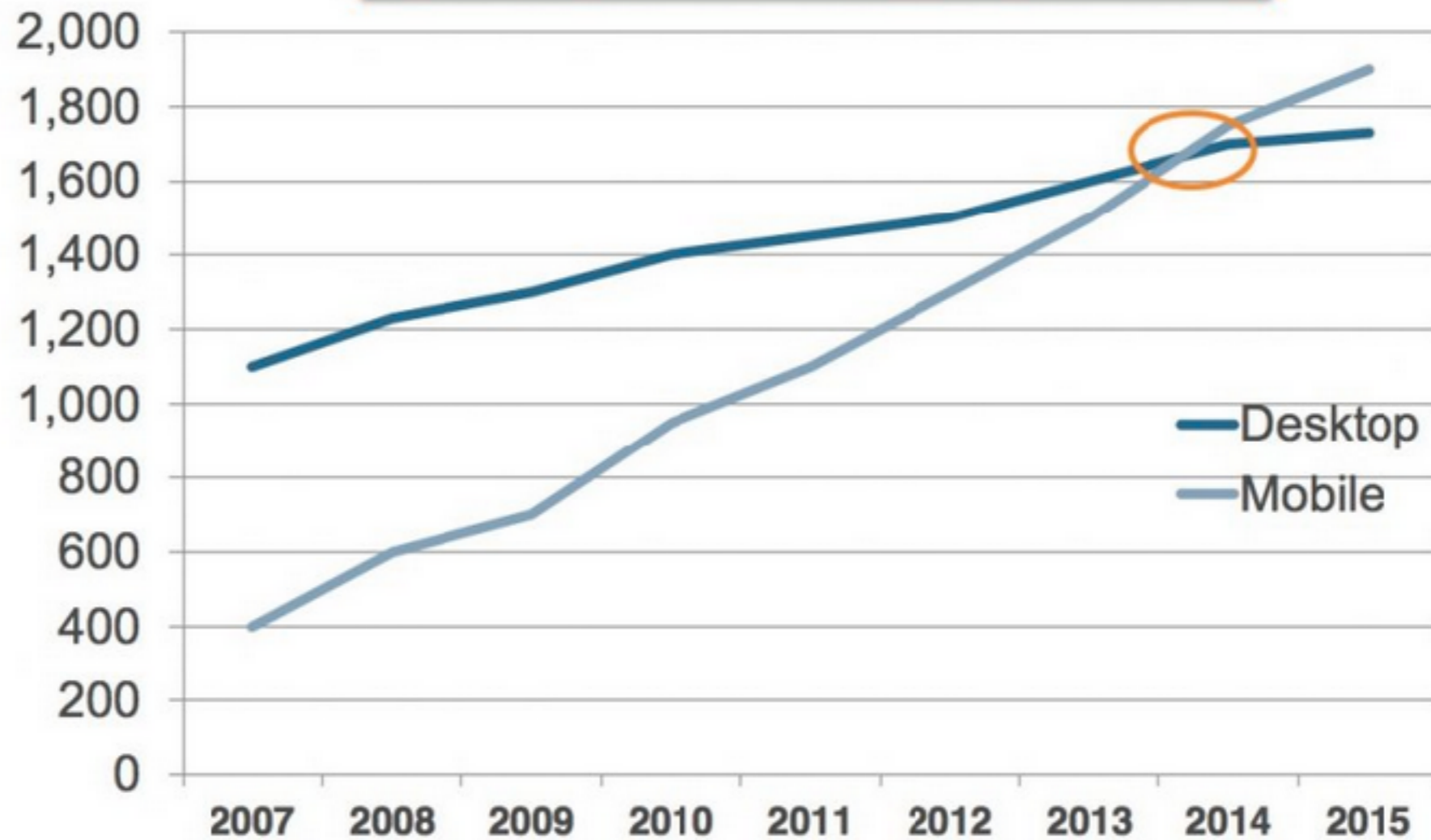
Reszponzív design

Reszponzivitás



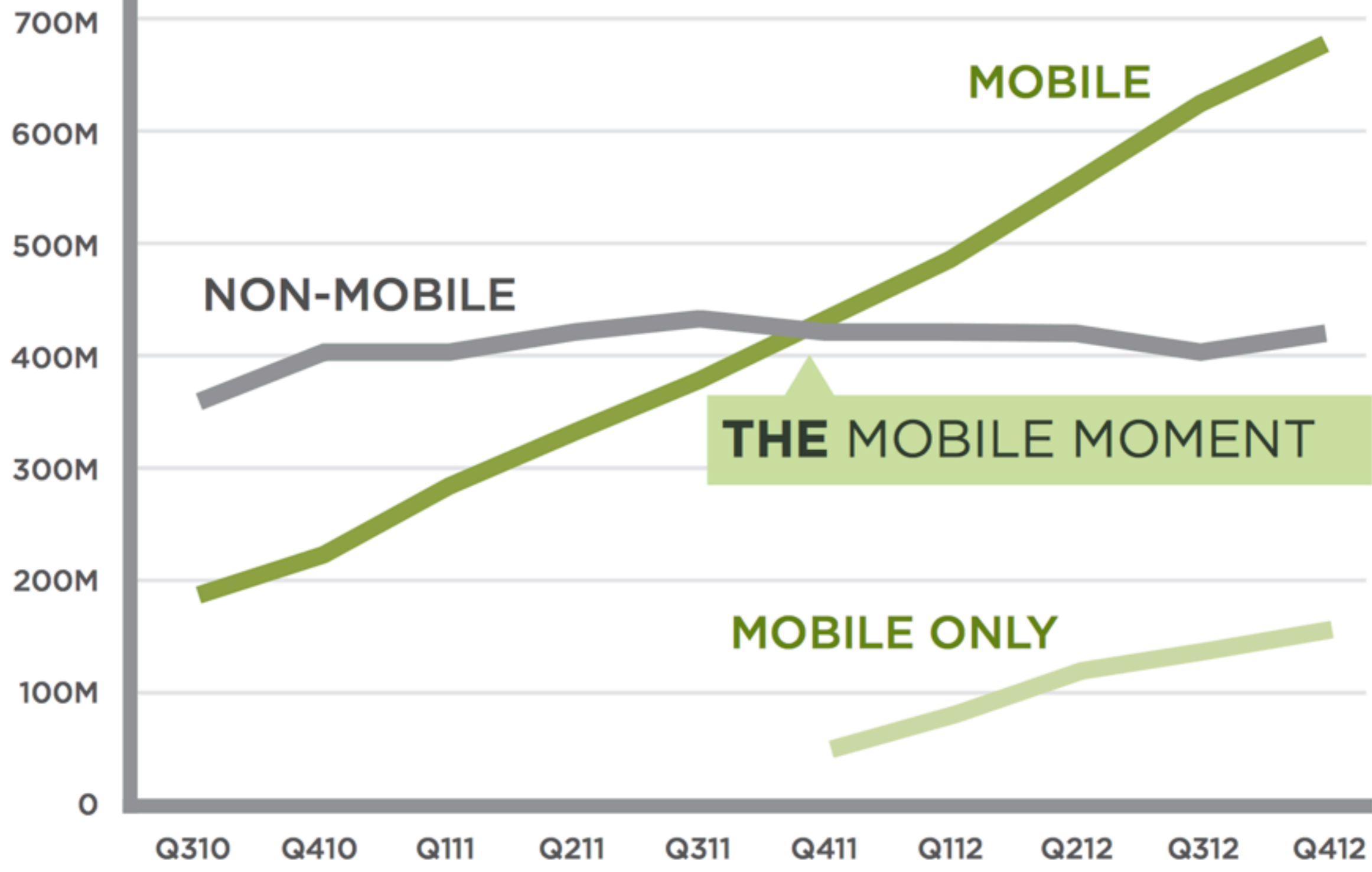
Netezési trendek

Number of Global Users (Millions)

