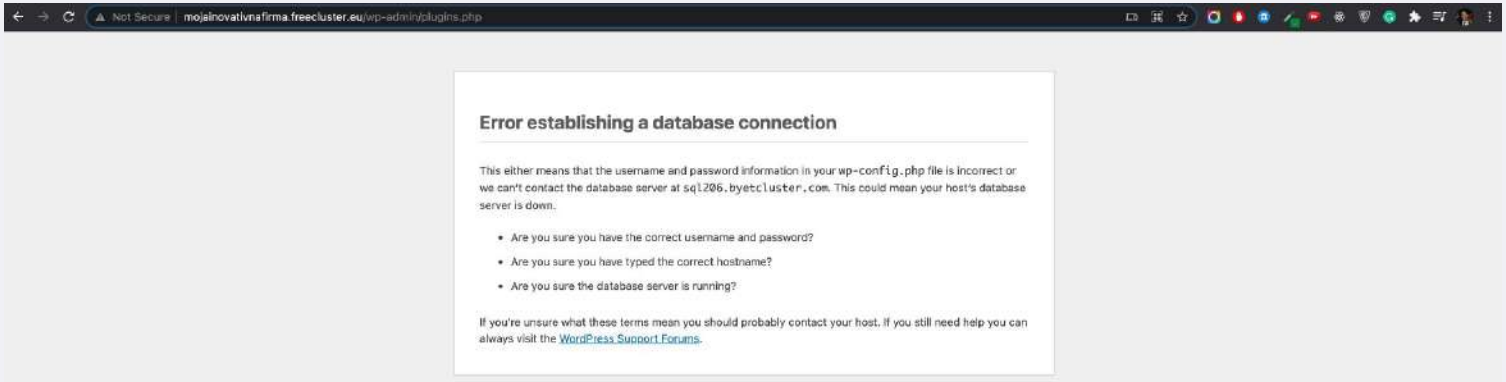
Pitanja vezana za prvi deo

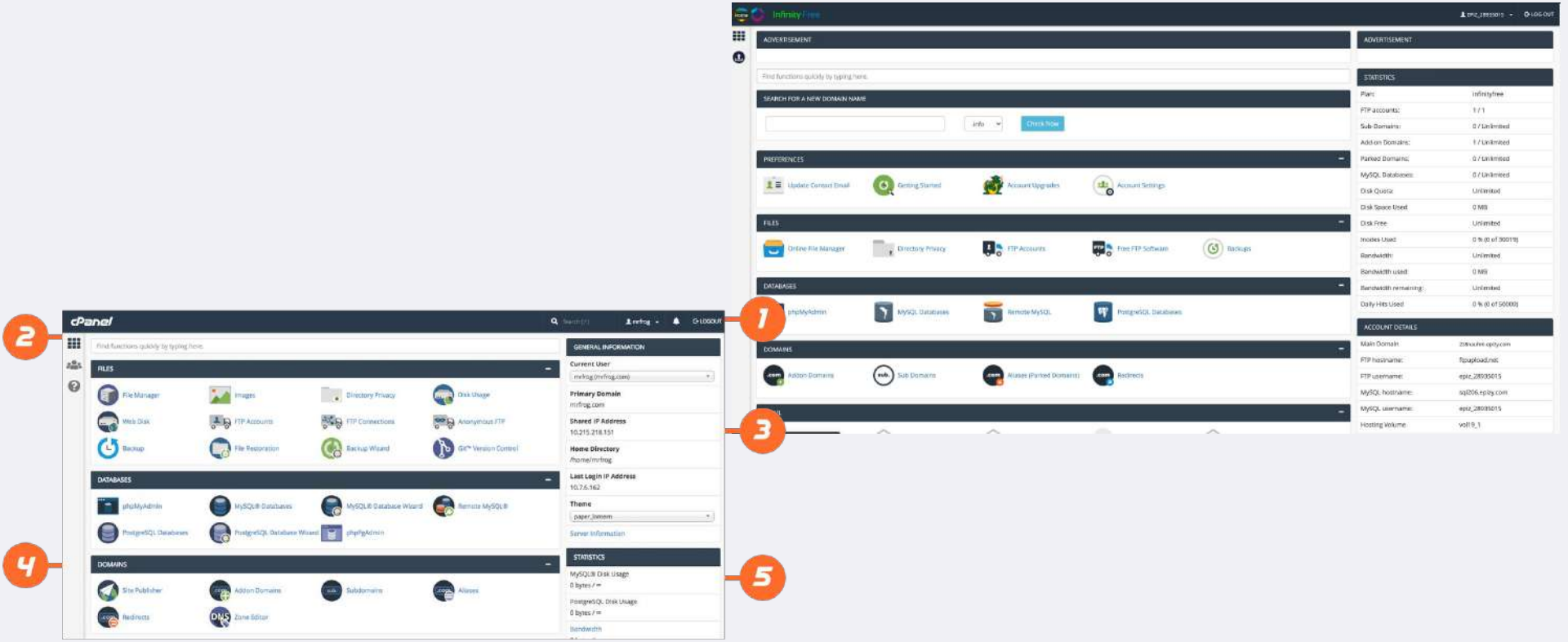
Izrada Web sajta

2. Deo 22.6.2021.

Zašto izbegavati besplatan hosting



Dobro je da Hosting ima cPanel®



Podešavanje e-mailova na Zoho platformi

https://www.youtube.com/watch?v=MzEGw3cbuEs

Preporučene Teme

Ako je tema prevdiđena za teretane, ali vam se sviđaju elementi i raspored za vaš sajt za promociju bušilica, to je sasvim u redu. Kroz zamenu slika, teksta i eventualno boja, tema se može prilagoditi.

Astra Tema sa 150 podtema i njeno korišćenje je prikazano u nastavku, za one koji žele da istražuju više i drudge teme zanimljive su (https://www.youtube.com/watch?v=WiCxBtJNdAQ, 20min):

1. Blocksy Theme: https://www.darrelwilson.com/blocksy
2. Neve Theme: https://www.darrelwilson.com/neve
3. Suki Theme: https://www.darrelwilson.com/suki
4. CosmosWP Theme: https://www.cosmoswp.com
5. Deep Theme: https://darrelwilson.com/deep-theme
6. Astra Theme: https://www.darrelwilson.com/astra
7. Phlox Theme: https://wordpress.org/themes/phlox
8. OceanWP: https://www.darrelwilson.com/oceanwp
9. Zita Theme: https://darrelwilson.com/zita
10. Zakra Theme: https://wordpress.org/themes/zakra/

Elementor plugin je odličan za one koji žele da se posvete više i dobiju potpunu kontrolu sa izgledom sajta. Dobar tutorial na domaćem jeziku: https://www.youtube.com/watch?v=O86Ff47R360 (40min)

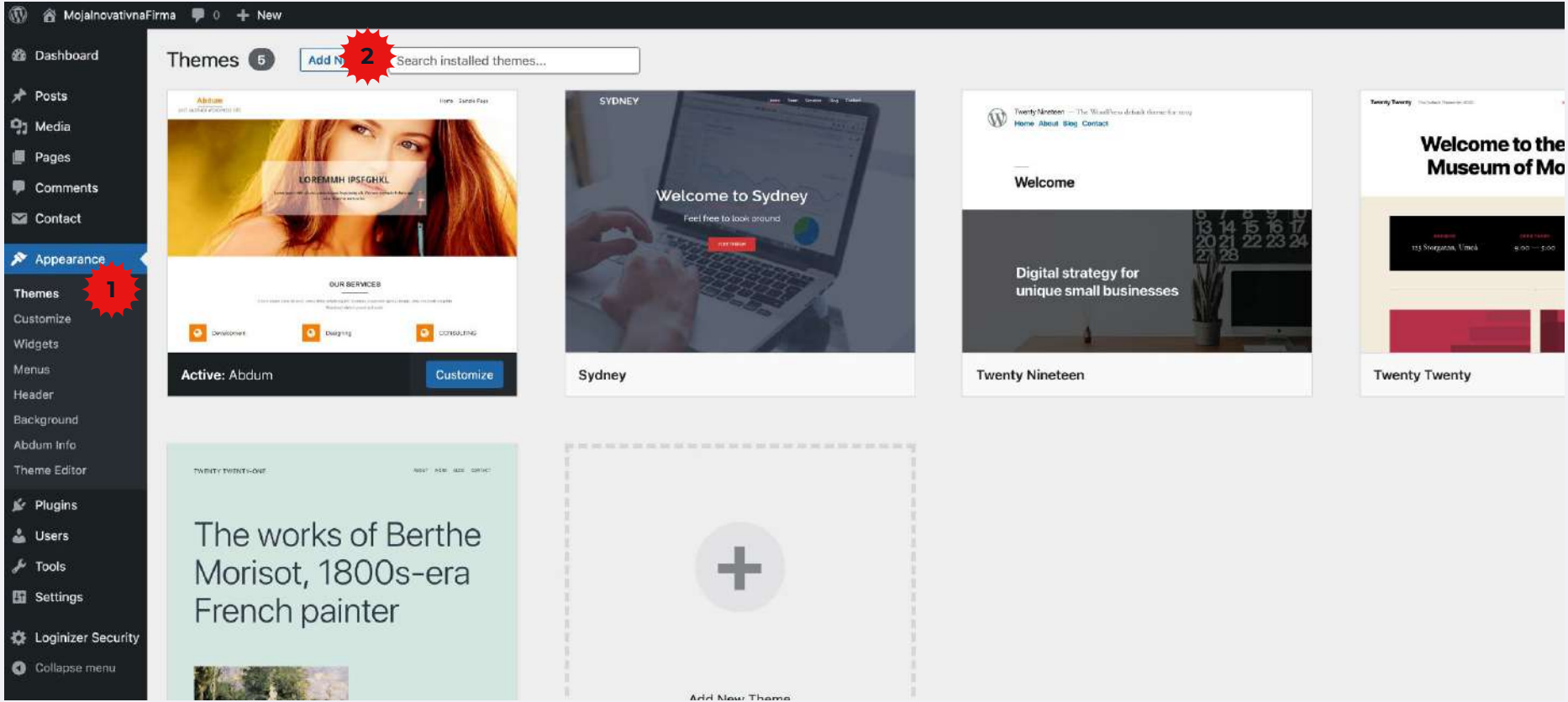
MOJA INOVATIVNA KOMPANIJA

Home Sample Page Proizvod Hello world!

Novi naziv

Hello world!

Recent Comments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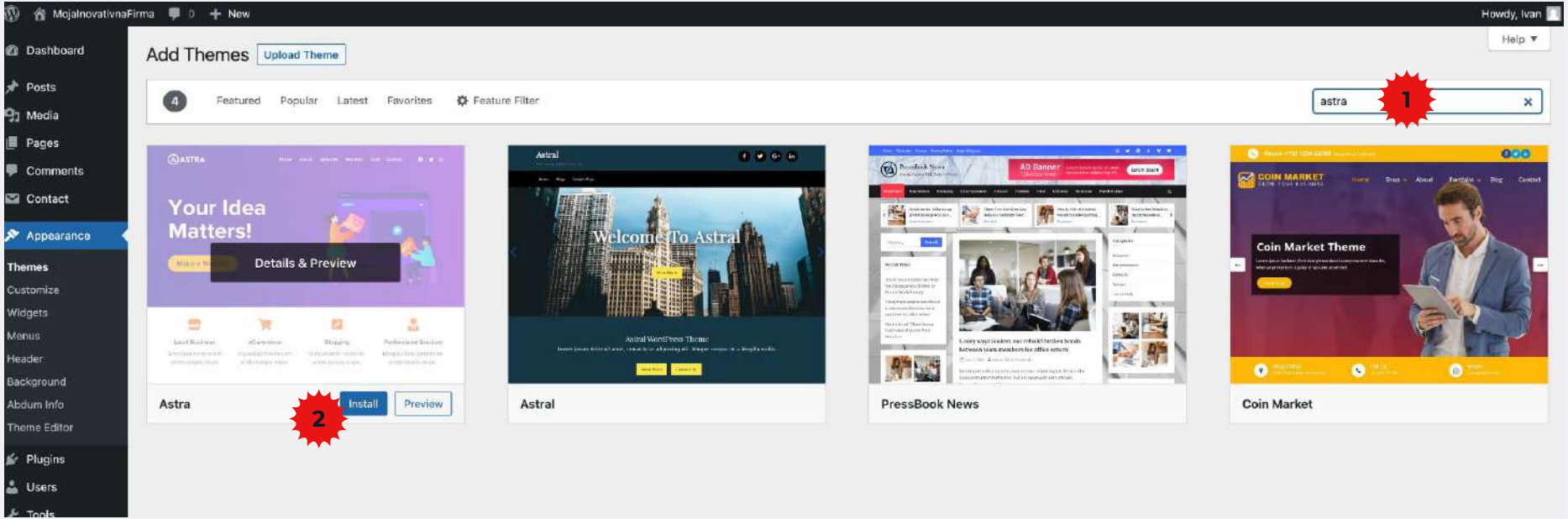
Welcome to Sydney
Feel free to look around
Sydney
Twenty Nineteen
Home About Blog Contact
Welcome
Digital strategy for unique small businesses
Twenty Twenty
Welcome to the Museum of Mo
The works of Berthe Morisot, 1800s-era French painter
Add New Theme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Your Idea Matters!
Details & Preview
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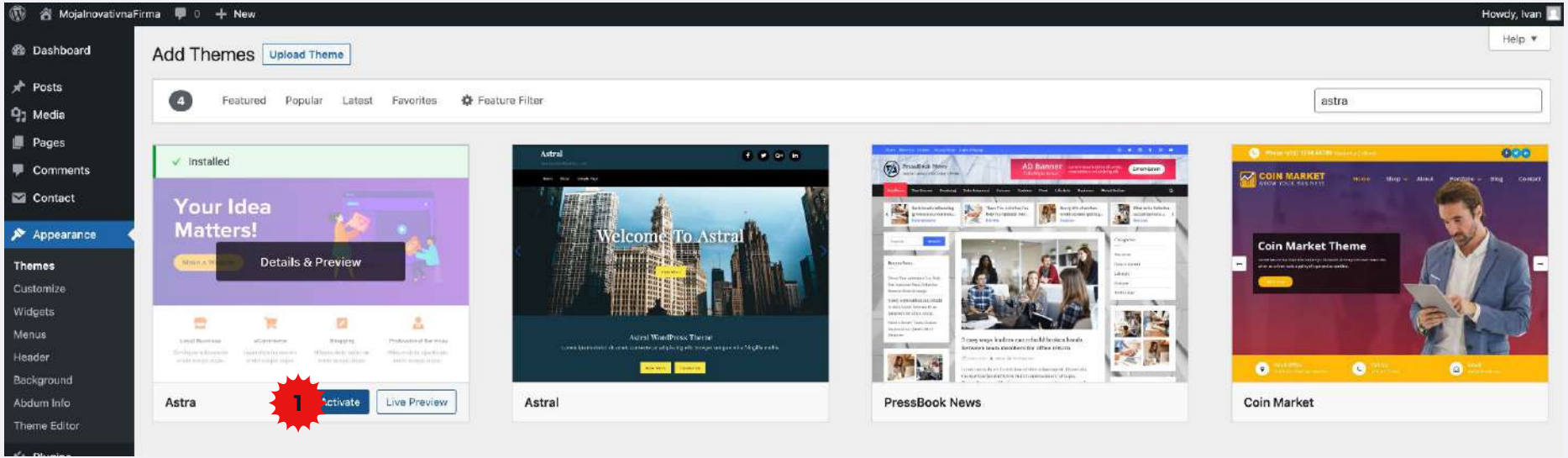
Welcome To Astral
Astral
AD Banner
PressBook News
COIN MARKET
Coin Market Theme
Coin Market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Details & Preview
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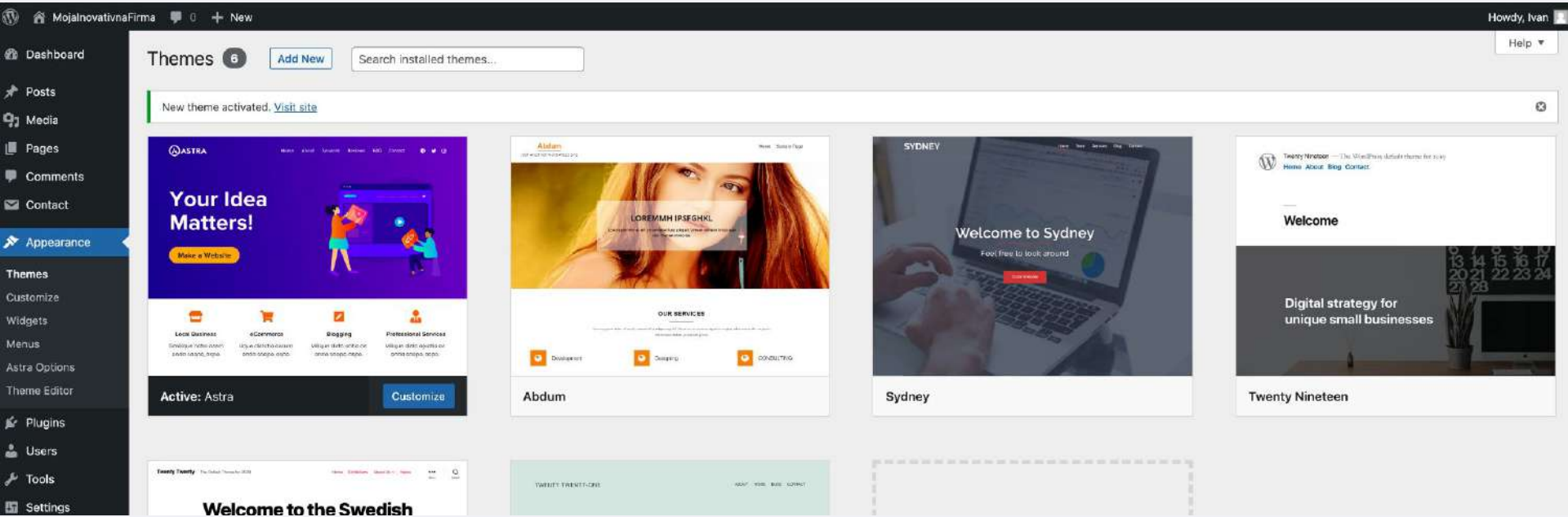
Welcome To Astral
Astral WordPress Theme
PressBook News
AD Banner
COIN MARKET
Coin Market Theme
Coin Market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Help
New theme activated. Visit site
Your Idea Matters!
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Sydney
Welcome to Sydney
Twenty Nineteen
Welcome
Digital strategy for unique small businesses
Welcome to the Swedish

Hello world!

1 Comment / Novosti, Uncategorized / By Ivan

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!

Novi naziv

Hello world!

Recent Comments

A WordPress Commenter on Hello world!