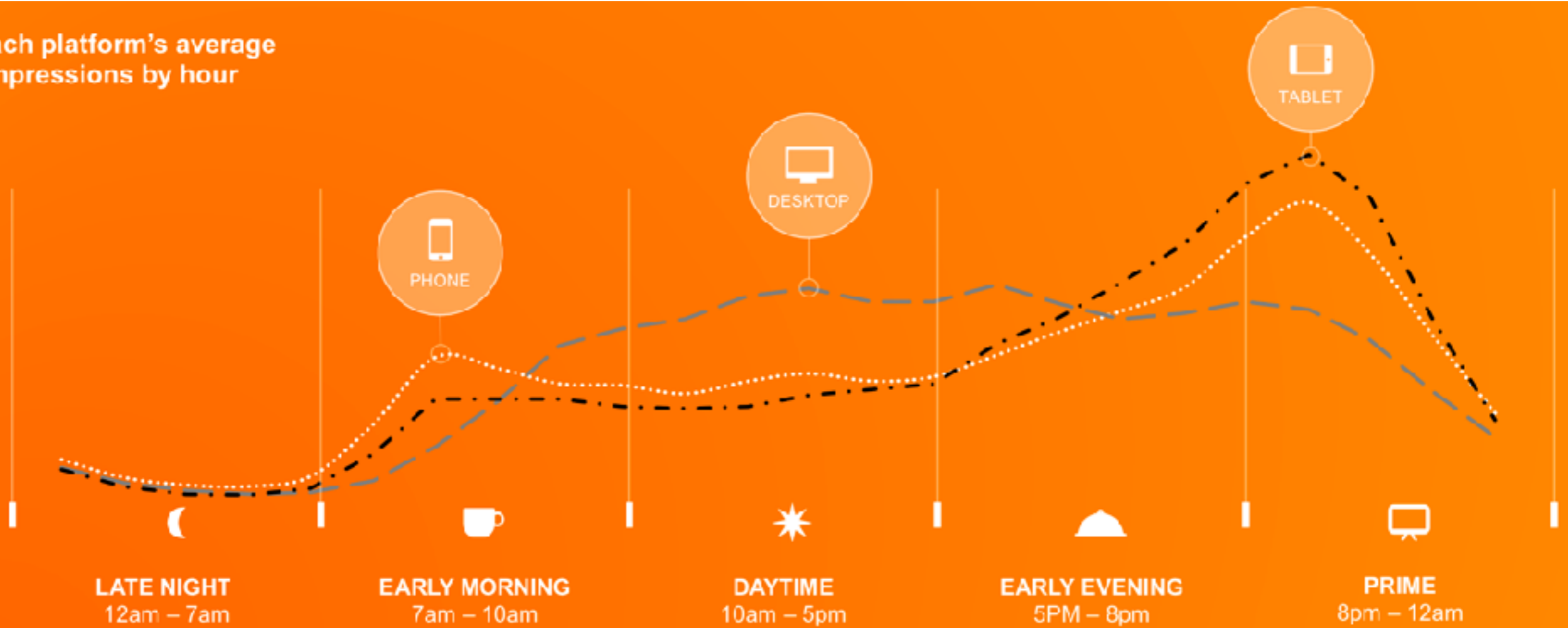




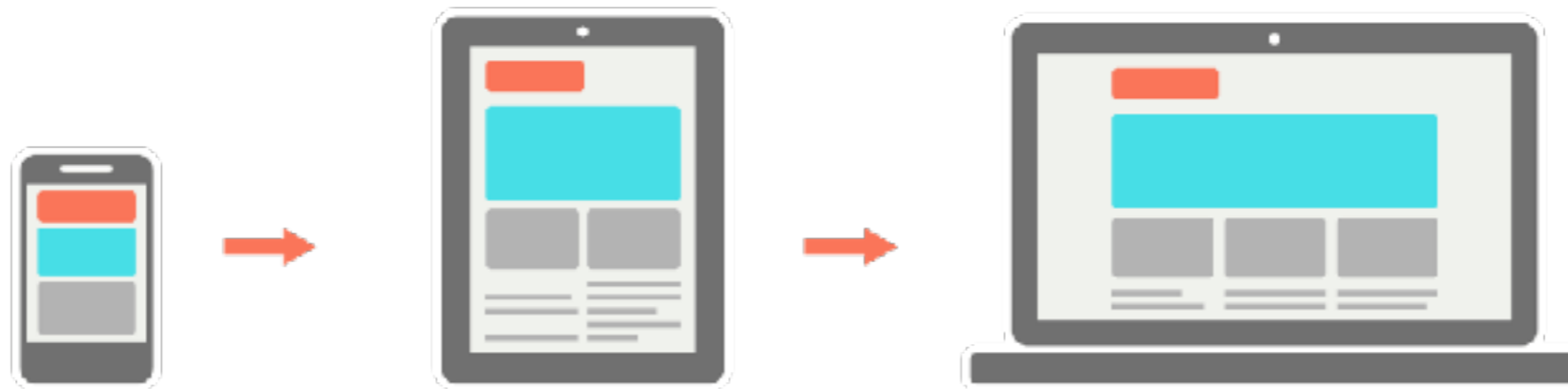
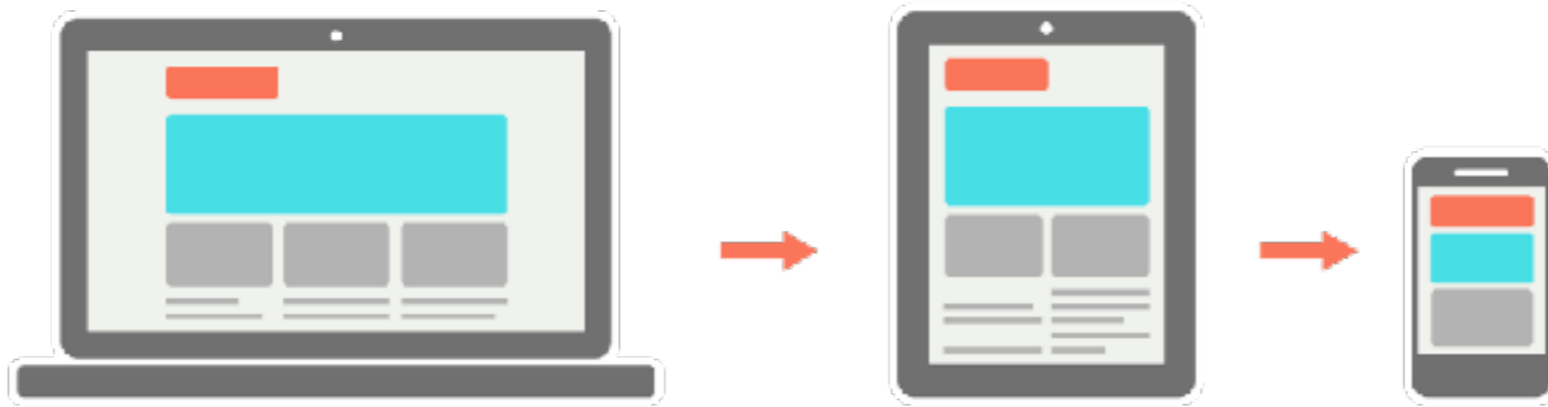
MONTHLY ACTIVE USERS