Archives

May 2021

Categories

Novosti

Uncategorized

Meta

Site Admin

Log out

Entries feed

Comments feed

WordPress.org

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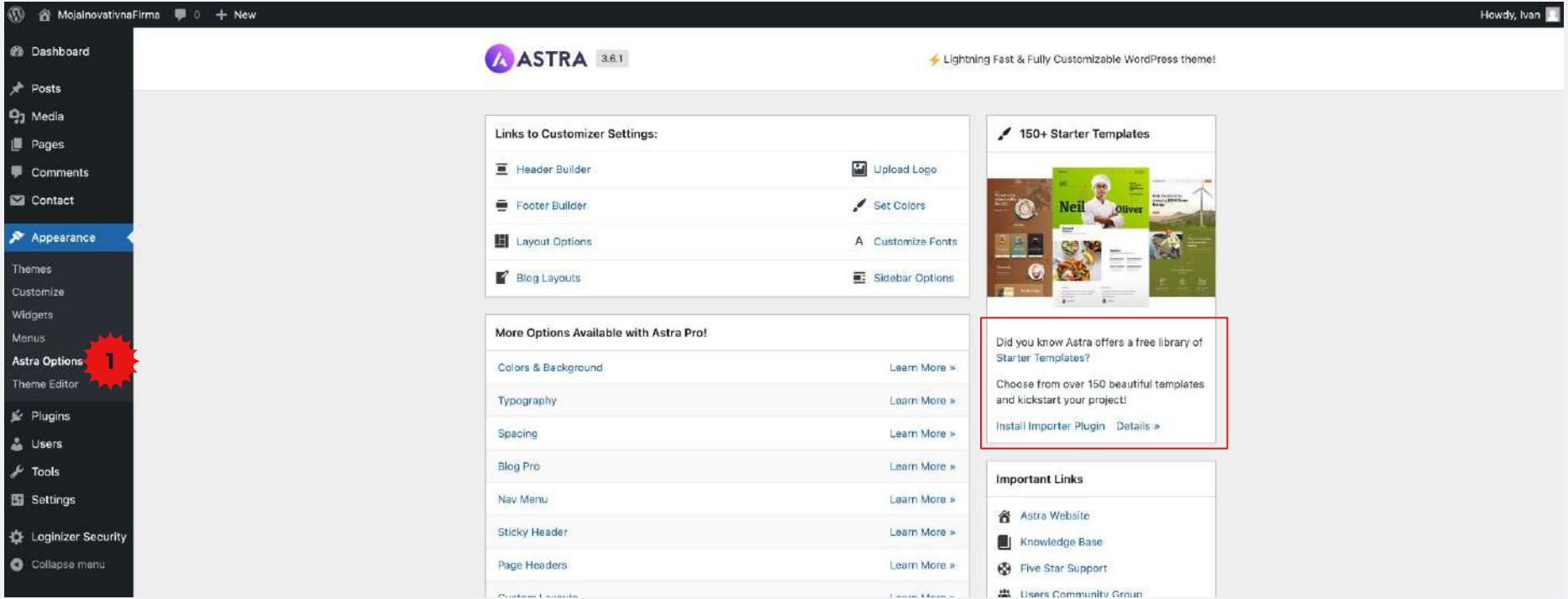
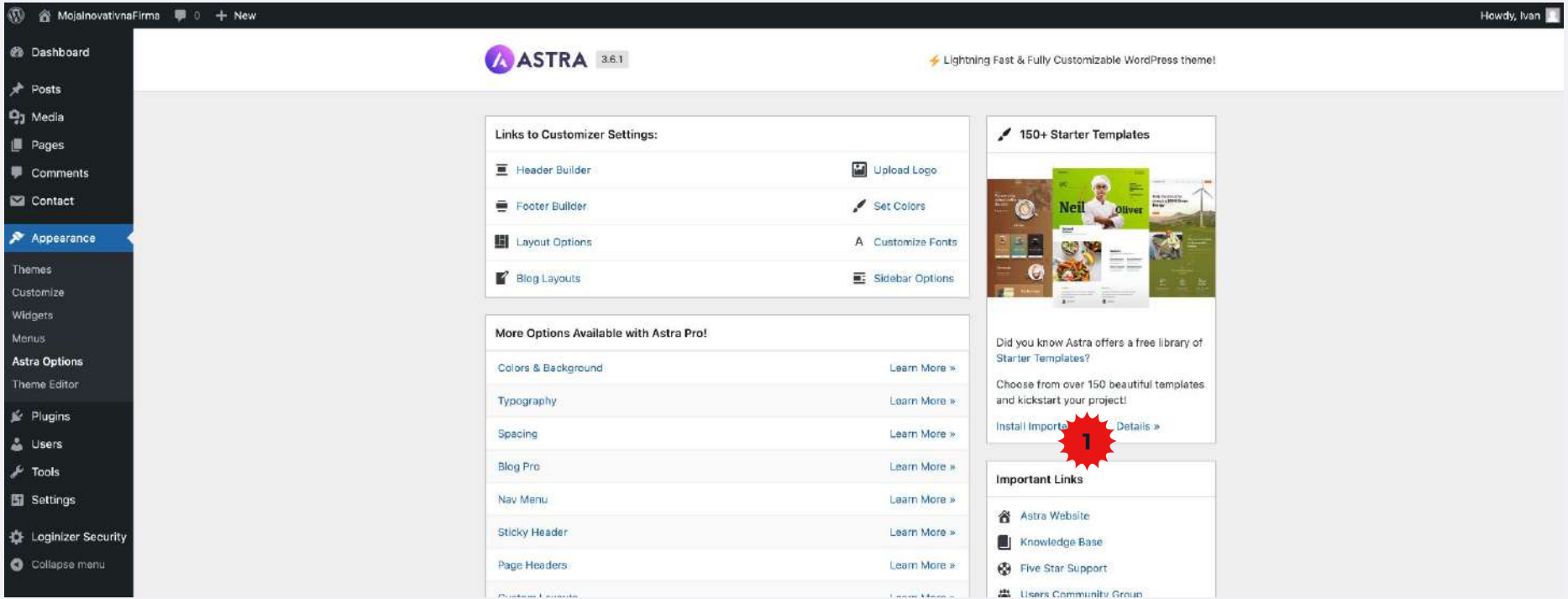


https://wpastra.com/starter-templates/?utm_campaign=astra-options-page&page-builder=elementor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ASTRA
3.6.1
⚡ Lightning Fast & Fully Customizable WordPress theme!
Links to Customizer Settings:
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Upload Logo
Footer Builder
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Layout Options
Customize Fonts
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More Options Available with Astra Pro!
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Learn More »
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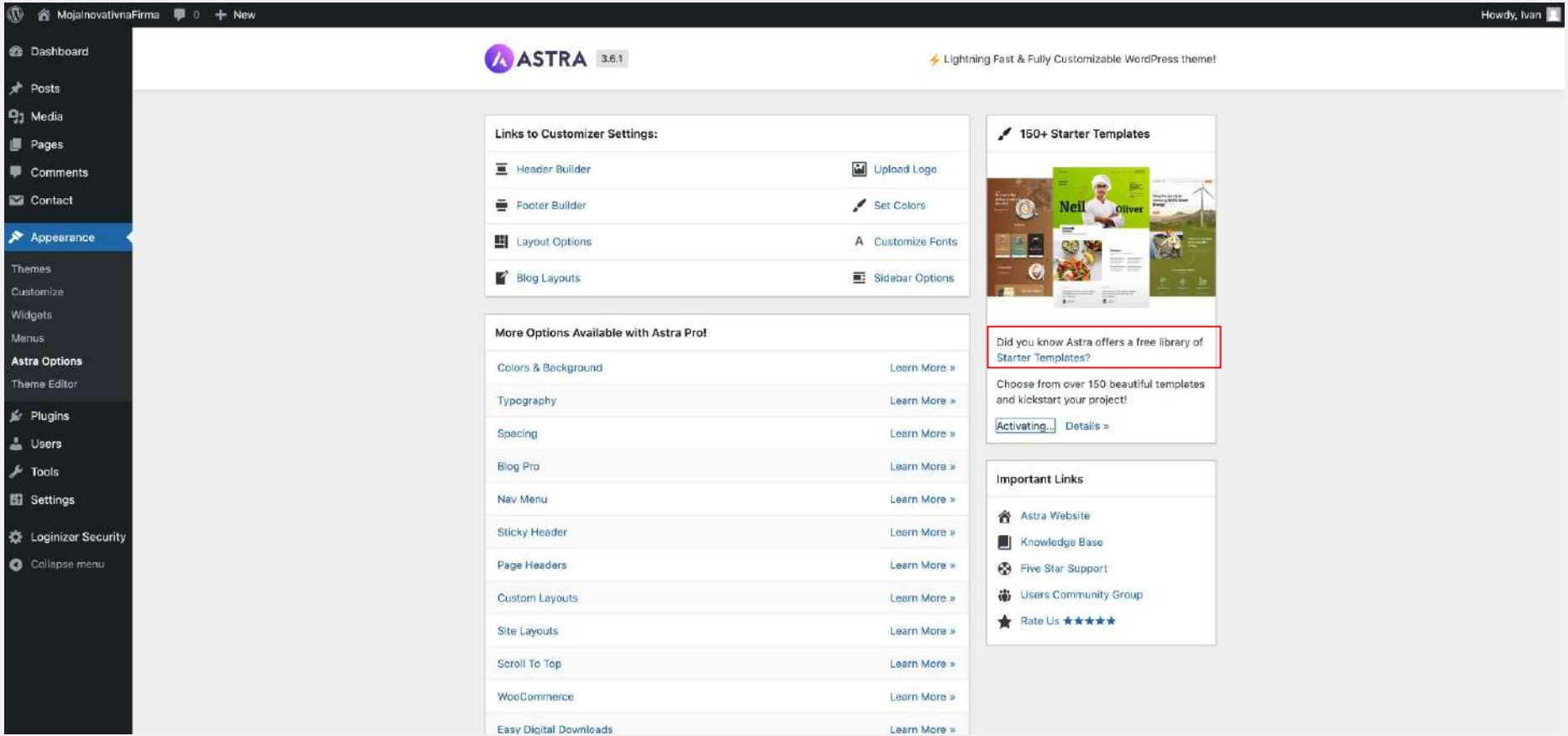
150+ Starter Templates
Neil
Oliver
Did you know Astra offers a free library of Starter Templates?
Choose from over 150 beautiful templates and kickstart your project!
Install Importe
Details »
1
Important Links
Astra Website
Knowledge Base
Five Star Support
Users Community Group



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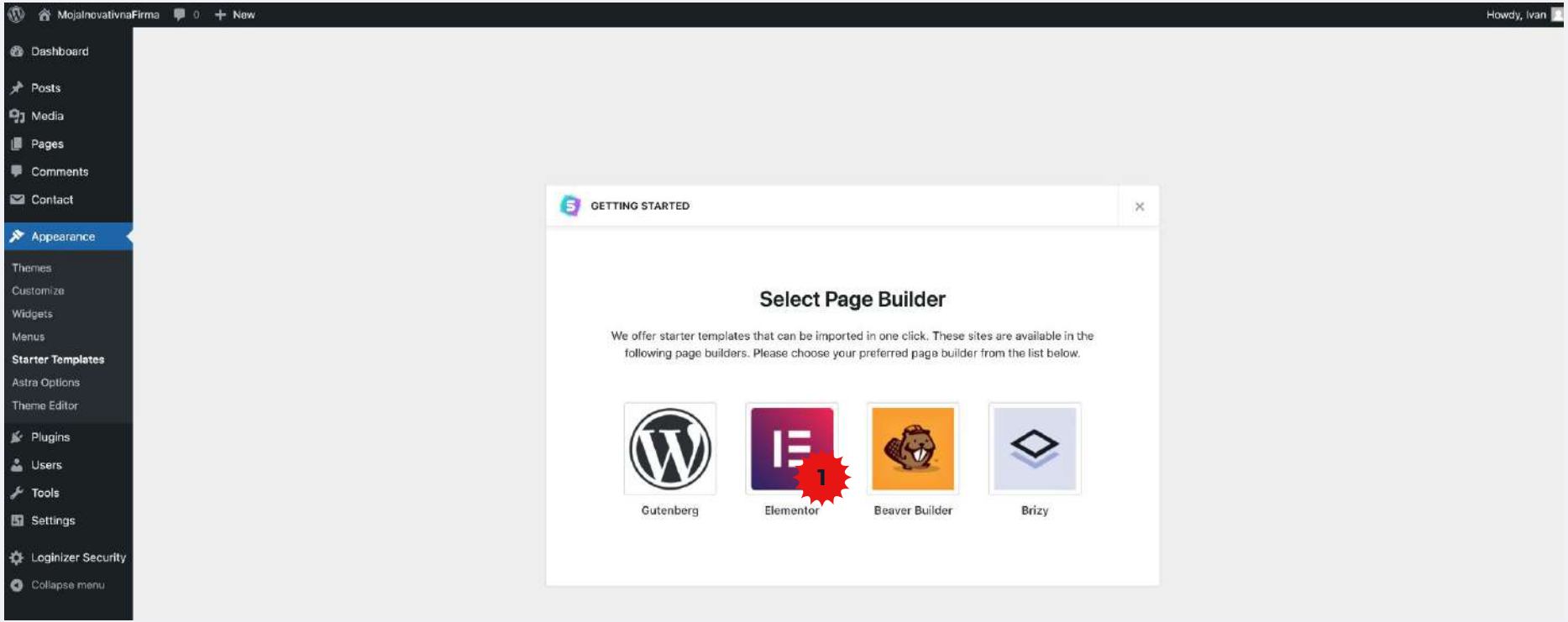
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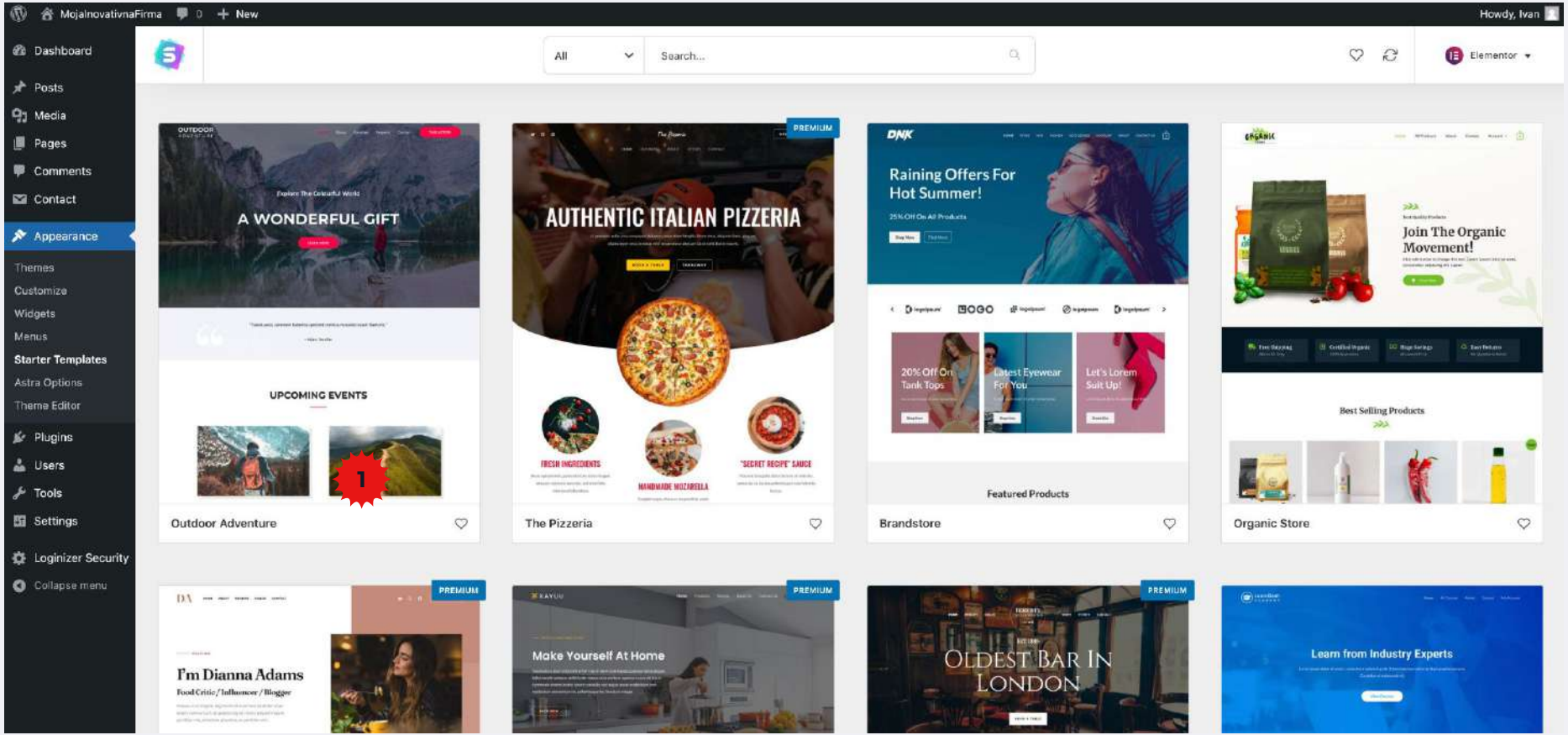
Collapse menu
GETTING STARTED
Select Page Builder
We offer starter templates that can be imported in one click. These sites are available in the following page builders. Please choose your preferred page builder from the list below.
Gutenberg
Elementor
Beaver Builder
Brizy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OUTDOOR
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UPCOMING EVENTS
Outdoor Adventure
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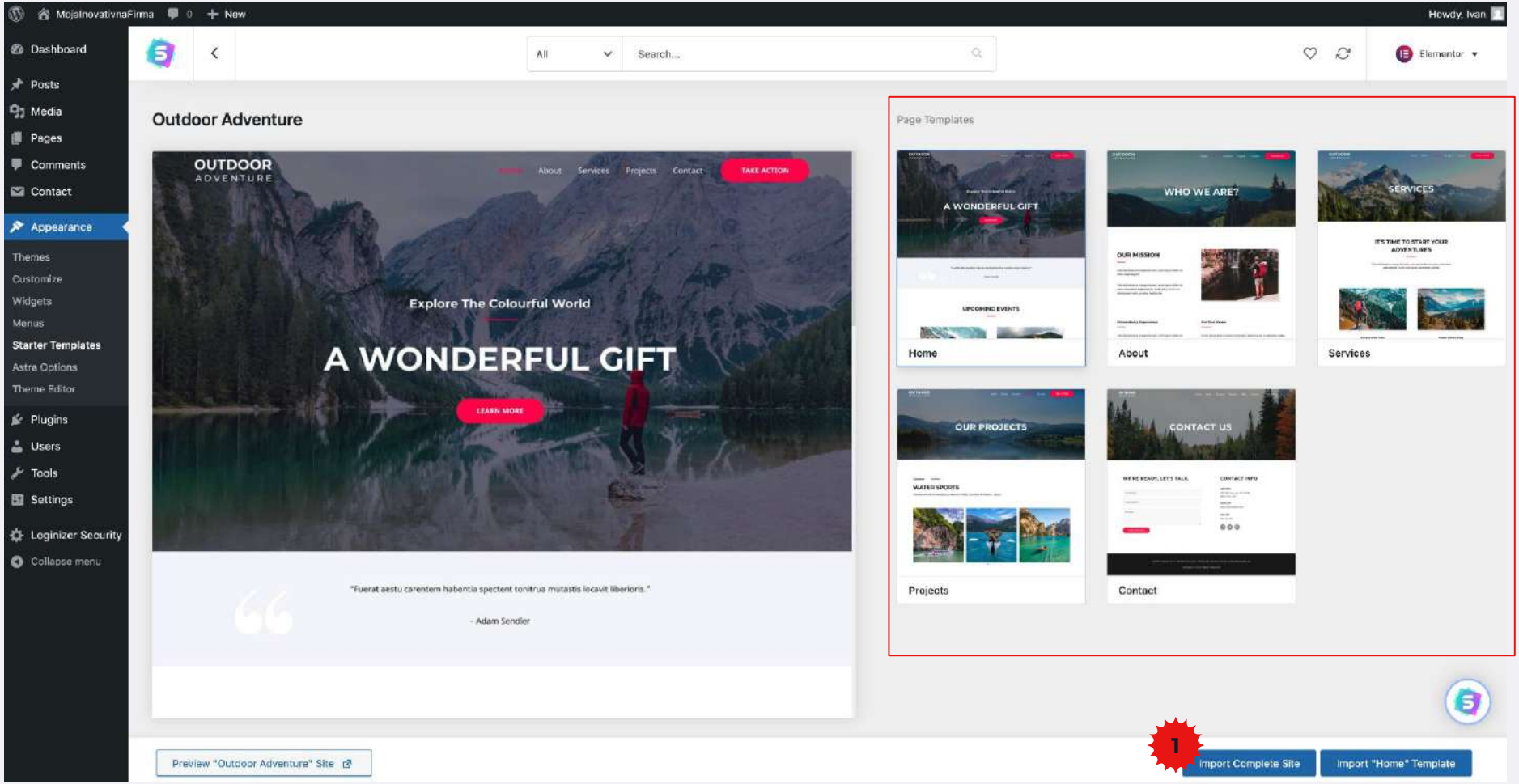
AUTHENTIC ITALIAN PIZZERIA
FRESH INGREDIENTS
HANDMADE MOZARELLA
"SECRET RECIPE" SAUCE
The Pizzeria
DNK
Raining Offers For Hot Summer!
25% Off On All Products
20% Off On Tank Tops
Latest Eyewear For You
Let's Lorem Suit Up!
Featured Products
Brandstore
ORGANIC
Join The Organic Movement!
Best Selling Products
Organic Store
PREMIUM
I'm Dianna Adams
Food Critic / Influencer / Blogger
PREMIUM
Make Yourself At Home
PREMIUM
OLDEST BAR IN LONDON
Learn from Industry Experts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TAKE ACTION
Explore The Colourful World
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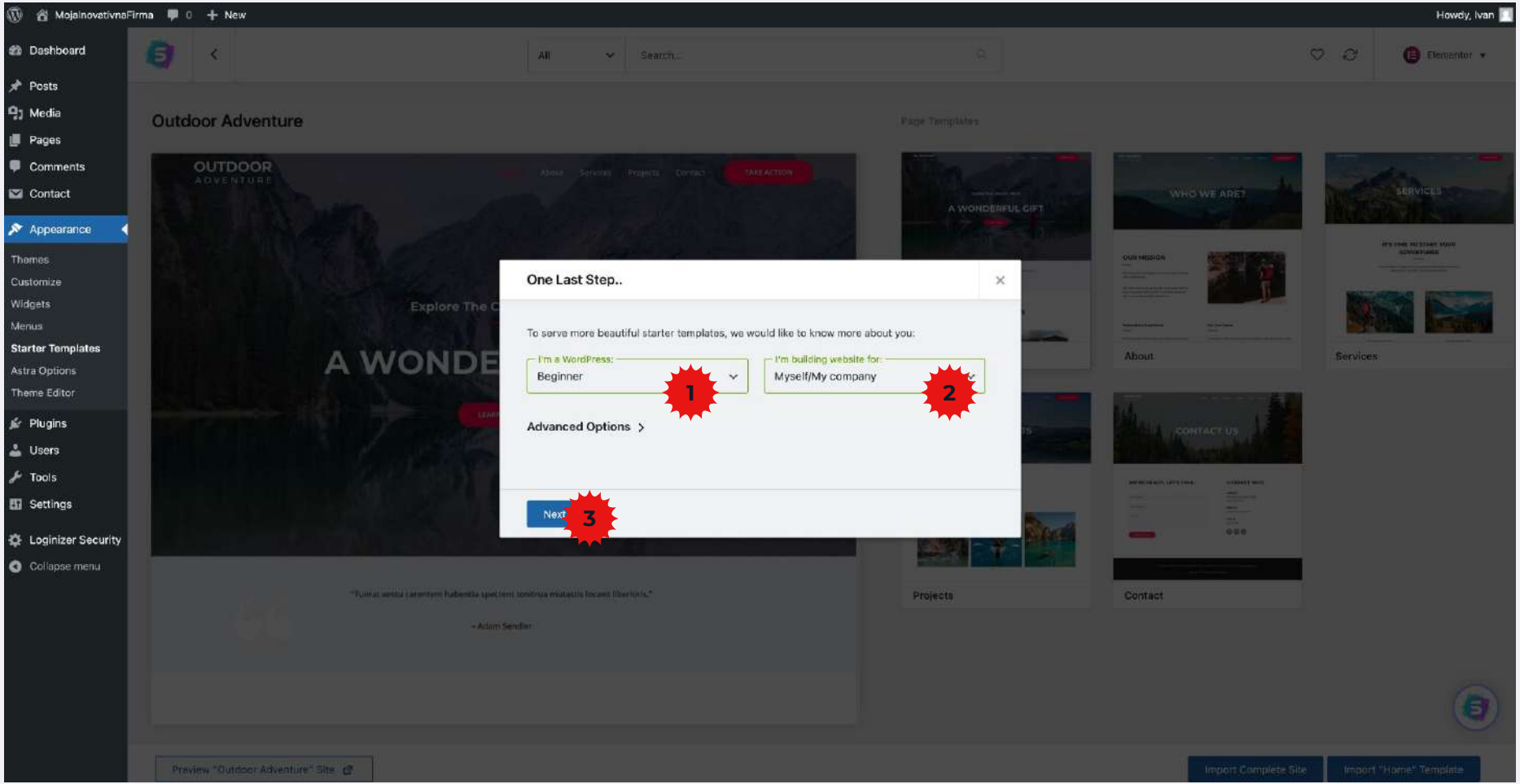
LEARN MORE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
- Adam Sendler
Page Templates
Home
About
Services
Projects
Contact
1
Preview "Outdoor Adventure" Site
Import Complete Site
Import "Home" Template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Outdoor Adventure
One Last Step..
To serve more beautiful starter templates, we would like to know more about you:
I'm a WordPress:
Beginner
I'm building website for:
Myself/My company
1
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Advanced Options
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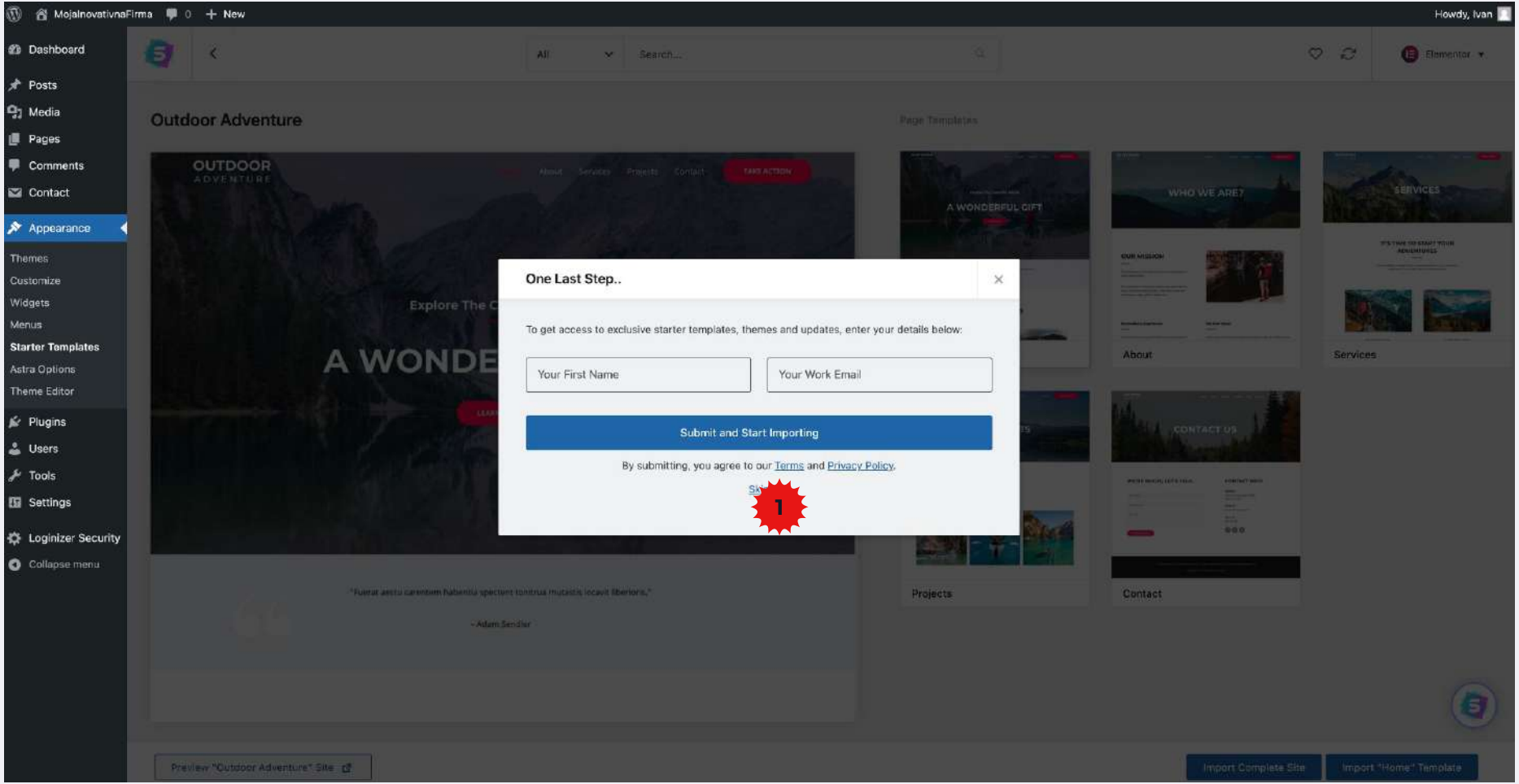
3
Preview "Outdoor Adventure" Site
Import Complete Site
Import "Home" Template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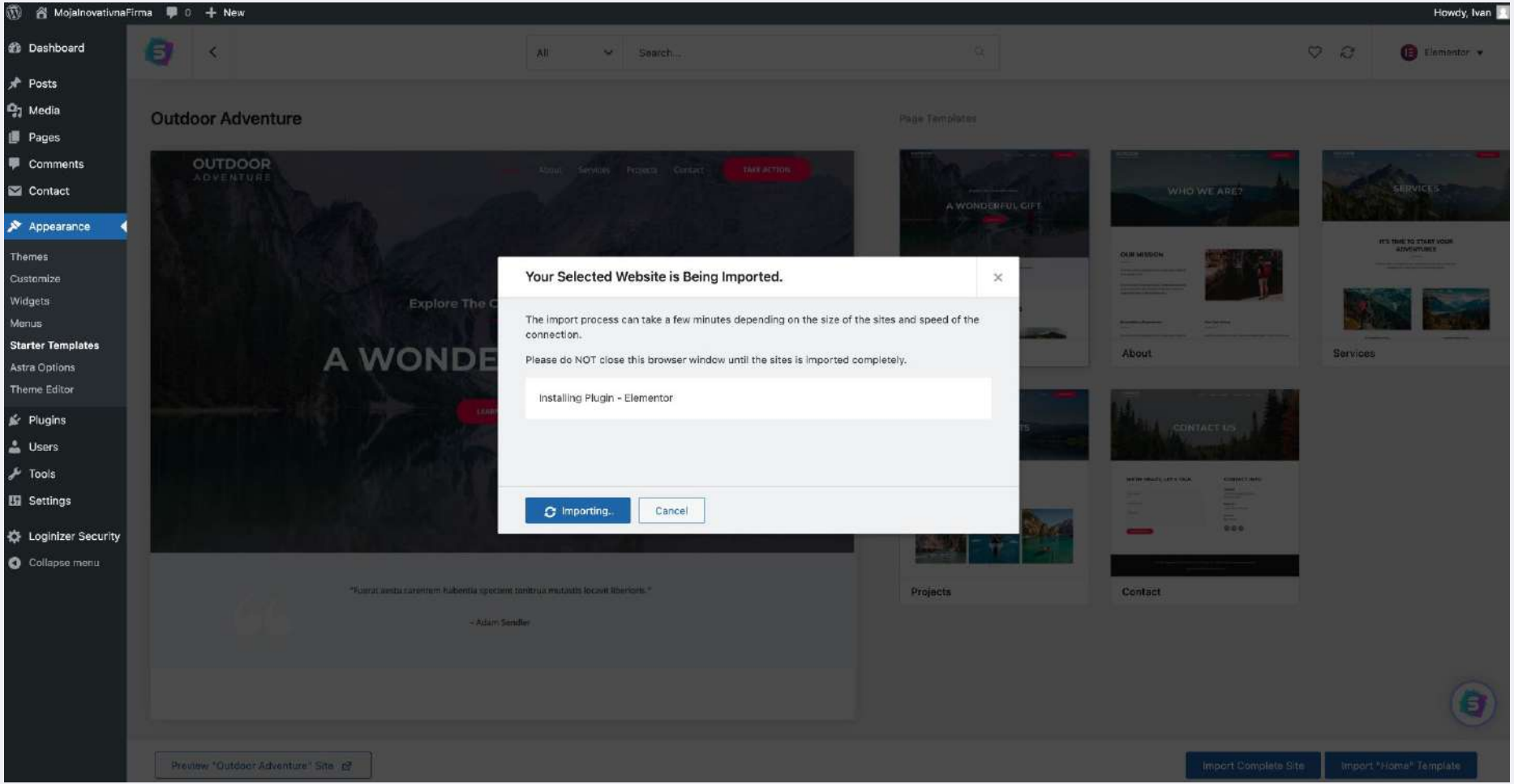
Page Templates
One Last Step..
To get access to exclusive starter templates, themes and updates, enter your details below:
Your First Name
Your Work Email
Submit and Start Importing
By submitting, you agree to our Terms and Privacy Policy.
1
About
Services
Projects
Contact
Import Complete Site
Import "Home" Template