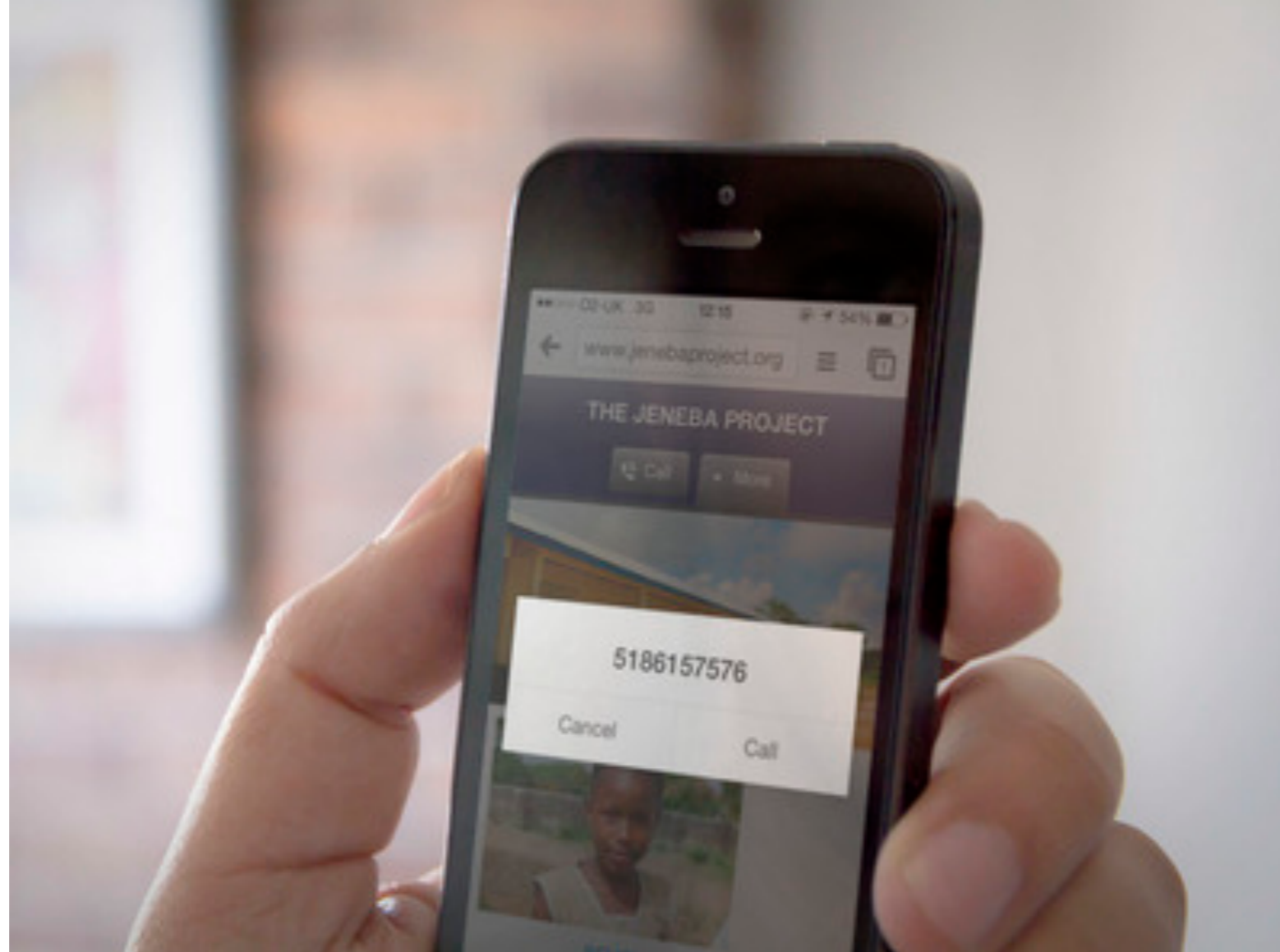
% of each platform's average daily impressions by hour



Klasszikus reszponzív design



Mobile first reszponzív design



Reszponzív tippek

- legyen a telefonszám link
- GPS - útvonaltervezés

Mobil barát az oldalad?

search.google.com/test/mobile-friendly

Online megjelenési típusok

Landing page

Microsite

Onepager

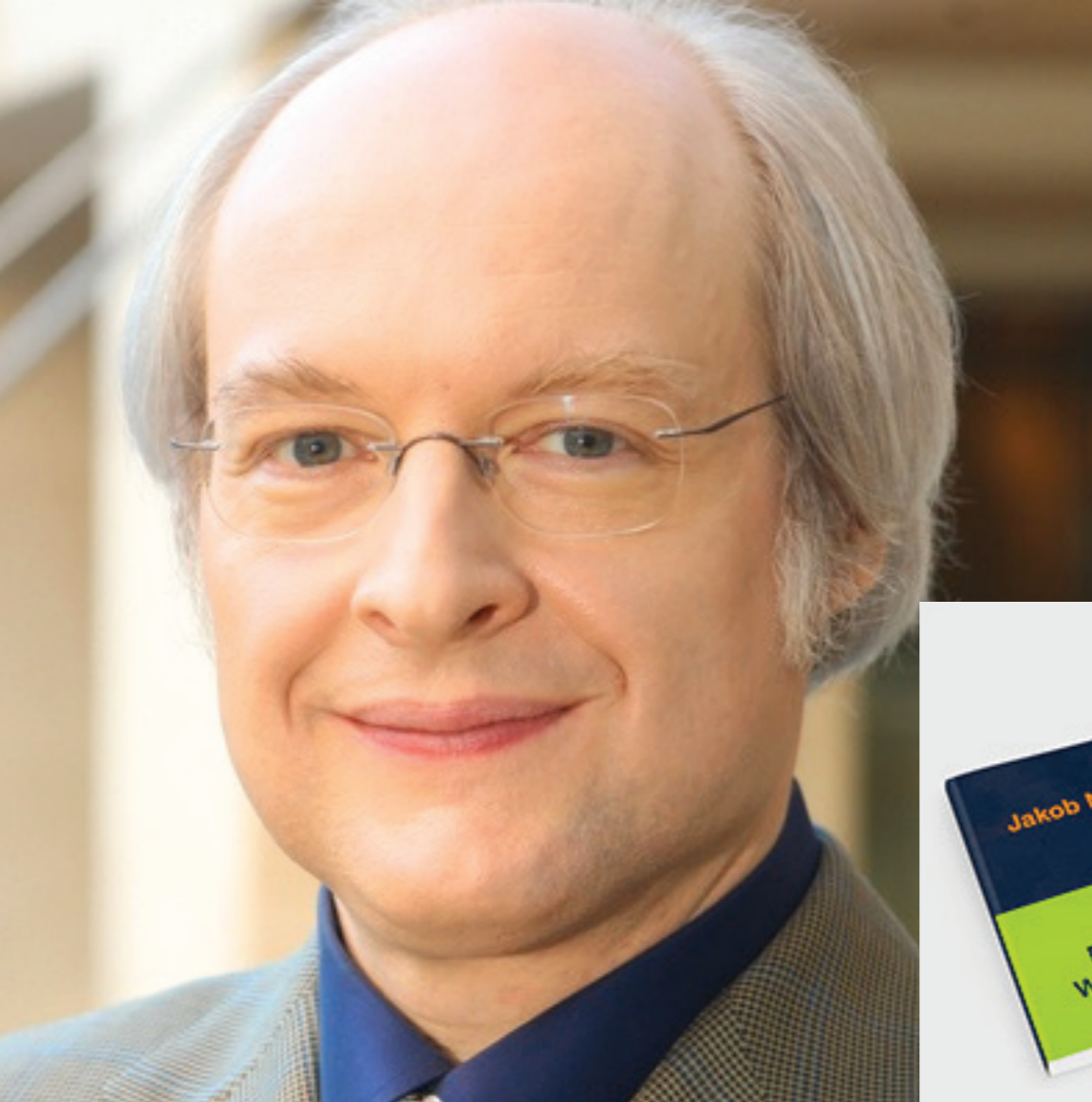
Portál

Webshop (e-commerce)

Webapp

**"A tartalom
a király"**

**Hogyan olvassa
felhasználó a
weboldalainkat?**



Jakob Nielsen

**Webes használhatóság úttörője
Számos könyve van a témában**

**A felhasználók hogyan olvasnak a weben?
„sehogy”**

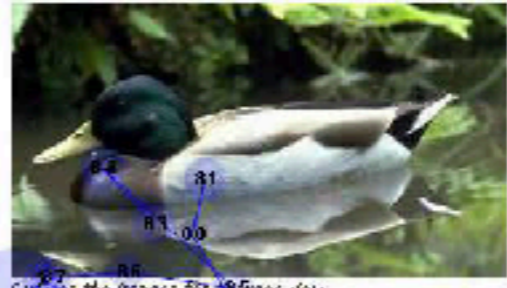


Nem olvasunk, szkennelünk

Mallard - *Anas platyrhynchos*

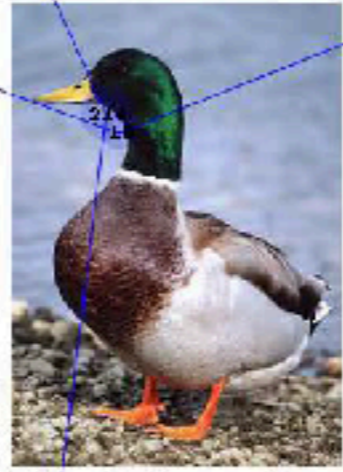


Classification
 Phylum: Chordata
 Class: Aves
 Order: Anseriformes
 Family: Anatidae
 Genus: Anas



Characteristics

The mallard is about 98 centimeters in length and has a wingspan of about 100 centimeters. It has a blue patch on the top side of its wings with a white line around it. The male mallard has a green head and neck with a white ring bordering it. It has a brown chest, a white belly, and a yellow underside. The female mallard is mottled brown and has a white belly and a yellow bill.



Range

The mallard breeds in most of Canada and the United States. It winters throughout the United States and south to Central America and the West Indies. The mallard can be found in Europe and Asia.

Habitat

The mallard lives in marshes, lakes, swamps, rivers, streams, and ponds.

Diet

Most of the mallard's diet is made up of plants - mostly grasses and seeds. It also eats insects and small animals. The mallard is a herbivore and eats a variety of plants including corn, wheat, and barley.



Life Cycle

Mallard courtship begins in the fall and by winter pairs will have formed. In a pair's part of a migrating group, the pair migrates to the female's territory. The female mallard lays eight to ten eggs in a nest on the ground. Nests are depressions in the ground and are usually in further than 10 yards from water. The nest is lined with grass and is usually hidden in tall grass.

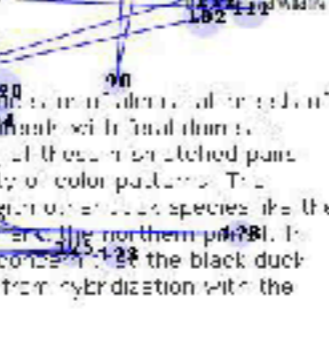
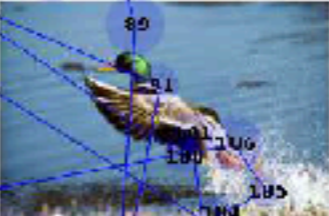


The eggs take about a month to hatch. The male incubates the eggs. The male will leave once incubation has begun. Within a day of hatching, the mother leads the chicks to water for their first swim. The chicks float on their backs for about eight weeks old.