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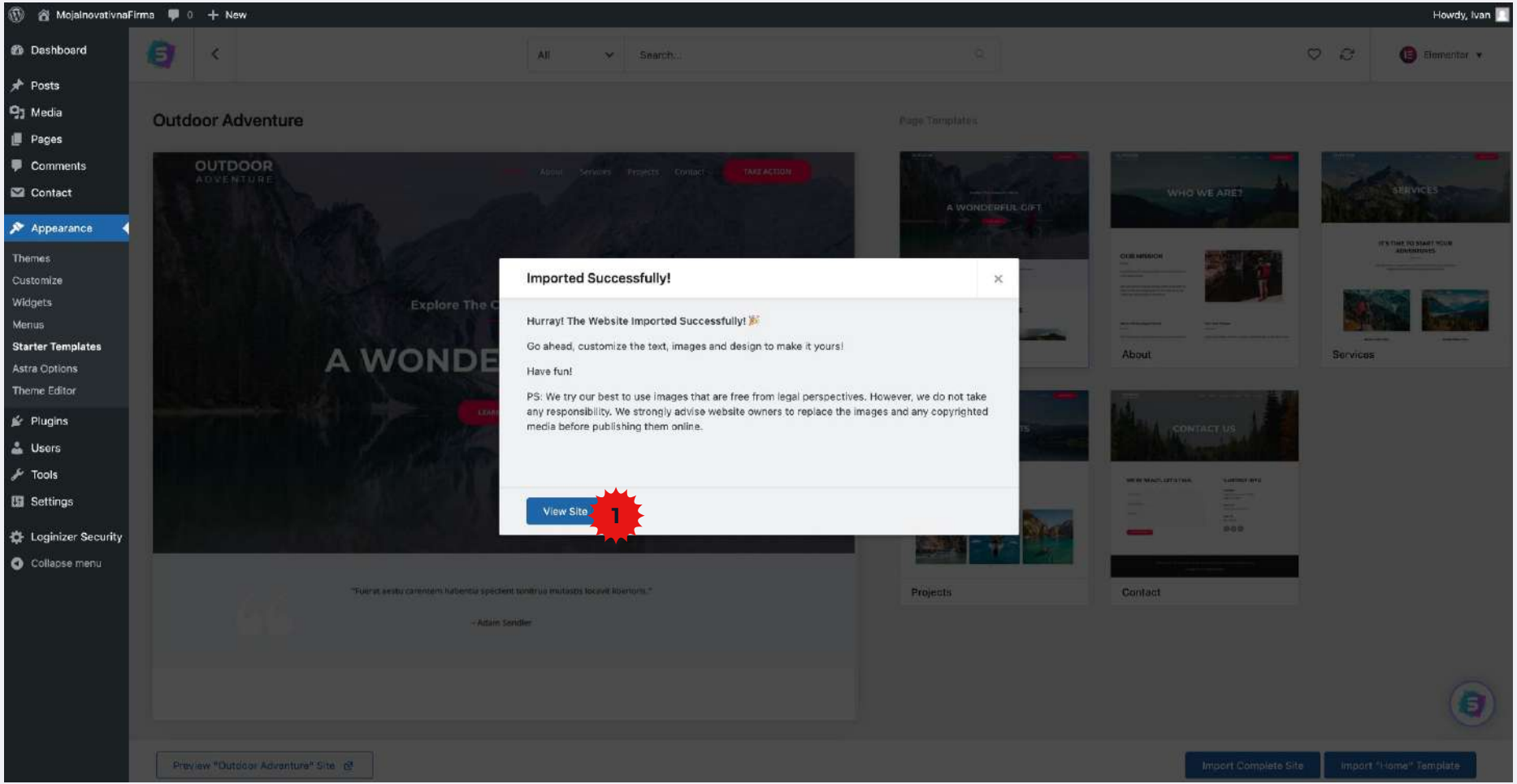
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Astra Options
Theme Editor
Plugins
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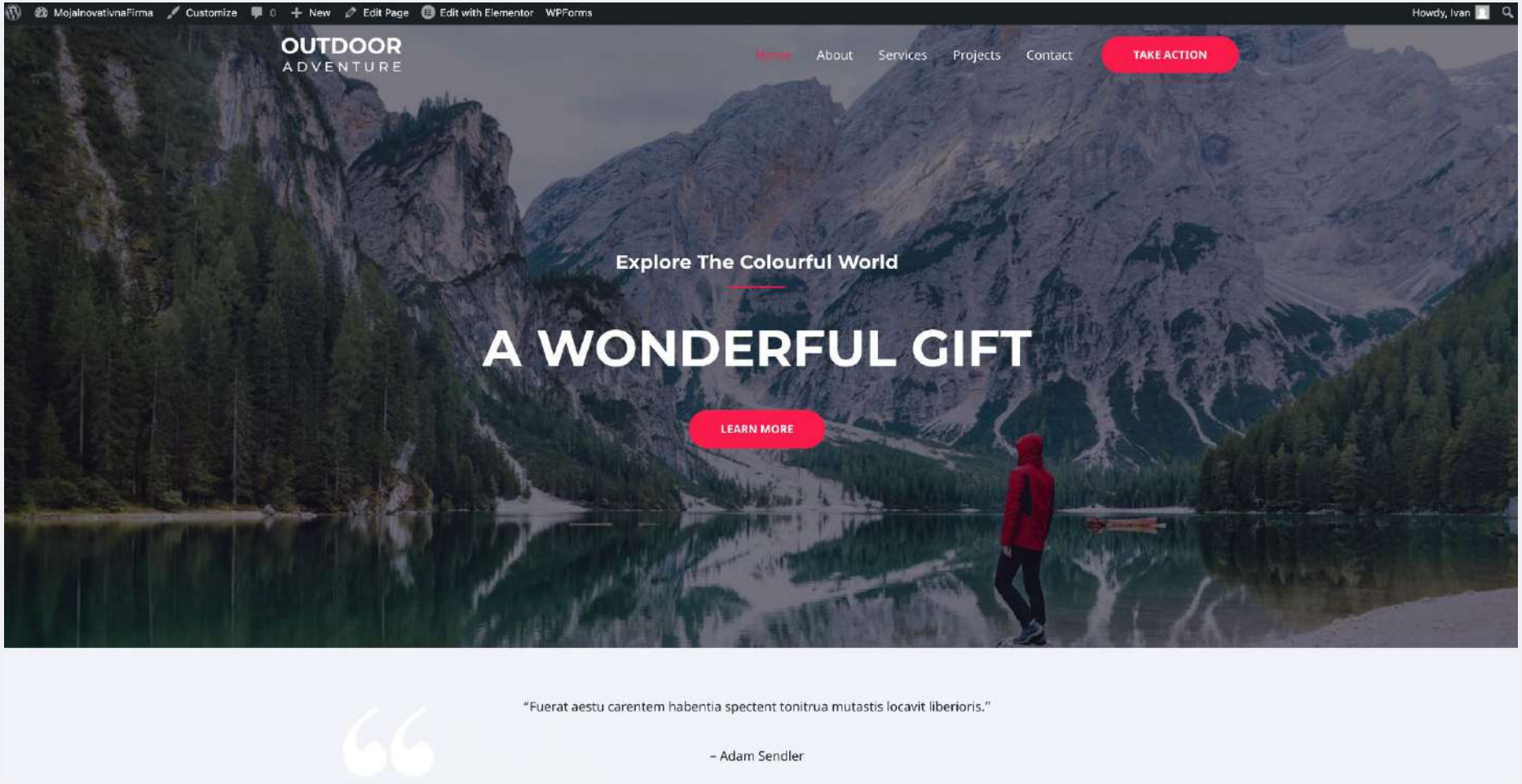
Loginizer Security
Collapse menu
Outdoor Adventure
Page Templates
Imported Successfully!
Hurray! The Website Imported Successfully!
Go ahead, customize the text, images and design to make it yours!
Have fun!
PS: We try our best to use images that are free from legal perspectives. However, we do not take any responsibility. We strongly advise website owners to replace the images and any copyrighted media before publishing them online.
View Site
1
About
Services
Projects
Contact
Preview "Outdoor Adventure" Site
Import Complete Site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OUTDOOR
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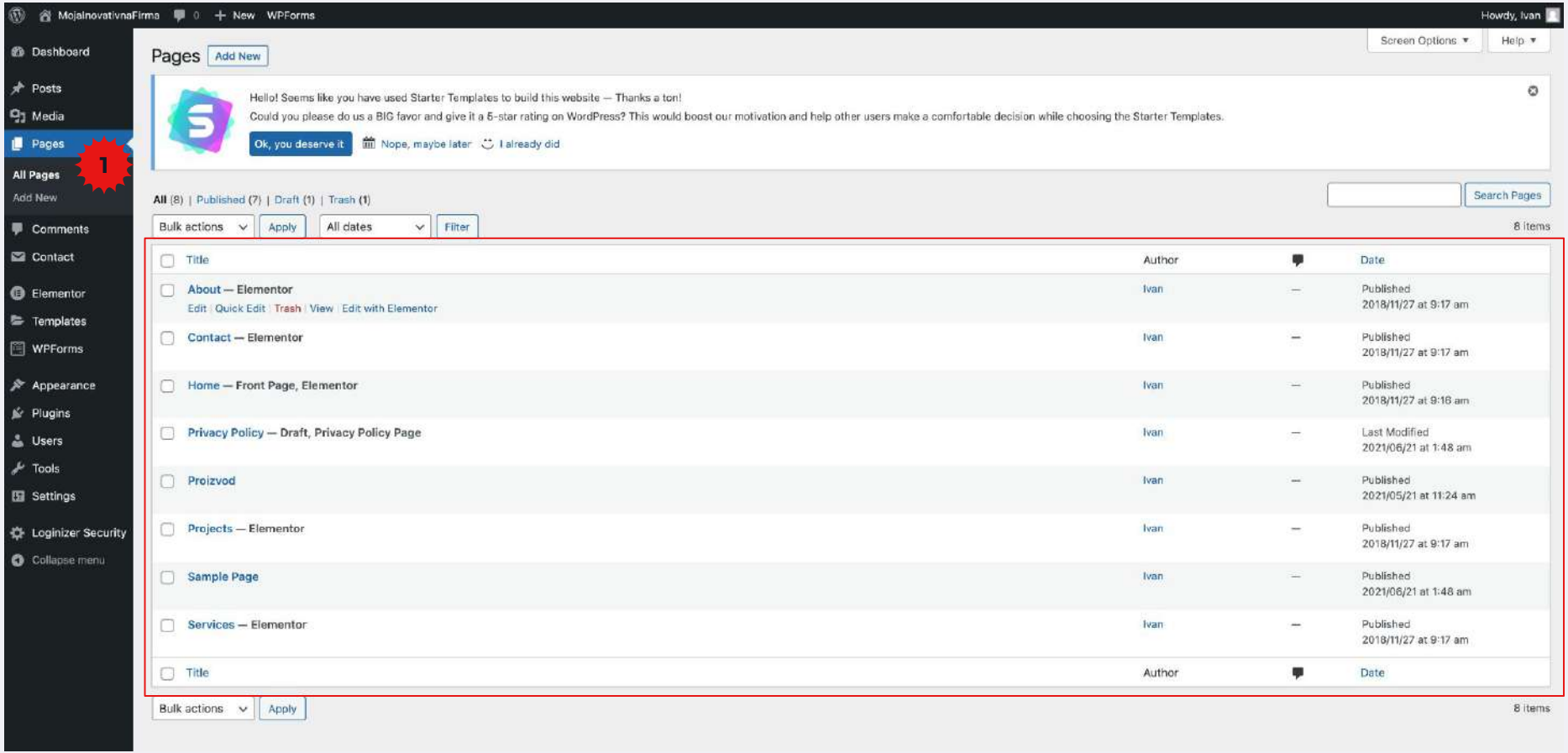
TAKE ACTION
Explore The Colourful World
A WONDERFUL GIFT
LEARN MORE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
– Adam Sendler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Help
Hello! Seems like you have used Starter Templates to build this website — Thanks a ton!
Could you please do us a BIG favor and give it a 5-star rating on WordPress? This would boost our motivation and help other users make a comfortable decision while choosing the Starter Templates.
Ok, you deserve it
Nope, maybe later
I already did
All (8) | Published (7) | Draft (1) | Trash (1)
Search Pages
Bulk actions
Apply
All dates
Filter
8 items
Title
Author
Date
About — Elementor
Edit | Quick Edit | Trash | View | Edit with Elementor
Ivan
Published
2018/11/27 at 9:17 am
Contact — Elementor
Ivan
Published
2018/11/27 at 9:17 am
Home — Front Page, Elementor
Ivan
Published
2018/11/27 at 9:18 am
Privacy Policy — Draft, Privacy Policy Page
Ivan
Last Modified
2021/06/21 at 1:48 am
Proizvod
Ivan
Published
2021/05/21 at 11:24 am
Projects — Elementor
Ivan
Published
2018/11/27 at 9:17 am
Sample Page
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Published
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Published
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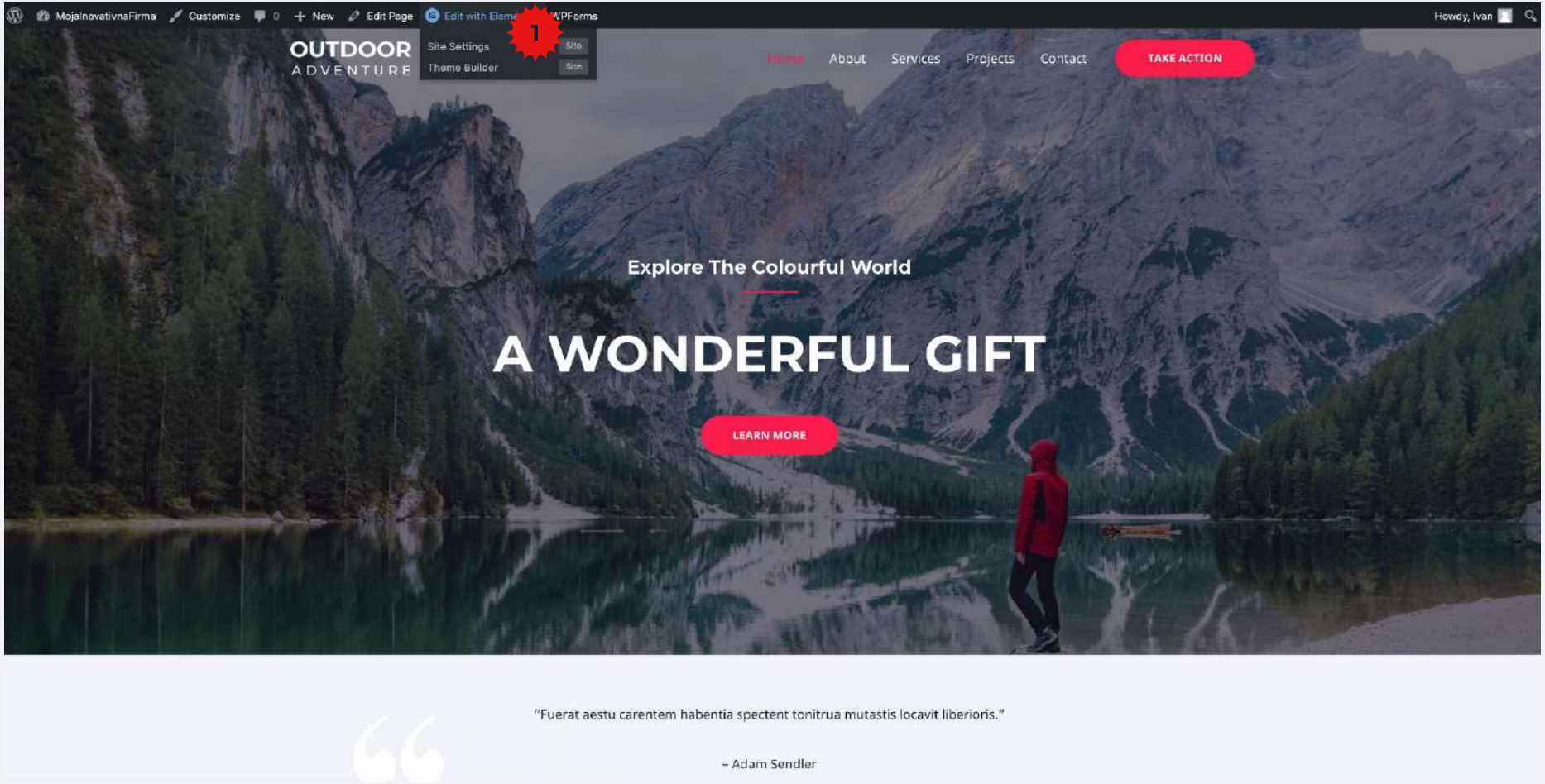
Date
Bulk actions
Apply
8 items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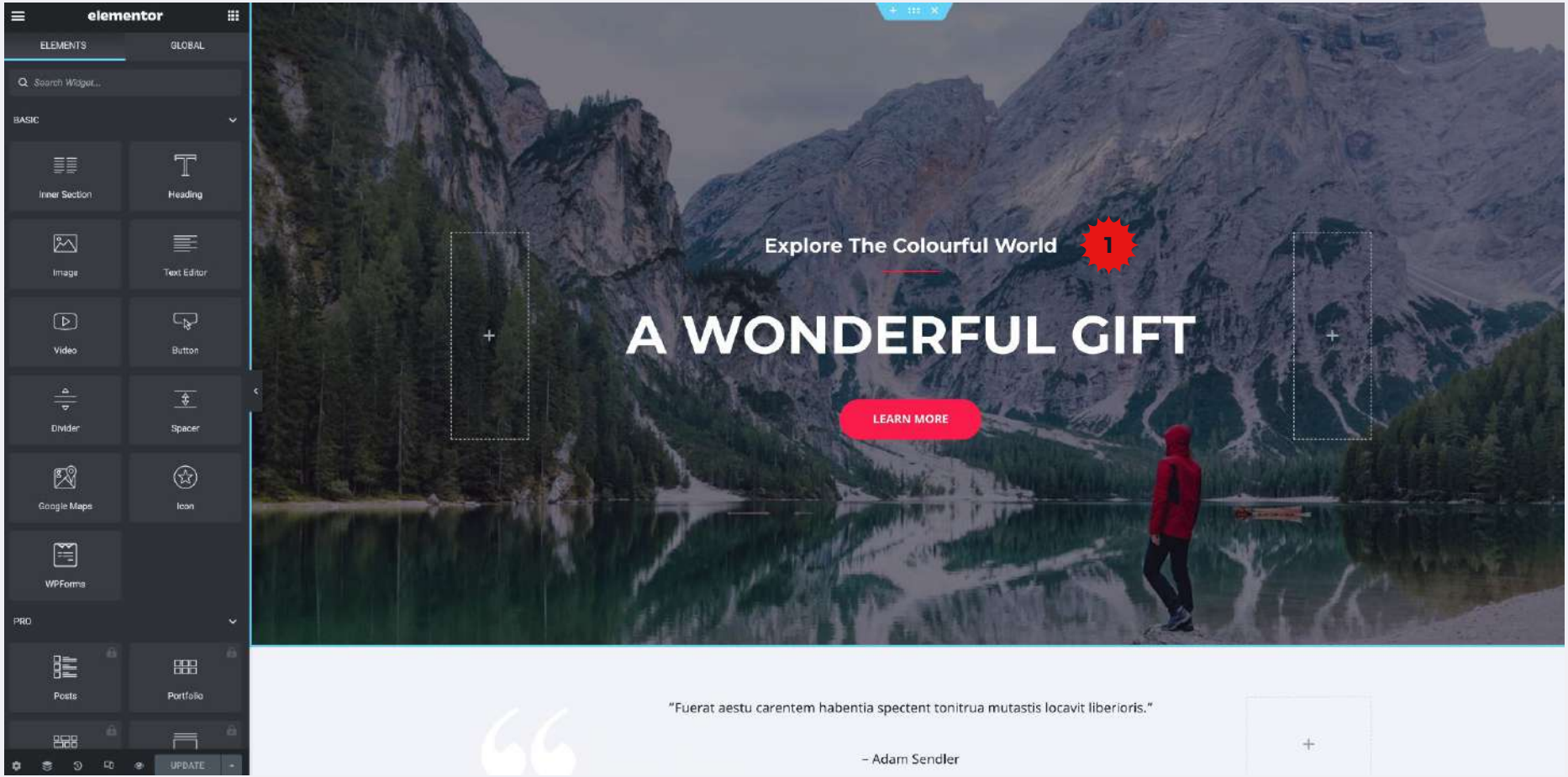
Projects
Contact
TAKE ACTION
Explore The Colourful World
A WONDERFUL GIFT
LEARN MORE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
– Adam Sendler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ELEMENTS
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Portfolio
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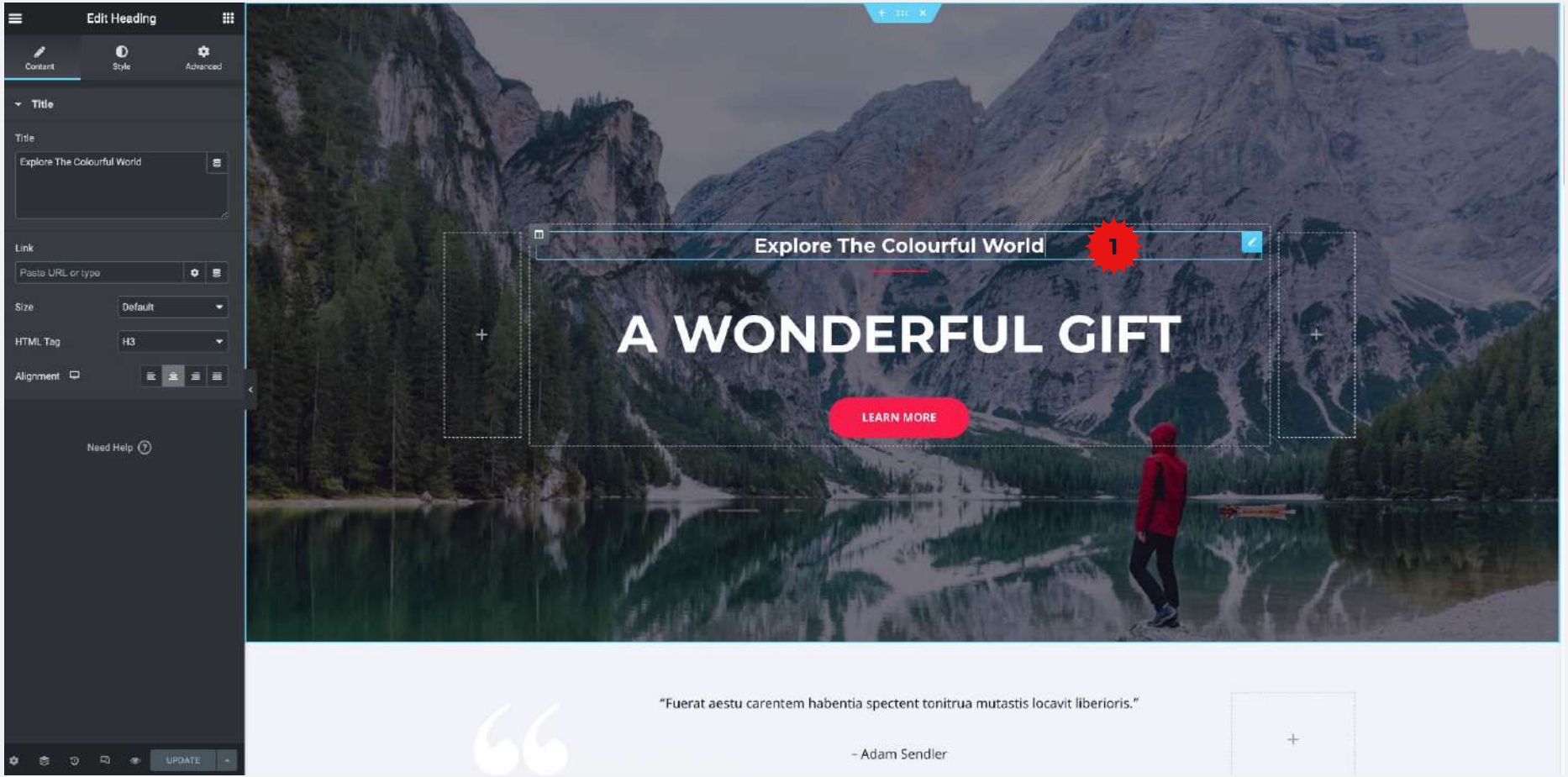
A WONDERFUL GIFT
LEARN MORE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
– Adam Sendler