Behavior

Mallards are highly social birds. Some mallards winter and some migrate in flocks to their wintering grounds. Other mallards are solitary. The mallard is a herbivore and eats a variety of plants including corn, wheat, and barley. The mallard is a herbivore and eats a variety of plants including corn, wheat, and barley.



News Release

BNSF Announces Several Sales and Marketing Appointments

FORT WORTH, Texas, November 14, 2005:

George Duggan Appointed BNSF Vice President, Domestic Intermodal

Katie Farmer Promoted to Vice President, Industrial Products Sales

Rick Margl Succeeds Farmer as Assistant Vice President, Cartood Equipment

Several sales and marketing assignments at BNSF Railway Company were announced today by John Lanigan, BNSF's executive vice president and chief marketing officer.

George Duggan becomes BNSF Vice President, Domestic Intermodal, reporting to Steve Brancucci, Group Vice President, Consumer Products.

Katie Farmer is promoted to Vice President, Industrial Products Sales, succeeding Duggan and reports to Dave Gerst, Group Vice President, Industrial Products.

Rick Margl, who is assistant vice president, Service Performance, succeeds Farmer, and reports to Dennis Johnson, Vice President, Business Unit Operations and Support.

Duggan has been in his current position since March 2001. He began his railroad career with the Missouri-Kansas-Texas Railroad Company in 1973 in their management training program, and later became assistant trainmaster, trainmaster and terminal superintendent in St. Louis in 1990. In 1990, Duggan joined Burlington Northern Railroad Company (BN) as a grain specialist. He became a director of customer service in 1993, and was promoted to director of field marketing in 1995. Following the creation of BNSF in 1995, Duggan became general director for the Coal, Metals and Minerals business unit, and subsequently, general director for the Chemicals business unit. In 1998 he was appointed vice president, Chemicals business unit.

Farmer has been in her current position since 2002, having joined BN ten years earlier as a management trainee. She has held a variety of positions in sales and marketing with the Chemicals, Plastics and Minerals business units as well as positions in finance, customer solutions and network operations. In 1996, Farmer was promoted to director, plastics marketing and in 2001, she was promoted to general director, chemical products sales.

Margl has been in his present position since 2001. He began his railroad career in 1984 with BN as an analyst in the Forest Products business unit. In 1987, he became an assistant trainmaster and in 1988 advanced to terminal trainmaster. Margl was promoted to director, service measurement in 1994, director of freight equipment, Merchandise business unit in 1996, and to general director, merchandise service analysis in 1998. He was promoted to assistant vice president, measures and profitability in 2000.

A subsidiary of Burlington Northern Santa Fe Corporation (NYSE: BNF), BNSF Railway operates one of the largest railroad networks in North America, with about 32,000 route miles in 26 states and two Canadian provinces. The railway is among the world's top transporters of intermodal traffic; moves more train than any other American railroad; transports the components of many of the products we depend on daily, and hauls

ALSO SEE

- BNSF Today
- News Releases
- BNSF Store
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- Support
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- Railway Magazine
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- Emergencies



Your straight line to interline pricing



Kerüljük a nagy szövegoszlopokat!

Oldal fejléc, vagy lead fontossága.

- Announcements
- Investors
 - Company Information
 - Company
 - Background
 - Fair Share
 - Press Releases
 - Company Presentations
 - Board of Directors
 - Executive Bios
 - Financial Information
 - Annual Reports
 - Quarterly Reports
 - SEC Filings
 - Proxy Statements
 - Shareholder Information
 - Stock Price Info
 - Transfer Agent
 - Analyst Coverage
 - FAQs
 - Calendar of Events
 - Investor Contacts
 - Reviews & Awards

Stock Quote

Price	\$3.14
Change	▲ 0.06
Volume	2,603,400
Trades	1,467
Day High	3.16
Day Low	3.09
52 Week High	6.82
52 Week Low	2.25
Last Trade	12:00 PM ET
November 7, 2005	

Board of Directors

Charles G. Caray, Director since 1996
Member, Audit Committee
Member, Compensation Committee



Charles G. Caray, 50, is the President and Chief Executive Officer of The Dixie TV Group, a position he has held since December 2003. He is also a director of The Dixie TV Group, The News Corporation Limited, FSKyE, PacificSat Corporation and Yell Group. Until February 2002, Caray was Co-Chief Operating Officer of The News Corporation and the Fox Entertainment Group, Inc. From 2001 to 2002, Caray was President and Chief Executive Officer of Sky Channel Networks, Inc. and was Chairman and Chief Executive Officer of the Fox Television Division of Fox, Inc. until 2003. He served in various other executive capacities at Fox from 1988 to 2002 and was a consultant to The News Corporation Limited between February 2002 and January 2004. He earned a BA from Colgate University and a MPA from Harvard University.

Wayne R. Inouye, Director since 2004
Chief Executive Officer, President



Wayne Inouye, 51, was named CEO of Gateway in March 2004. With more than 20 years of senior executive experience at prominent retail companies, Mr. Inouye orchestrated the successful buyout of Macys, Inc., including its acquisition by Gateway in March 2004.

George H. Krauss, Director since 1991
Member, Compensation Committee
Member, Corporate Governance & Nominating Committee



George H. Krauss, 62, has been an attorney with the law firm of Kutak Rock LLP in Omaha, Nebraska, since 1972. He became a partner in Kutak Rock in 1975 and became of counsel in 1997. He served as the firm's presiding partner from 1990 to 1994. Krauss is a consultant to America First Companies. Krauss serves on the Board of Directors of America First Mortgage Investments, Inc. and West Corporation. He is also on the board of Directors of the general partner of America First Apartment Investors, L.P., America First Real Estate Partners, L.P. and America First Tax Exempt Investors, L.P. Krauss received BS, MBA and JD degrees from the University of Nebraska.

Douglas L. Lacey, Director since 1989
Chairman, Audit Committee
Member, Compensation Committee



Douglas L. Lacey, 56, is a partner in the accounting firm of Nichols, Rise & Company, LLP, and managing partner of its Sioux City, Iowa office. He joined Nichols, Rise in 1973. Lacey received a BA degree from Dr. Ar. Cliff College in 1973.

Joseph G. Parham, Jr., Director since 2005
Chairman, Compensation Committee
Member, Corporate Governance & Nominating Committee

- releváns tartalom
- kifejező leed/bevezető
- jól strukturált tartalom

Animals

260 East Sunnyside Avenue, Salt Lake City, Utah 84108

phone: (801) 582-1631

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Utah's Hogle Zoo

11 Mallard Duck

(*Anas platyrhynchos*)

Range:
Almost everywhere in the northern hemisphere.

Habitat:
Marshes, lakes and ponds, fresh water.