Edit Heading
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Need Help
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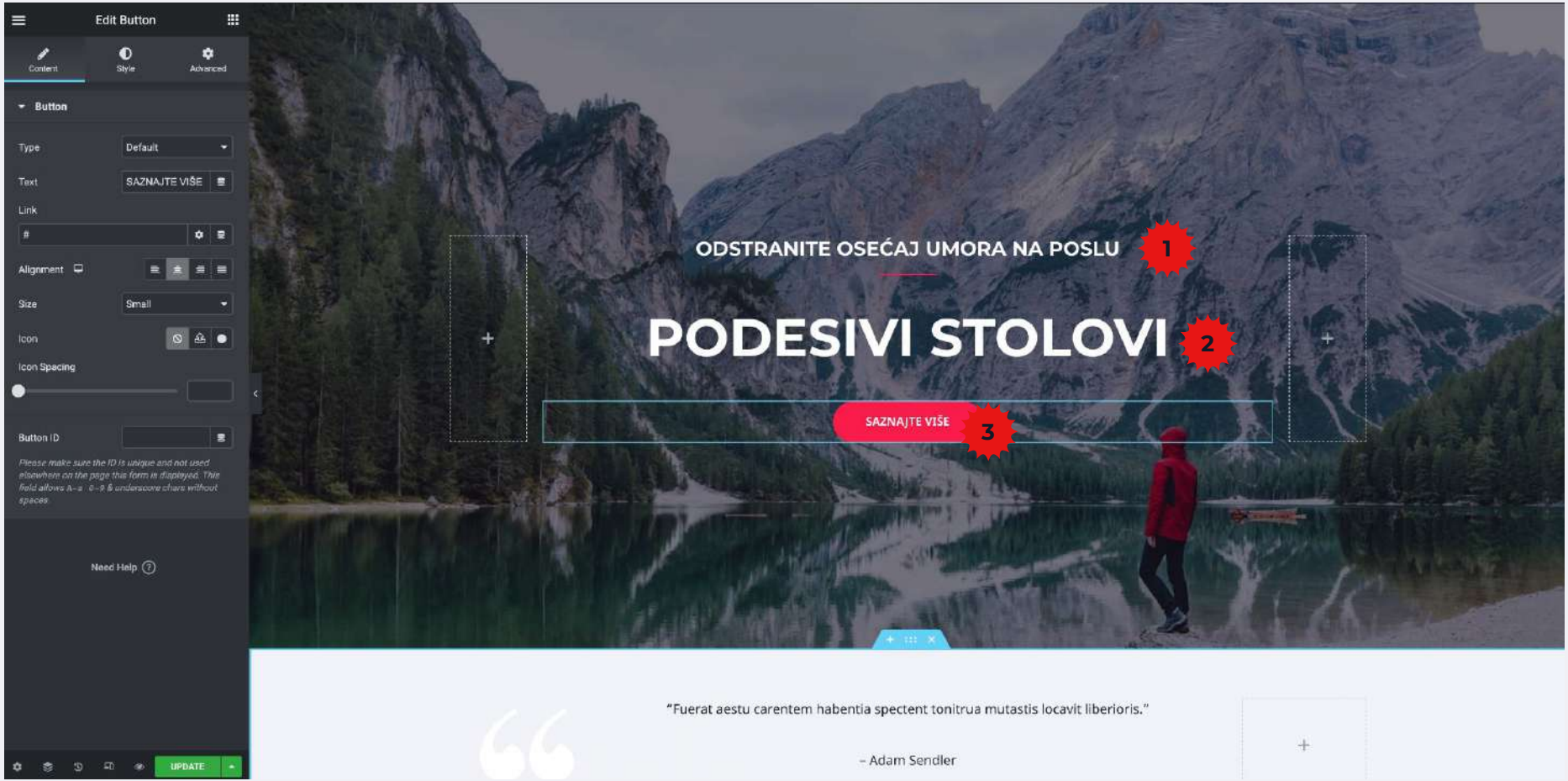
A WONDERFUL GIFT
LEARN MORE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
- Adam Sendler


Edit Button
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SAZNAJTE VIŠE
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Button ID
Please make sure the ID is unique and not used elsewhere on the page this form is displayed. This field allows A-z 0-9 & underscore chars without spaces.
Need Help
UPDATE
ODSTRANITE OSEĆAJ UMORA NA POSLU
1
PODESIVI STOLOVI
2
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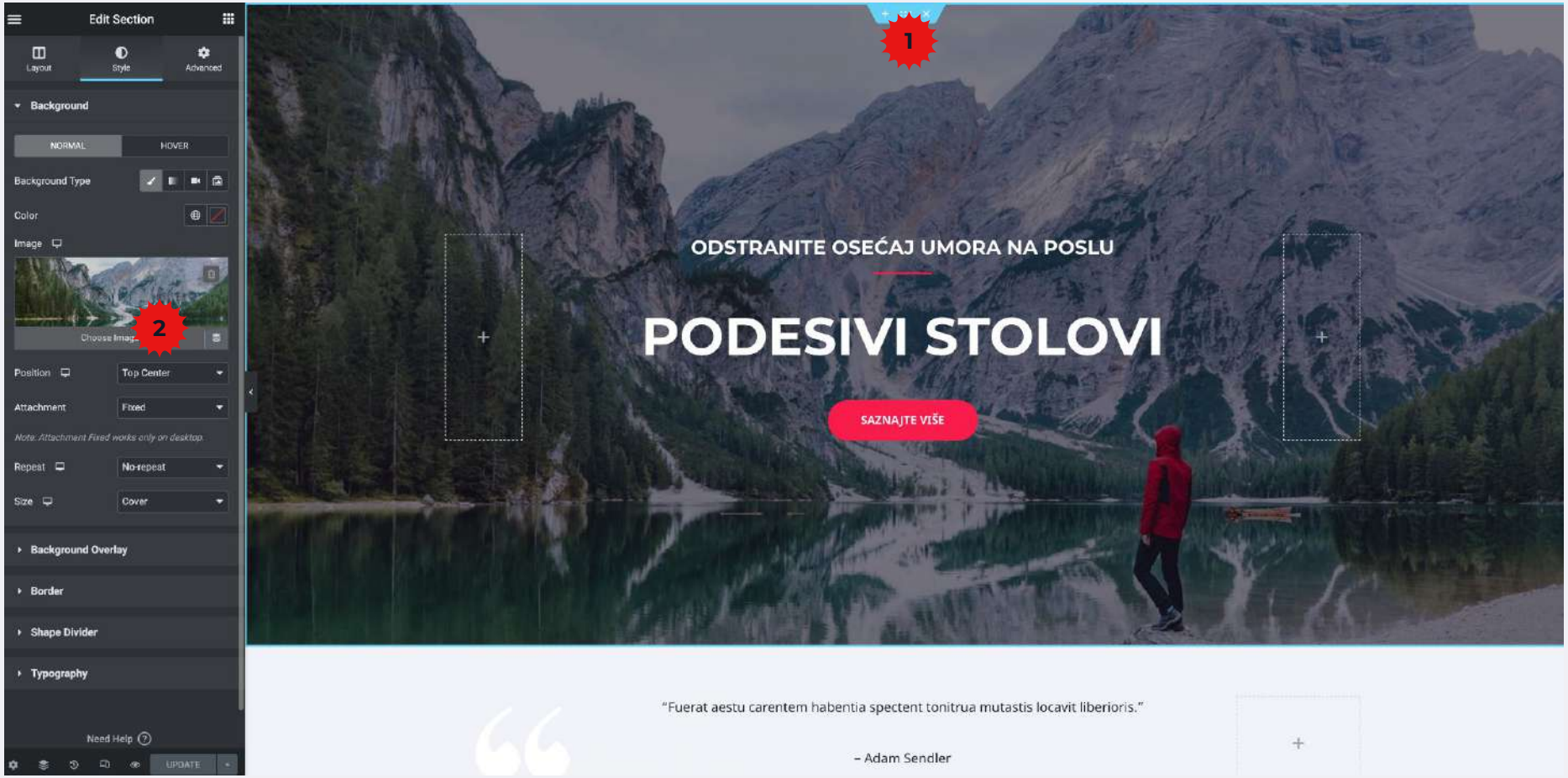
3
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
– Adam Sendler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Note: Attachment Fixed works only on desktop.
Repeat
No-repeat
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Shape Divider
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ODSTRANITE OSEĆAJ UMORA NA POSLU
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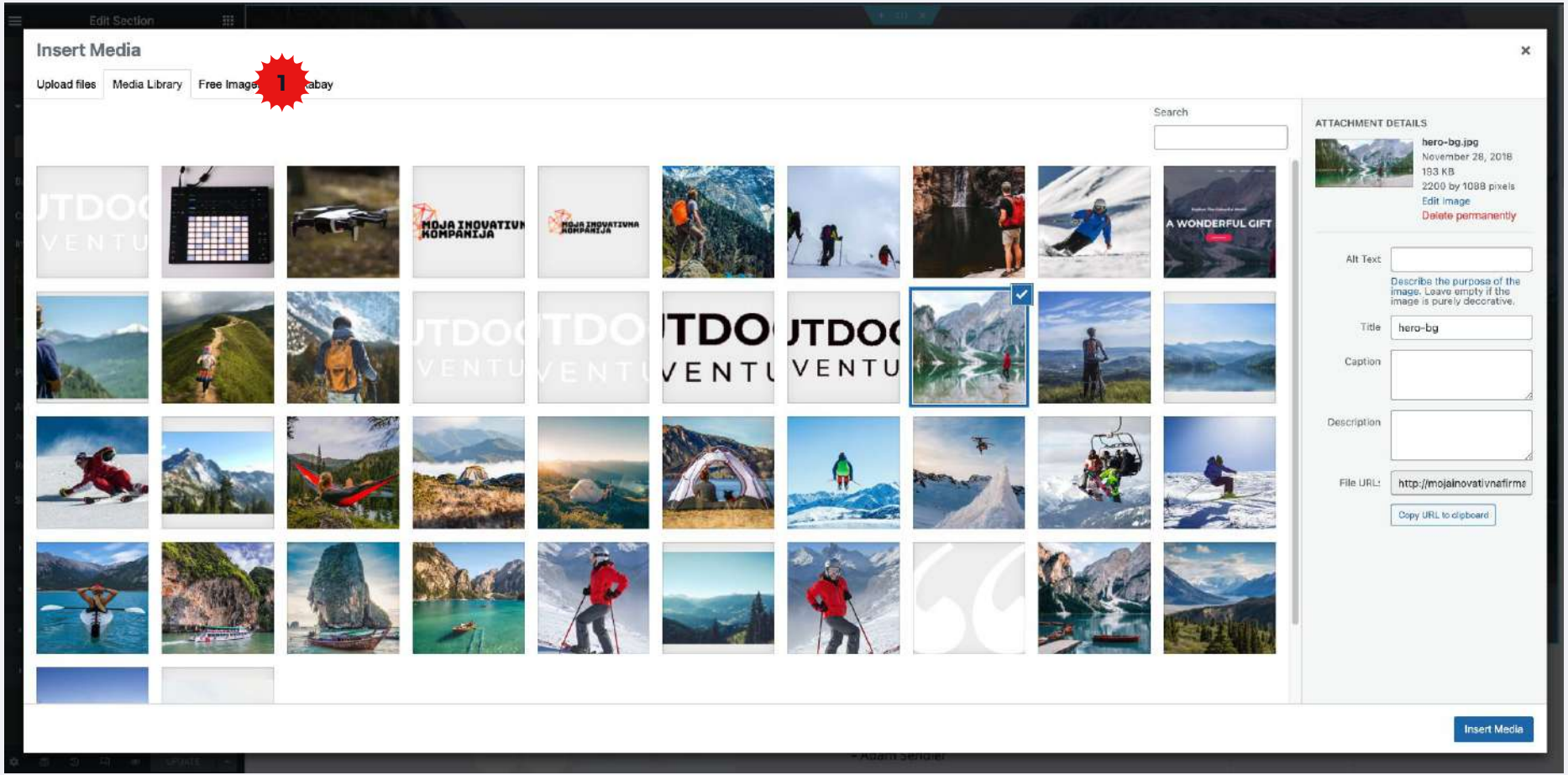
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
– Adam Sendler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ATTACHMENT DETAILS
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193 KB
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Edit Image
Delete permanently
Alt Text
Describe the purpose of the image. Leave empty if the image is purely decorative.
Title
hero-bg
Caption
Description
File URL:
http://mojainovativnafirma
Copy URL to clipboard
Insert Media

Edit Section

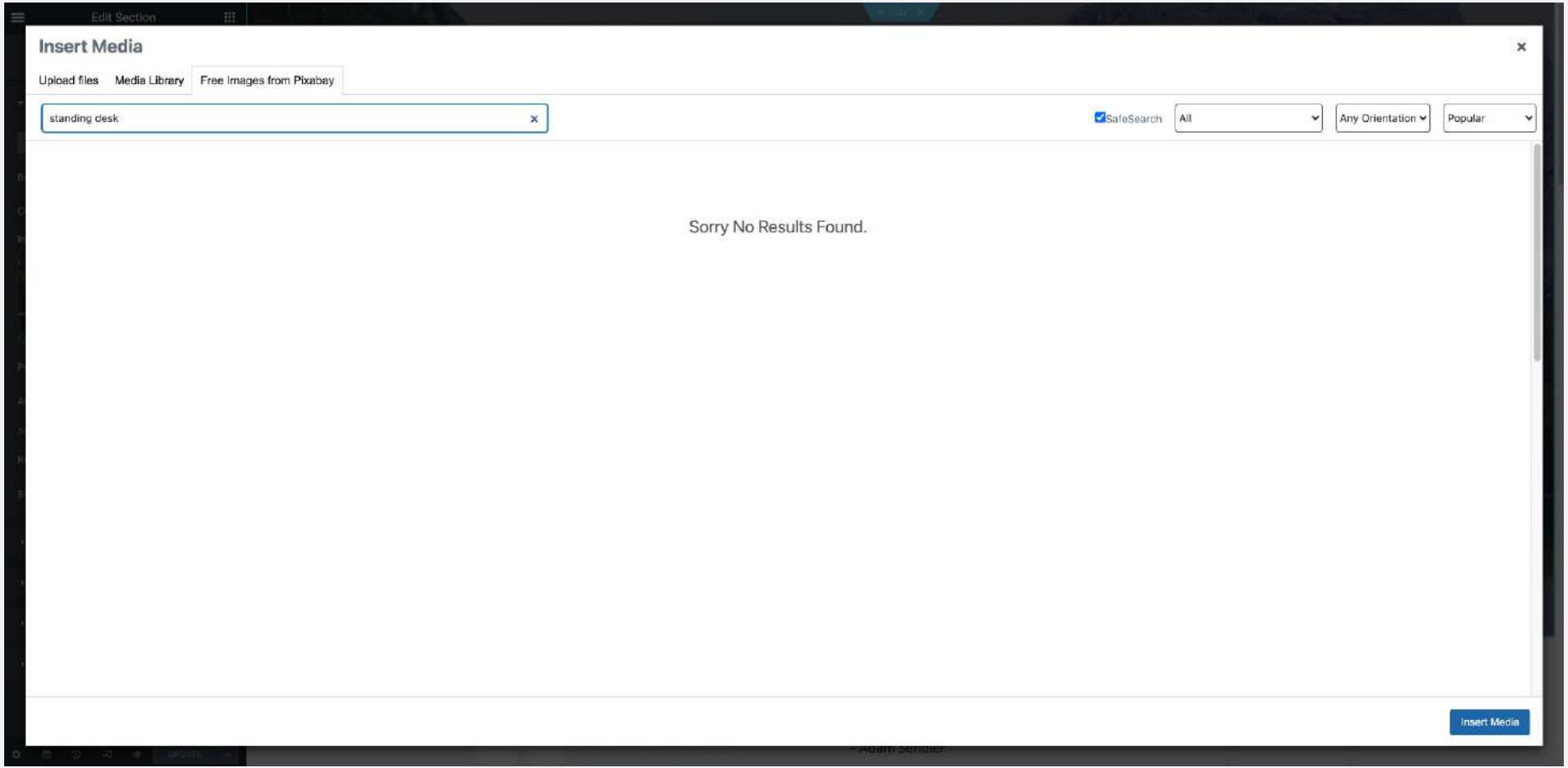
Insert Media

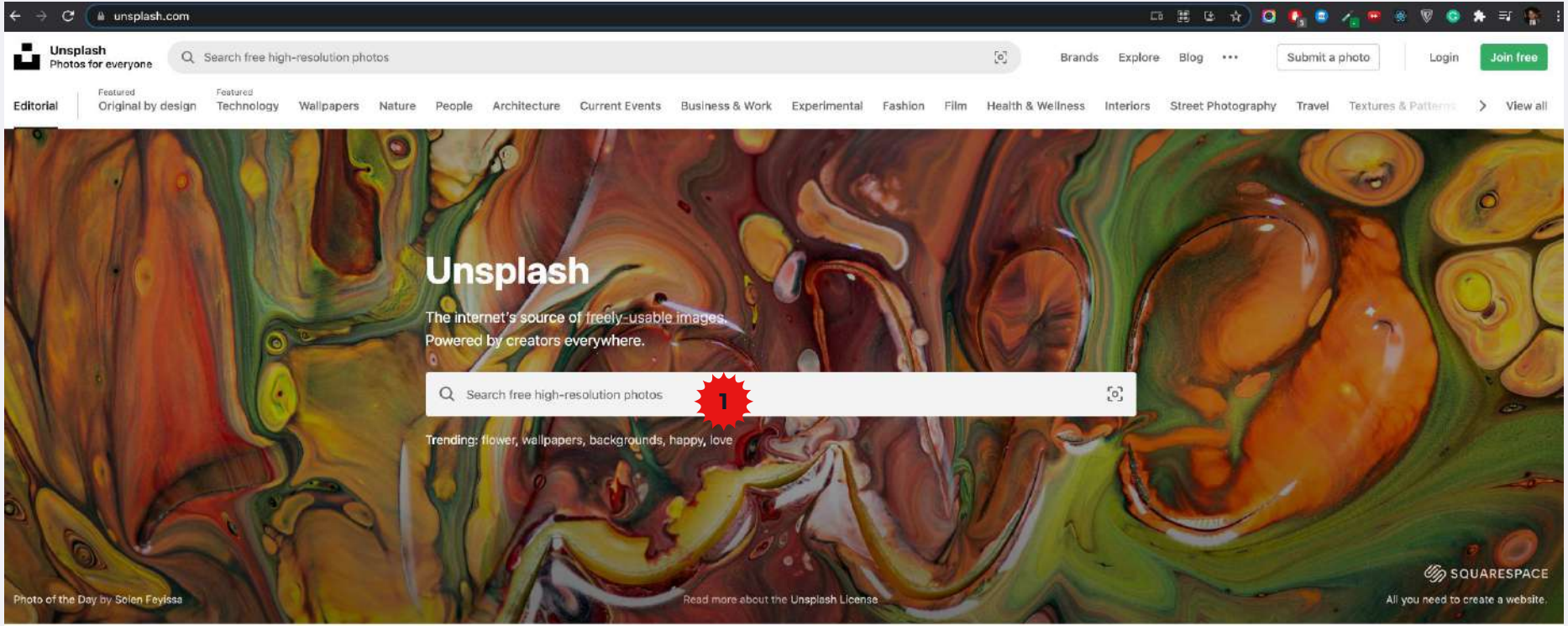
Upload files | Media Library | Free Images from Pixabay

desk 1

SafeSearch | All | Any Orientation | Popular

Insert Media


Edit Section
Insert Media
Upload files
Media Library
Free Images from Pixabay
standing desk
SafeSearch
All
Any Orientation
Popular
Sorry No Results Found.
Insert Media



Sajt za preuzimanje besplatnih slika bez obaveznog navođenja autora https://unsplash.com
Sajt za pravljenje logo-a: https://www.freelogodesign.org/

Unsplash
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Any orientation Any color Sort by Relevance

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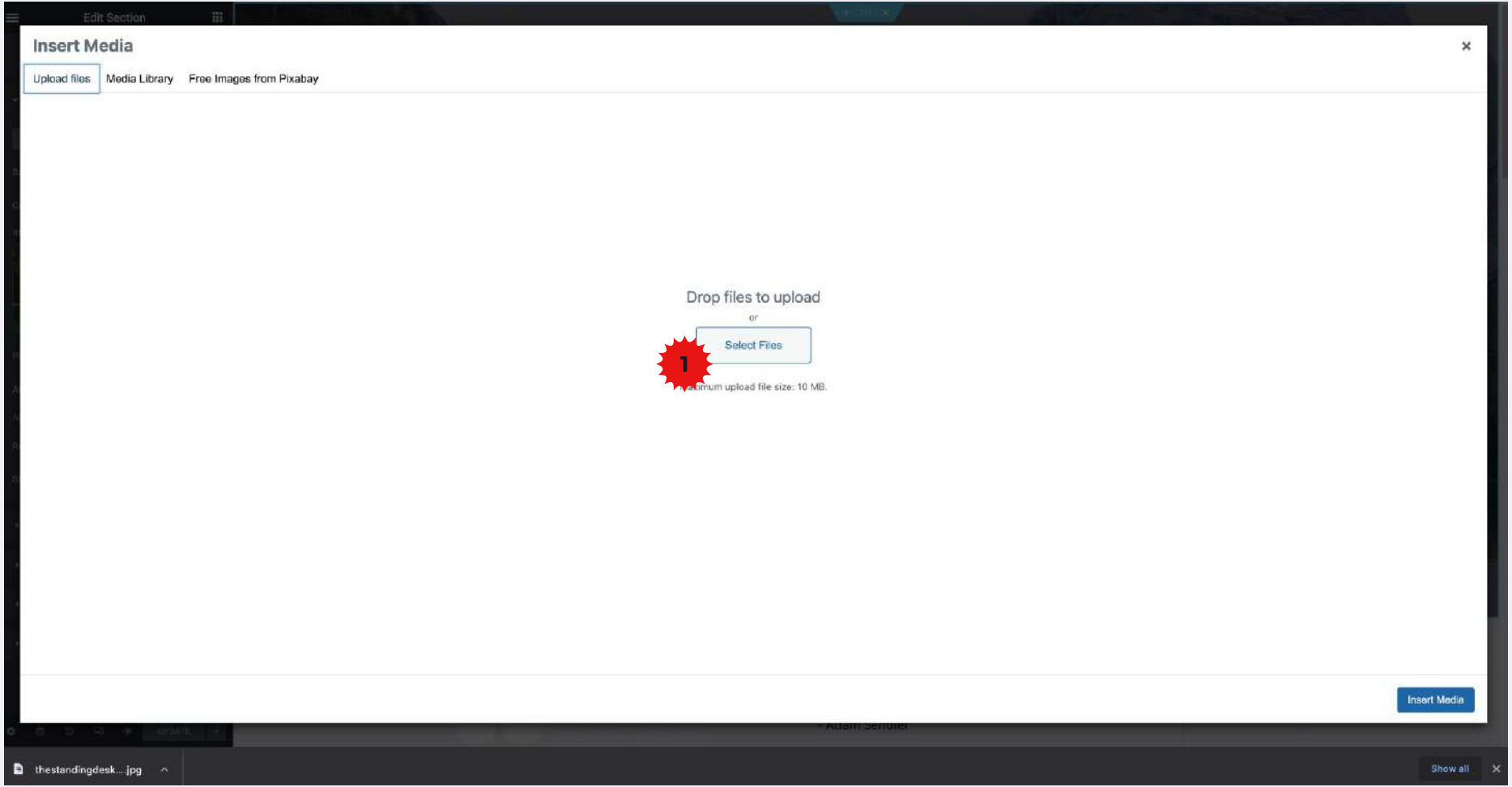
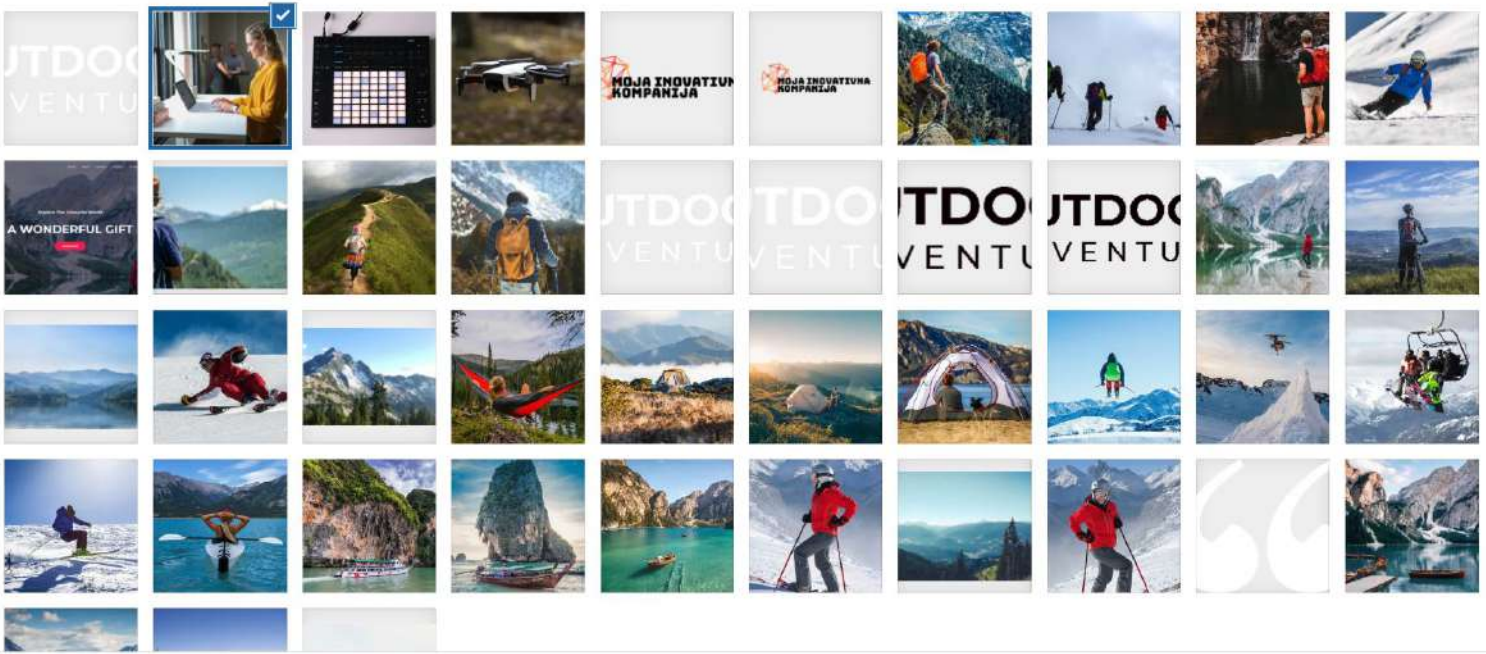

Edit Section
Insert Media
Upload files
Media Library
Free Images from Pixabay
Drop files to upload
or
Select Files
1
Maximum upload file size: 10 MB.
Insert Media
thestandingdesk....jpg
Show all

Edit Section

Insert Media

Upload files | Media Library | Free Images from Pixabay

Search



ATTACHMENT DETAILS

thestandingdesk-com-14HEI32_X2U-unsplash-scaled.jpg
June 22, 2021
308 KB
2560 by 1438 pixels
Original image: thestandingdesk-com-14HEI32_X2U-unsplash.jpg
Edit Image
Delete permanently

Alt Text
Describe the purpose of the image. Leave empty if the image is purely decorative.

Title: thestandingdesk-com-14I

Caption

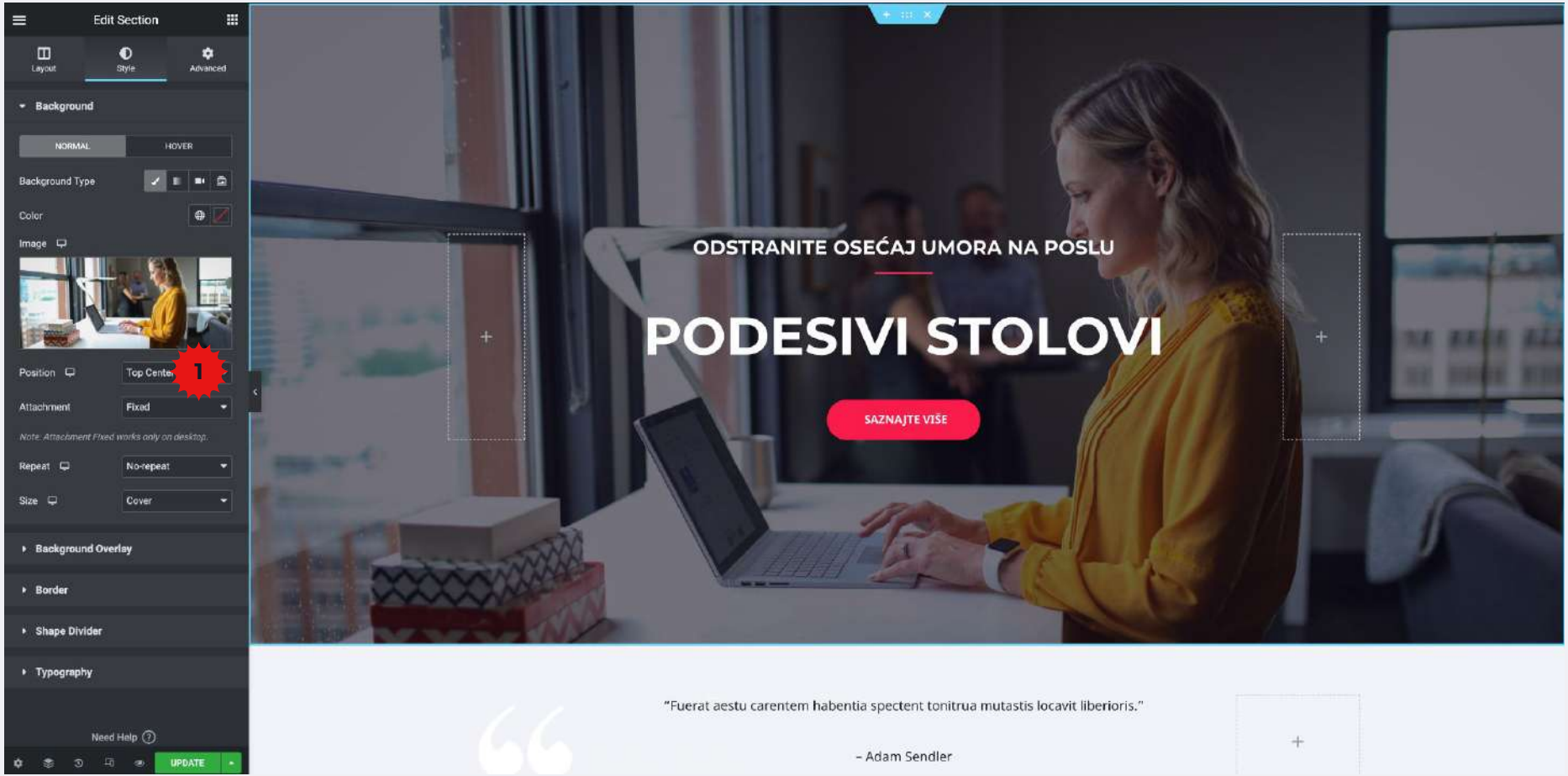
Description

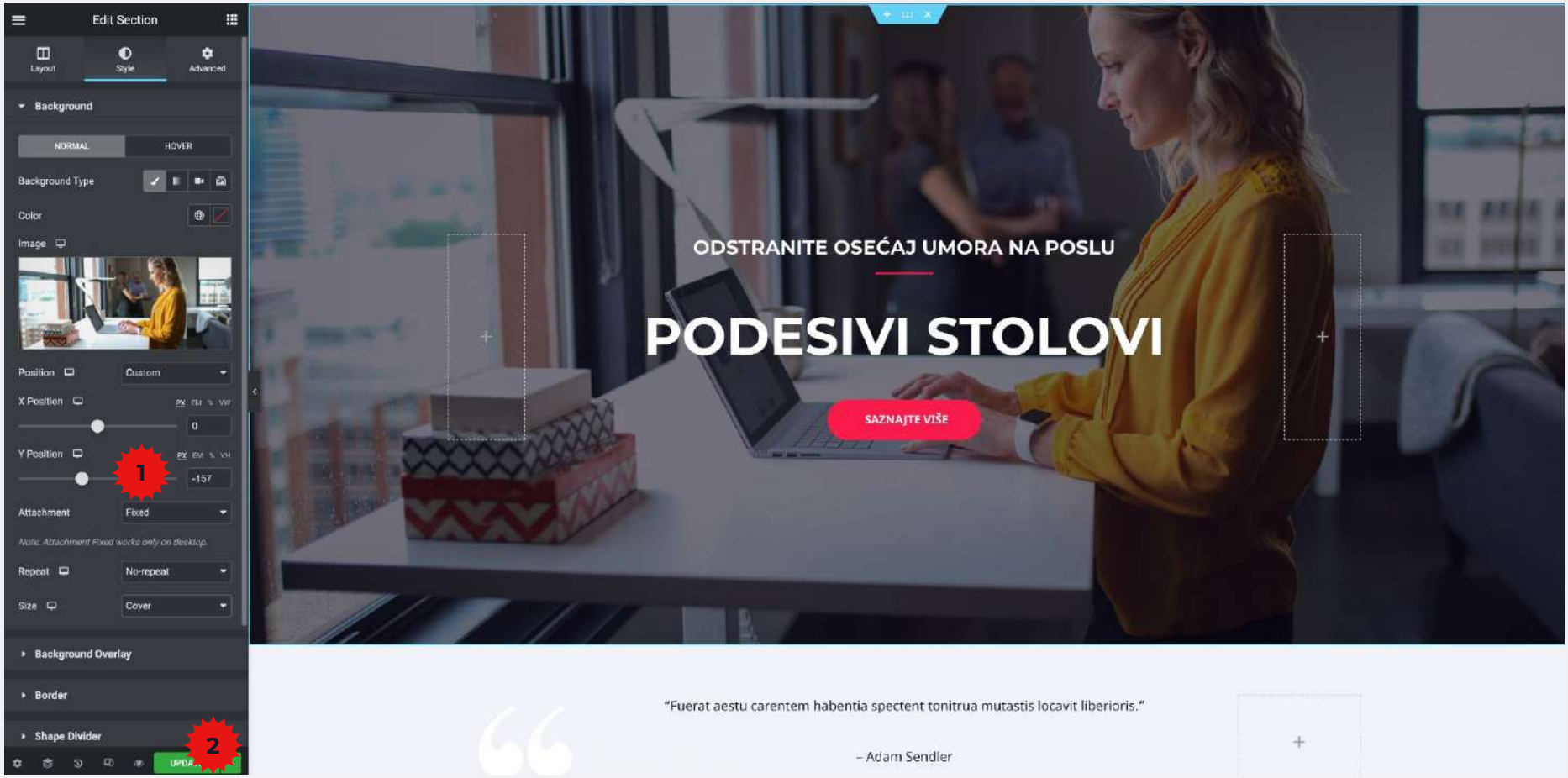
File URL: http://mojainovativnafirma

Copy URL to clipboard

1

Adam Sender


Edit Section
Layout
Style
Advanced
Background
NORMAL
HOVER
Background Type
Color
Image
Position
Top Center
Attachment
Fixed
Note: Attachment Fixed works only on desktop.
Repeat
No-repeat
Size
Cover
Background Overlay
Border
Shape Divider
Typography
Need Help
UPDATE
1
ODSTRANITE OSEĆAJ UMORA NA POSLU
PODESIVI STOLOVI
SAZNAJTE VIŠE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
- Adam Sendler