Characteristics:
The male has a dark, glossy green neck and head with a white neck band dividing the neck from the brown breast. The body is gray. The female is pale brown and completely covered with darker brown flecks. The Mallard's legs are short. The 3 front toes are webbed. The bill is flat and wide.

Ecology:
This duck is a highly adaptable, gregarious, opportunistic forager. It eats a wide variety of plant and animal matter. It is an excellent swimmer and a strong flyer. It is a highly social bird, often forming large flocks. It is a highly intelligent bird, capable of learning to associate human hands with food. It is a highly vocal bird, capable of making a wide variety of sounds. It is a highly social bird, often forming large flocks. It is a highly intelligent bird, capable of learning to associate human hands with food. It is a highly vocal bird, capable of making a wide variety of sounds.

Reproduction:
The Mallard normally nests in dense reeds or grass close to fresh water. The nest is usually a shallow lined with dead grass or reeds and filled with straw. However, it may nest in a variety of other situations on or off the ground. Mallard drakes in captivity will sometimes hybridize with other females.



click photo to enlarge



CLICK PHOTO TO ENLARGE

Class: Aves
Genus: *Anas*
Species: *platyrhynchos*

Length: 16 inches; wingspan: 33 inches
Average Lifespan: Up to 10 years
Wild Diet: Fresh water mollusks, snails, slugs, aquatic insects, fish eggs, grasshoppers and a wide variety of other animal and plant food including seeds, leaves and stems
Predators: Falcons, turtles, and man

USFWS Status: ?
CITES Status: ?

Where at the Zoo? [DETAILS](#) [FOOD MAP](#)

Learn about more [birds](#) from [North America!](#) Or, [cross-reference](#) the two!

Search for an animal by **name** or **genus**:

Konkrét információt keresett és megtalálta

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- What NEXIUM Does
- Treatment Options
- Speed of Healing
- How to Get a NEXIUM Rx
- PURPLE PAL
- How are you feeling?

Just heartburn or acid reflux disease?

So how can you tell? Usually, heartburn is a symptom of acid reflux disease (GERD). And if you suffer from persistent heartburn on two or more days a week—and you've treated it and changed your diet—it could be due to acid reflux disease. But only your doctor can tell you if what you have is signs of acid reflux disease.

The three most common symptoms of acid reflux disease are:

- Heartburn (a rising, burning sensation in the chest)
- Sour or bitter taste (from the regurgitation of stomach contents)
- Difficulty swallowing

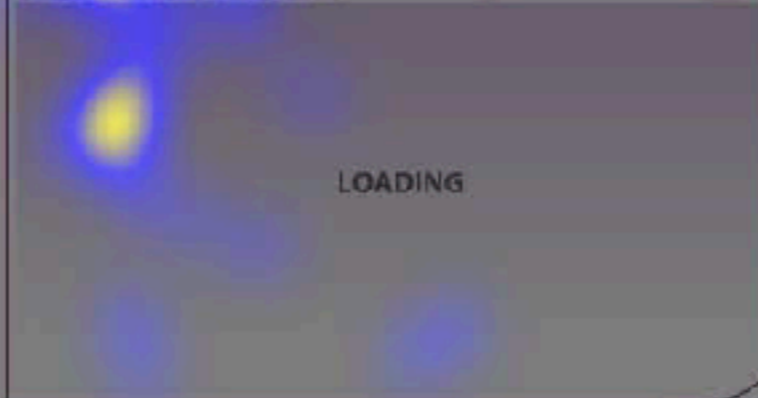
Other symptoms may include:

- Persistent cough
- Hoarseness
- Upset stomach
- Non-cardiac chest pain

NOTE: If you experience chest pain, call your doctor immediately. It may be a sign of a life-threatening condition.

What triggers your symptoms? >

PURPLE POLL



LOADING

Search GO >

Top Search Topics >

Share With A Friend >

Change Text Size [1 (+)]

NEXIUM[®] is for the treatment of persistent heartburn symptoms due to acid reflux disease. These symptoms typically occur on 2 or more days per week despite treatment and diet change.

For many people, NEXIUM can also heal damage to the esophagus caused by acid reflux. This damage can occur over time, when acid from the stomach reaches (burns) and the lining of the esophagus. Only a doctor can determine if you have this



F-minta

PLASTIC WATER BOTTLES: Is "BPA-free" the Same as Safe?

Not that long ago, reusable bottles made of clear, hard, polycarbonate plastic were the hippest water carriers to have, beloved by hikers and college students alike.

Then came a draft report from the National Toxicology Program in April 2008 about possible health risks from a chemical in the polycarbonate known as bisphenol A (BPA). Though it soft-pedaled the reasons for concern (there is actually an alarming amount of scientific evidence that BPA may be highly toxic), the news was widely carried in the media and the bottles' appeal evaporated overnight.

In response, Nalgene, the manufacturer whose name had become synonymous with this type of bottle, announced it would phase out the product and replace it with a new model that was equally clear, hard, beautiful — and BPA-free.

Now consider this text presented in a four-and-a-half-inch wide column:

PLASTIC WATER BOTTLES: Is "BPA-free" the Same as Safe?

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**A hasábszélesség
függvénye, hogy mit
olvasunk el**

Weboldalak elemei

Szöveg

Kép

Infografika

Videó

Ikonok

Animáció

Navigáció



**Az interneten található információk
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Használd blokkokat, címsorokat és leadeket!

- bontsd bekezdésekre a tartalmat
- adj nekik címsorokat
- a lényegét emeld ki vizuálisan
- vezesd az olvasót



JÓL SZKENNELHETŐ TARTALOM

H1

A címsornak legyen megfelelő méretbeli kontrasztja

Leading

Hasznos ha van egy lead ami összefoglalja néhány sorban a bejegyzés lényegét.

Írta [Serfőző Péter](#), 2017.09.27.

Body

Sorra hagyják ott a szolgálatot a tűzoltók, mert elégük van az őket ellenségként kezelő, a szakmához nem értő Katasztrófavédelemből. Hihetetlen sztorik vonulás közben megtört tűzoltóautóról, vasvillával türelmetlenkedő helyiekről és nyakba akasztott falióráról.

H2

Tagold a szöveget és adj neki címet

Body

Sorra hagyják ott a szolgálatot a tűzoltók, **mert elégük van** az őket ellenségként kezelő, a szakmához nem értő Katasztrófavédelemből. Hihetetlen sztorik vonulás közben megtört tűzoltóautóról, vasvillával türelmetlenkedő helyiekről és nyakba akasztott falióráról.

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H3

Akár belső címsort is lehet adni.

Sok tűzoltóval beszéltünk az elmúlt hetekben, sokan viszont visszautasították a megkeresésünket arra hivatkozva, hogy félnek, nem mernek szóba állni újságíróval, mivel a tűzoltóságoknál **mindenkinek alá kellett írnia**, hogy lehallgathatják őt és a családtagjait is. Volt, aki megkeresésünkre elküldte a törvénynek azt a passzusát, amely szerint nem tehet a szolgálati rendet, fegyelmet megszegő nyilatkozatot.