Edit Section
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Y Position
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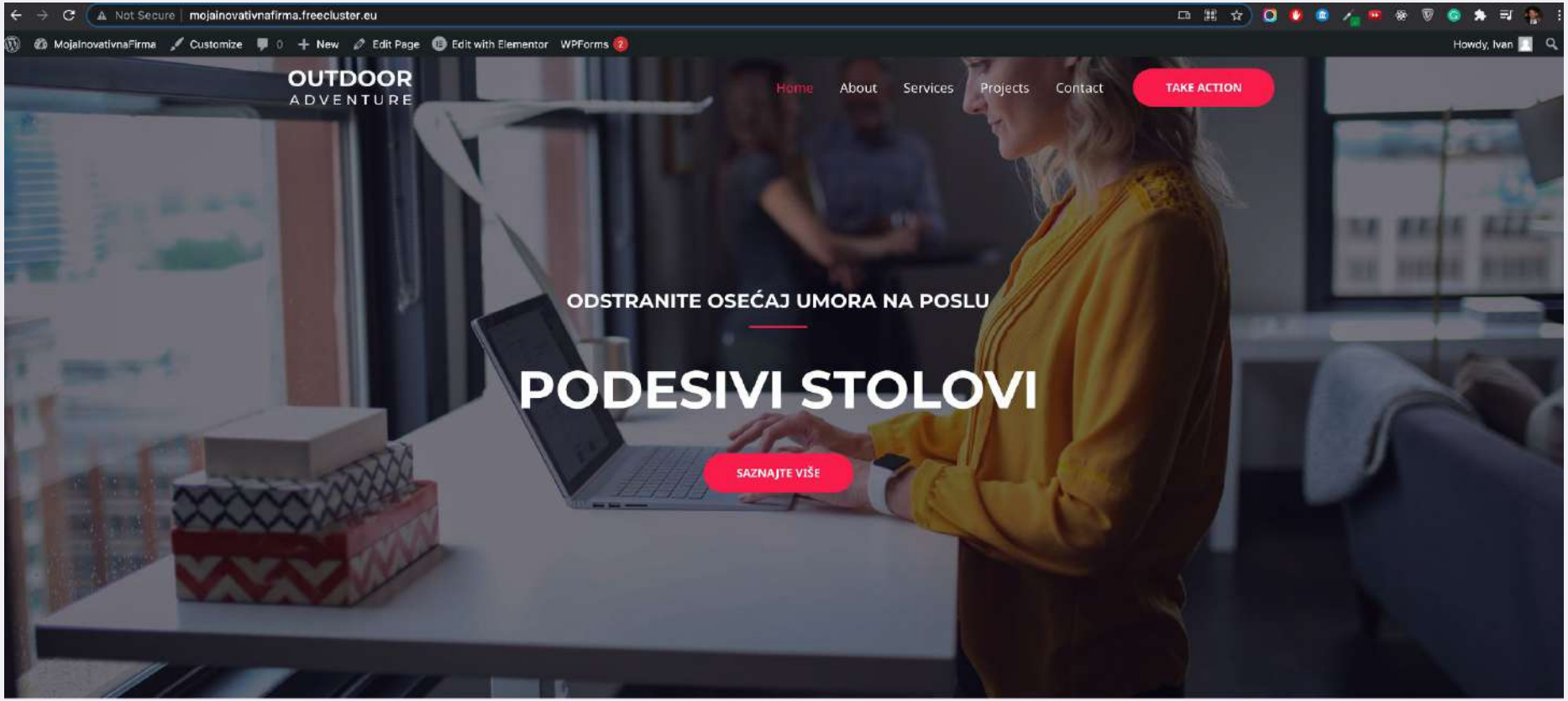
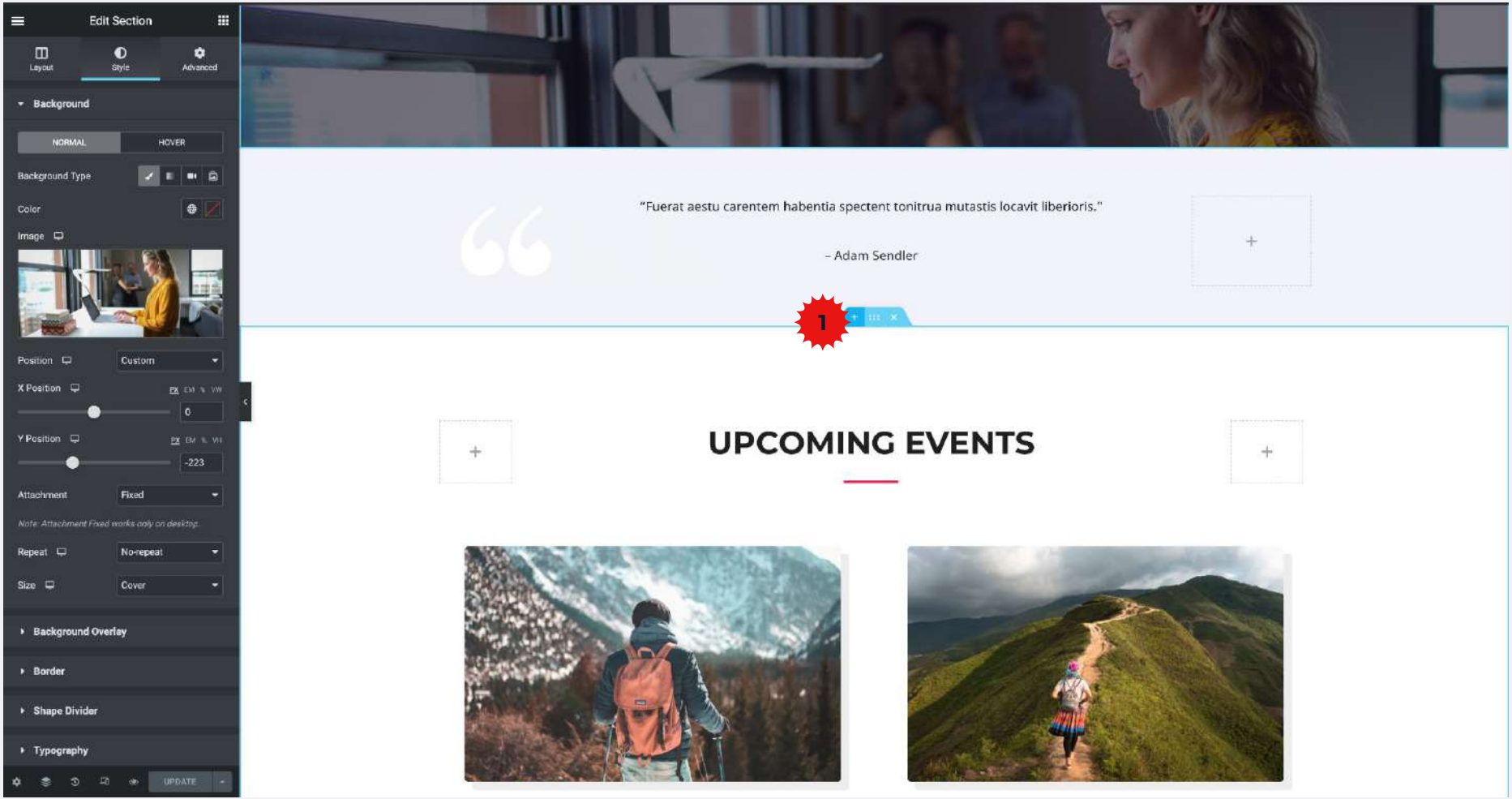
1
Attachment
Fixed
Note: Attachment Fixed works only on desktop.
Repeat
No-repeat
Size
Cover
Background Overlay
Border
Shape Divider
2
ODSTRANITE OSEĆAJ UMORA NA POSLU
PODESIVI STOLOVI
SAZNAJTE VIŠE
“Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris.”
– Adam Sendler



"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."

– Adam Sendler


Edit Section
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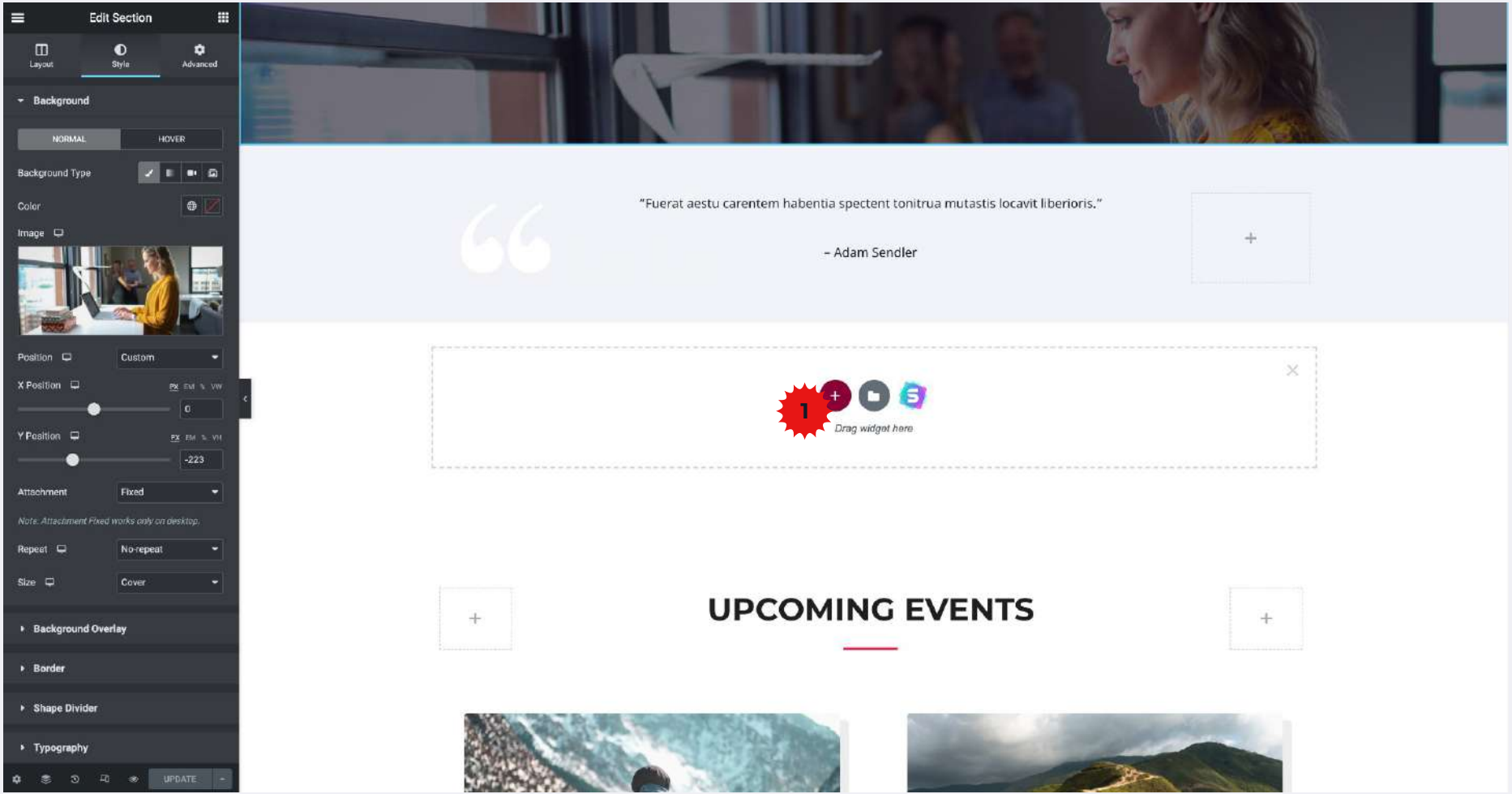
Y Position
PX EM % VH
-223
Attachment
Fixed
Note: Attachment Fixed works only on desktop.
Repeat
No-repeat
Size
Cover
Background Overlay
Border
Shape Divider
Typography
UPDATE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
- Adam Sendler
1
UPCOMING EVENTS


Edit Section
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Style
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Background Type
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Custom
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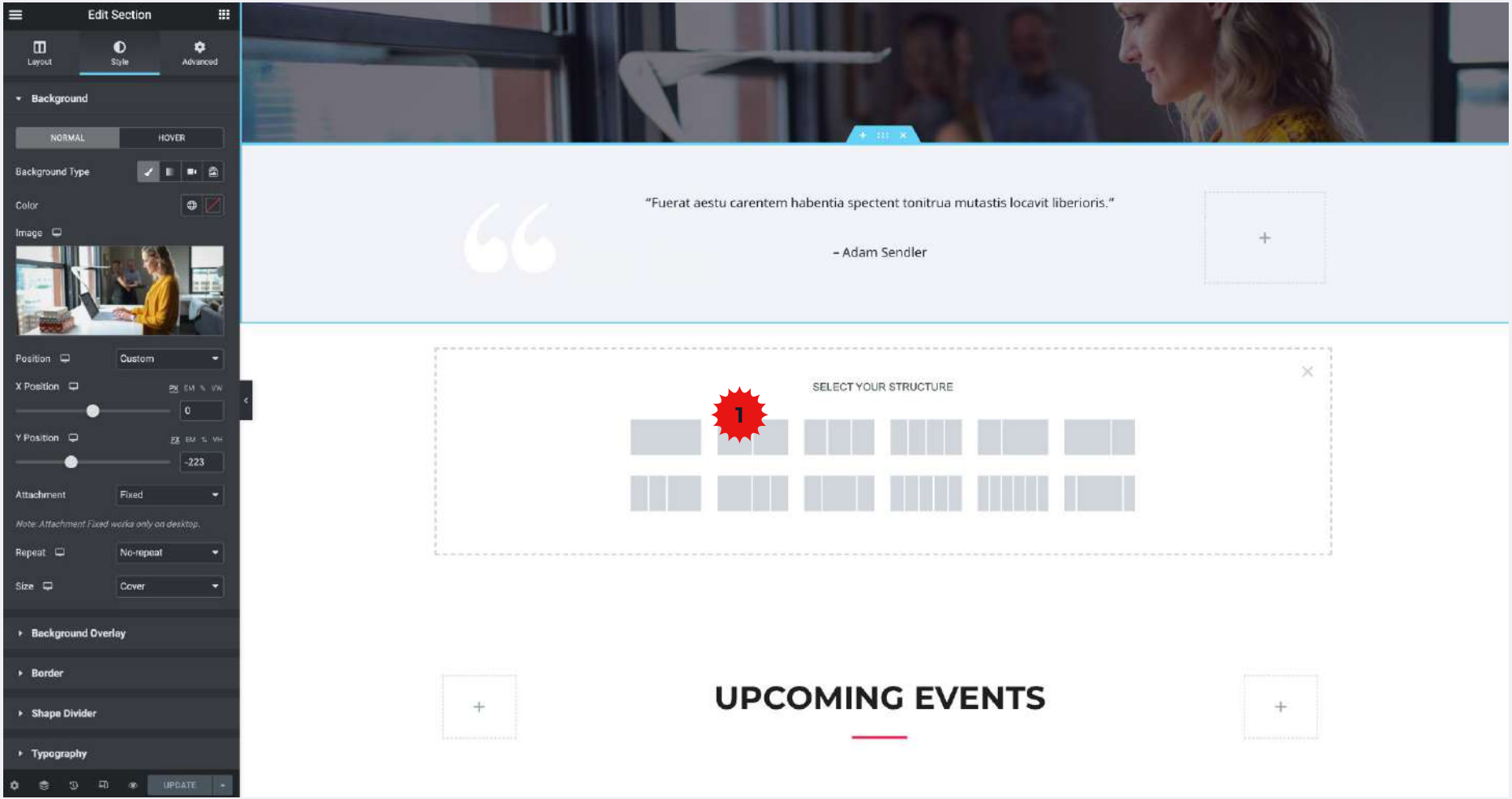
Y Position
-223
Attachment
Fixed
Note: Attachment Fixed works only on desktop.
Repeat
No-repeat
Size
Cover
Background Overlay
Border
Shape Divider
Typography
UPDATE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
- Adam Sendler
1
Drag widget here
UPCOMING EVENTS


Edit Section
Layout
Style
Advanced
Background
NORMAL
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Background Type
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Custom
X Position
PX EM % VW
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Y Position
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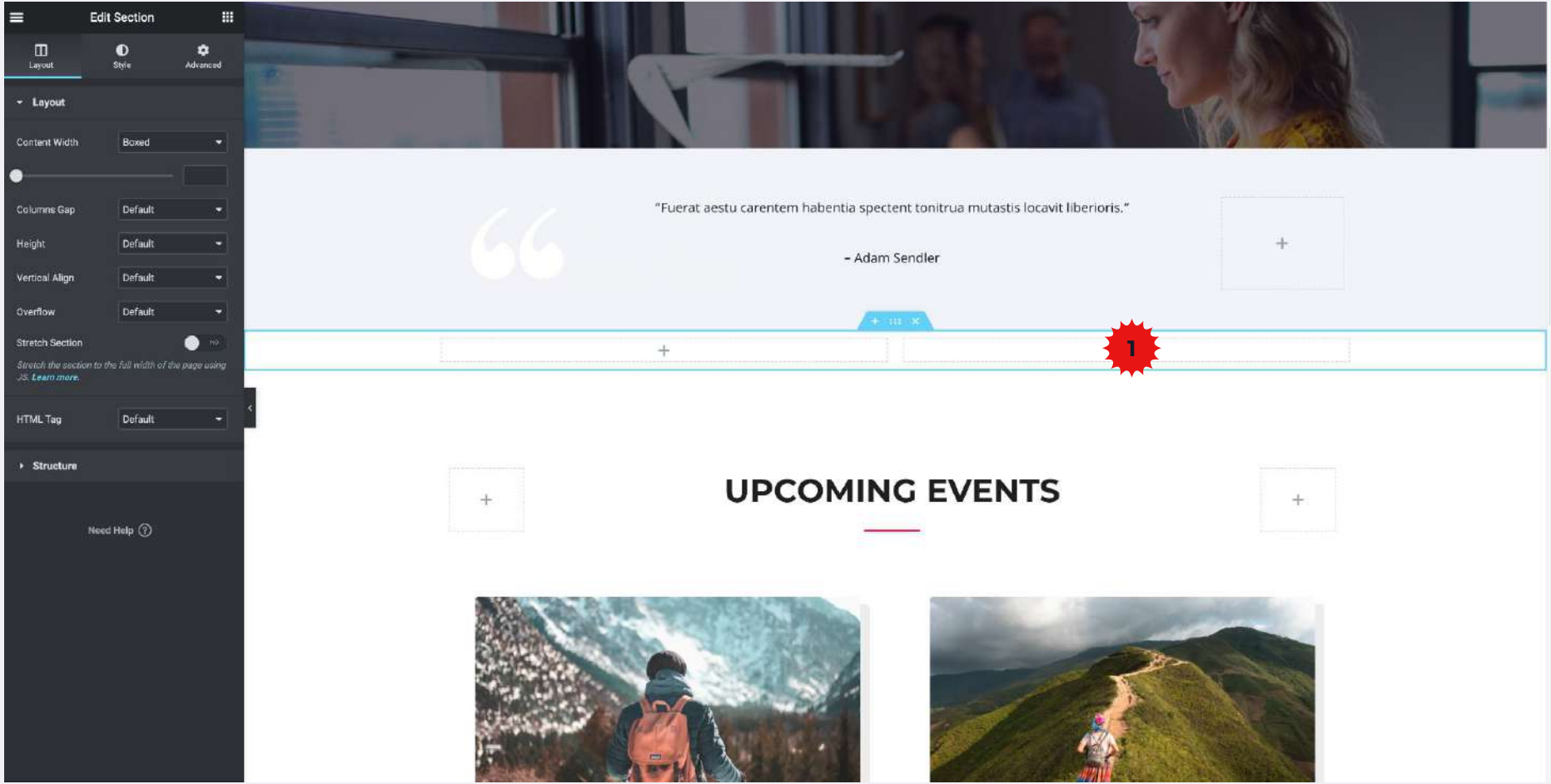
-223
Attachment
Fixed
Note: Attachment Fixed works only on desktop.
Repeat
No-repeat
Size
Cover
Background Overlay
Border
Shape Divider
Typography
UPDATE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
- Adam Sendler
SELECT YOUR STRUCTURE
1
UPCOMING EVENTS