H2

Újabb szövegrész címe

Body

Sorra hagyják ott a szolgálatot a tűzoltók, **mert elégük van** az őket ellenségként kezelő, a szakmához nem értő Katasztrófavédelemből. Hihetetlen sztorik vonulás közben megtört tűzoltóautóról, vasvillával türelmetlenkedő helyiekről és nyakba akasztott falióráról.

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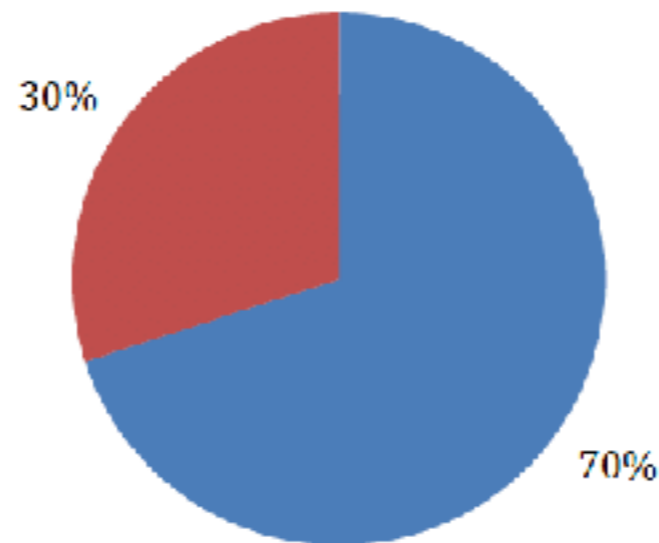
Kiemelési lehetőségek

- **méret**
- **félkövér**
- aláhúzás
- white space
- grafikai elem

Használj felsorolásokat!

Bulleted Lists

■ Percentage Viewed ■ Percentage Not Viewed



Viszont olyan felsorolás amelynek nincs pöttye, csak 50%-on teljesít

Egyszerűen fogalmazz!

- könnyen értelmezhető szöveg
- könnyen szkennelhető
- szakítani kell a más médiumokra való szövegírással

Ne használj sorkizárt szöveget!

Üdvözöljük a Gudu világában!



Csak egy kattintásra van álmai netovábbjától. Nézzen szét széles kutyaeledel, kutyatáp és kutyafelszerelés kínálatunkban,

böngéssze végig szaccikkeinket aprólékosan, szóljon hozzá, kritizáljon, becsmérlejen vagy dicsérjen - ahogy Önnek vagy kutyájának tetszene. Mindenekelőtt azonban... [bővebben >](#)

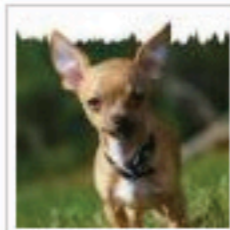
Szállítási információk



Webáruházunk a megrendelt árut futárszolgálattal vagy saját szállítóival szállítja házhoz. Szállítási áraink jelenleg a következők:

Szállítási díj: 1 900 Ft. Szállítási díjmentesség alsó határa: 30 000 Ft. Az árut a megrendelést követően, a telefonon vagy levélben... [bővebben >](#)

Rekorder kutyák



Melyik a legkisebb kutya? Melyik a leggyorsabb kutya? Melyik a legnehezebb kutya? Ha érdekelnek a kutyás leg-ek akkor ez a cikkünk neked szól!

Legkisebb kutya: Az Amerikai Kennel Klub hivatalosan a Chihuahua-t ismeri el a legkisebb fajtaként... [bővebben >](#)

Alaszkai malamut



Az alaszkai malamut vérbeli szánhúzó kutya. Erejével és a hosszú, kimerítő tehervontásban tanúsított kitartásával egyetlen más kutya sem vetekedhet.

Legnagyobb és legerősebb tagja a négy északi szánhúzó fajtának. (Grönlandi kutya,... [bővebben >](#)

magas színekontraszt

alacsony színekontraszt

kevert színekontraszt

stílus kontraszt

vastagsági kontraszt

szélességi kontraszt

Nagyobb méret / kevesebb szöveg

Before

The Boy Who Lived

Mr. and Mrs. Dursley, of number four, Privet Drive, were proud to say that they were perfectly normal, thank you very much.

They were the last people you'd expect to be involved in anything strange or mysterious, because they just didn't hold with such nonsense.

After

The Boy Who Lived

Mr. and Mrs. Dursley, of number four, Privet Drive, were proud to say that they were perfectly normal, thank you very much. They were the last people you'd expect to be involved in anything strange or mysterious, because they just didn't hold with such nonsense.

Ne használj túl sok betűtípust

Oh dear

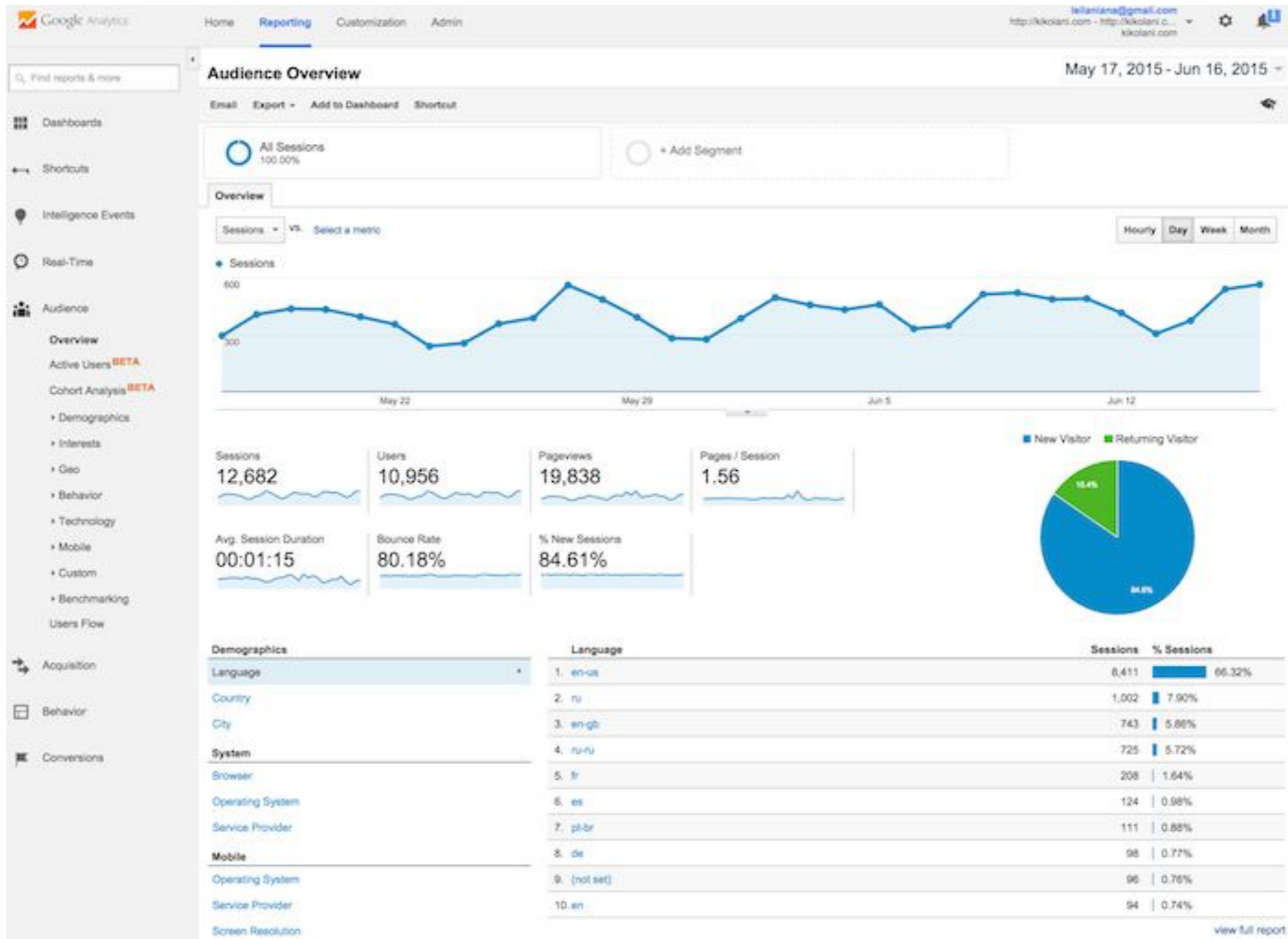
When you use **too many fonts**

see how they **all fight** for attention

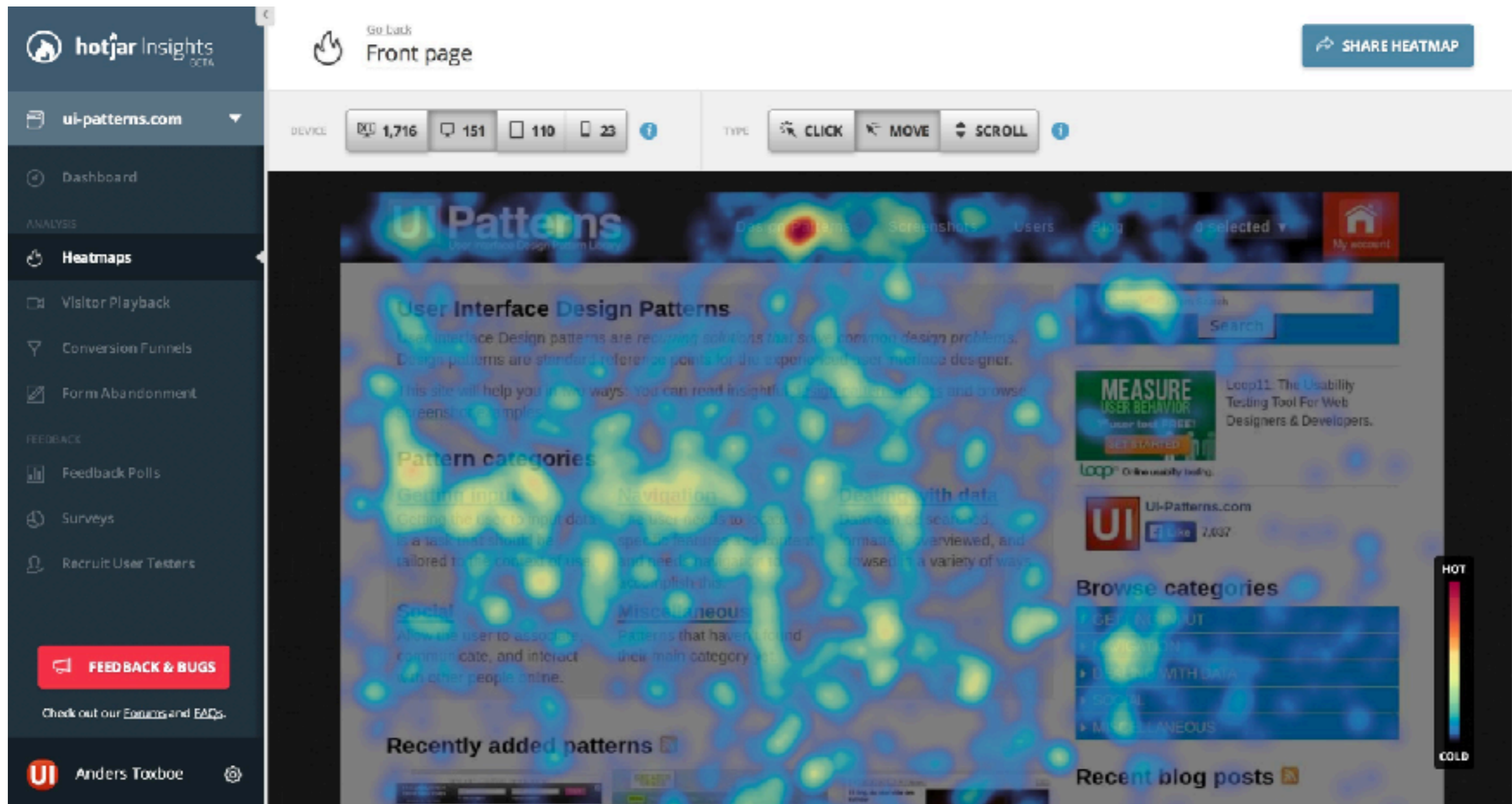
Ne legyen túl széles a szöveghasáb

Body Text	0	40	60	90
Too narrow	There were no fences at all by the roadside now, and the land was rough and untilled. Toward evening they came to a great			
Ideal range	There were no fences at all by the roadside now, and the land was rough and untilled. Toward evening they came to a great forest, where the trees grew so big and close together that their branches met over the road of yellow brick.			
Too wide	There were no fences at all by the roadside now, and the land was rough and untilled. Toward evening they came to a great forest, where the trees grew so big and close together that their branches met over the road of yellow brick. It was almost dark under the trees, for the branches shut out the daylight; but the travelers did not stop, and went on into the forest.			

**Honnan tudjuk, hogy
vonzó-e weboldalunk?**



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Kérdések?

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