Edit Section
Layout
Style
Advanced
Layout
Content Width
Boxed
Columns Gap
Default
Height
Default
Vertical Align
Default
Overflow
Default
Stretch Section
Stretch the section to the full width of the page using JS. Learn more.
HTML Tag
Default
Structure
Need Help
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
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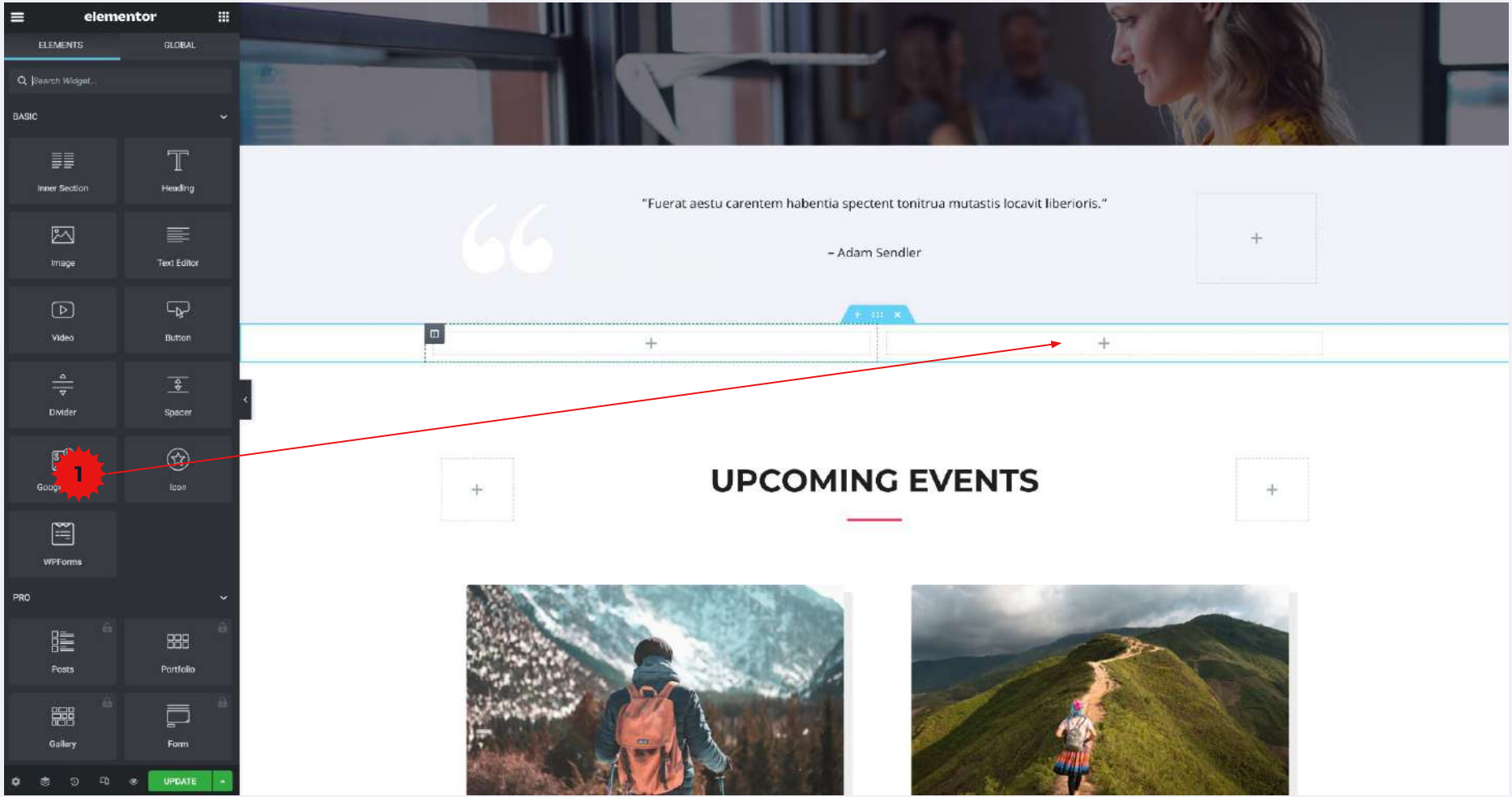
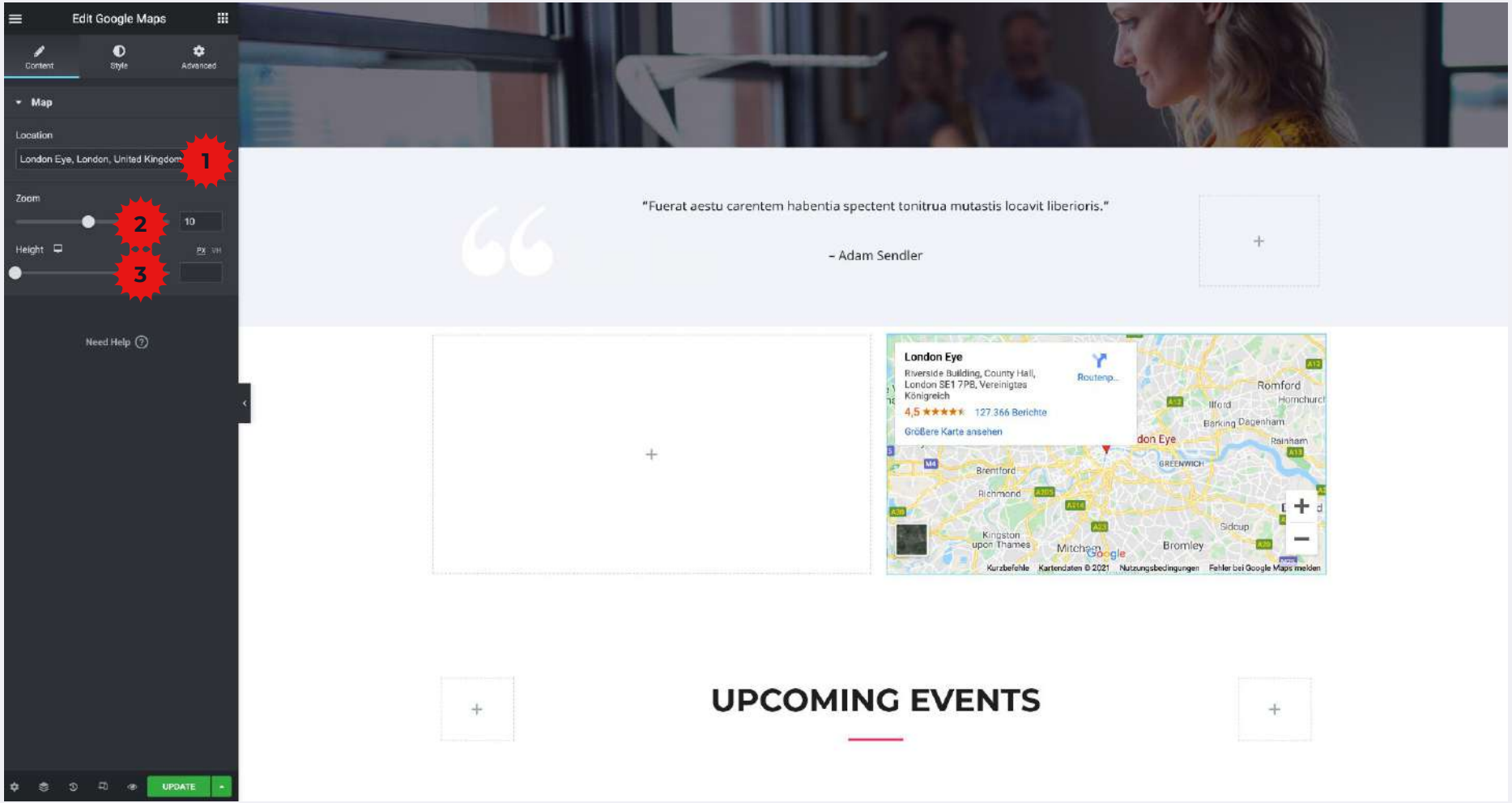
1
UPCOMING EVENTS


elementor
ELEMENTS
GLOBAL
Search Widget...
BASIC
Inner Section
Heading
Image
Text Editor
Video
Button
Divider
Spacer
Google Maps
Icon
WPForms
PRO
Posts
Portfolio
Gallery
Form
UPDATE
1
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
– Adam Sendler
UPCOMING EVENTS


Edit Google Maps
Content
Style
Advanced
Map
Location
London Eye, London, United Kingdom
1
Zoom
2
10
Height
PX VH
3
Need Help
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
– Adam Sendler
London Eye
Riverside Building, County Hall, London SE1 7PB, Vereinigtes Königreich
Routenp...
4,5 127.366 Berichte
Größere Karte ansehen
Romford
Ilford
Barking
Dagenham
Rainham
GREENWICH
Brentford
Richmond
Kingston upon Thames
Mitcham
Bromley
Sidcup
Google
Kurzbefehle
Kartendaten © 2021
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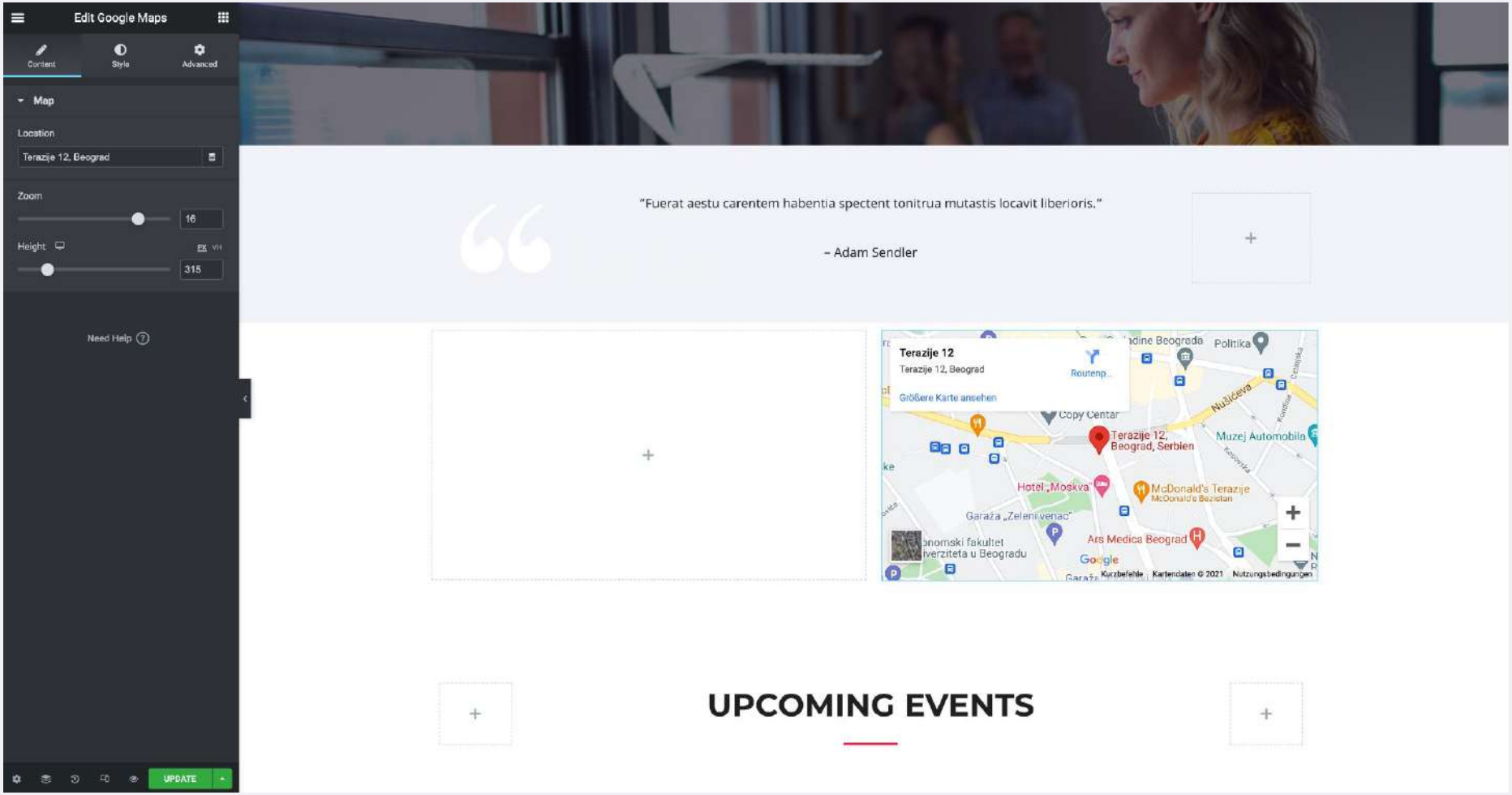
Fehler bei Google Maps melden
UPCOMING EVENTS
UPDATE


Edit Google Maps
Content
Style
Advanced
Map
Location
Terazije 12, Beograd
Zoom
16
Height
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Need Help
UPDATE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
- Adam Sendler
Terazije 12
Terazije 12, Beograd
Routenp...
Größere Karte ansehen
Politika
Copy Centar
Terazije 12, Beograd, Serbien
Muzej Automobila
Hotel „Moskva"
McDonald's Terazije
Garaža „Zelenivenac"
Ars Medica Beograd
Google
Kurzbefehle
Kartendaten © 2021
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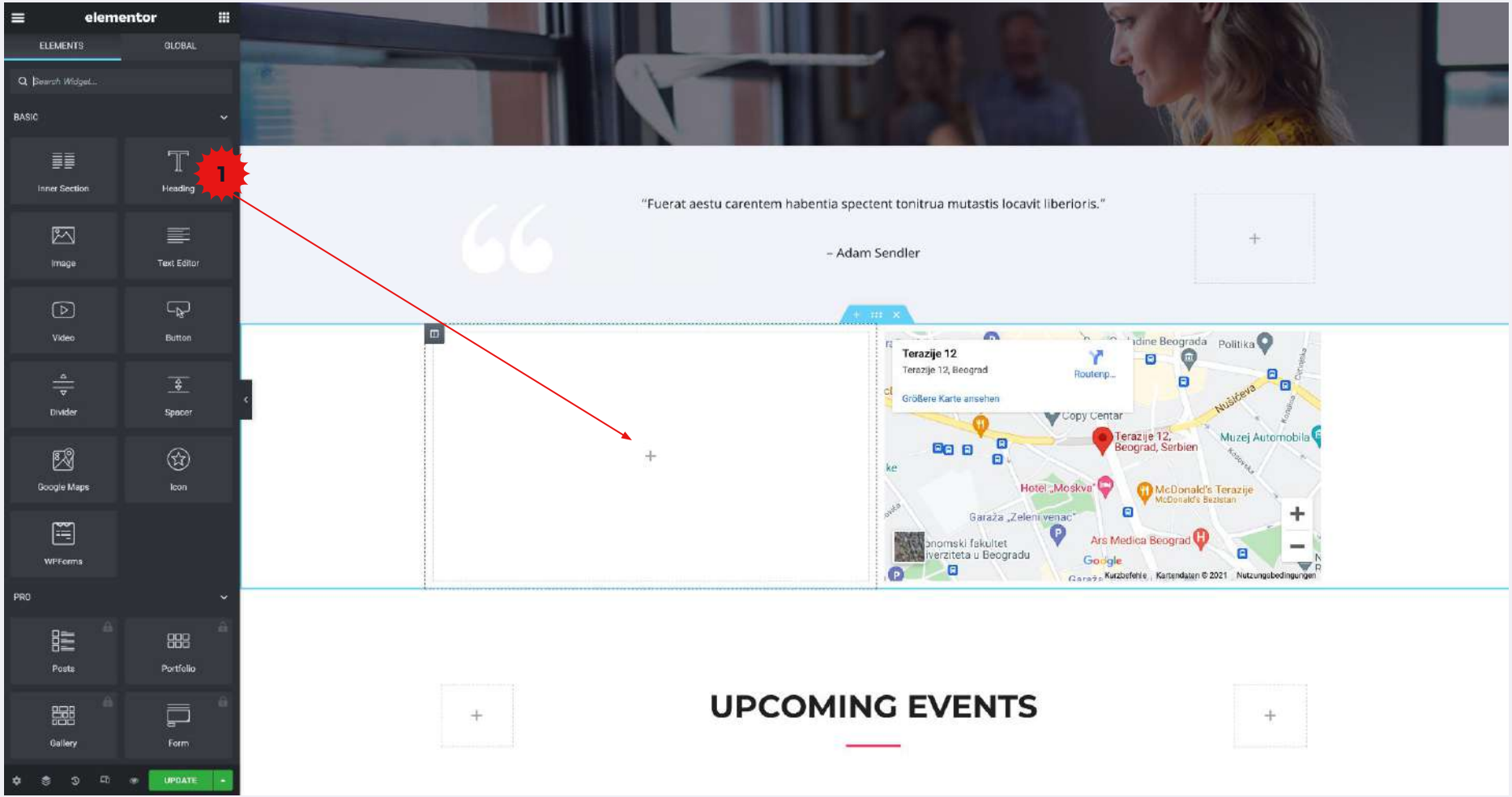
elementor
ELEMENTS
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Search Widget...
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Video
Button
Divider
Spacer
Google Maps
Icon
WPForms
PRO
Posts
Portfolio
Gallery
Form
UPDATE
1
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
– Adam Sendler
Terazije 12
Terazije 12, Beograd
Routenp...
Größere Karte ansehen
Copy Centar
Terazije 12, Beograd, Serbien
Muzej Automobila
Hotel „Moskva"
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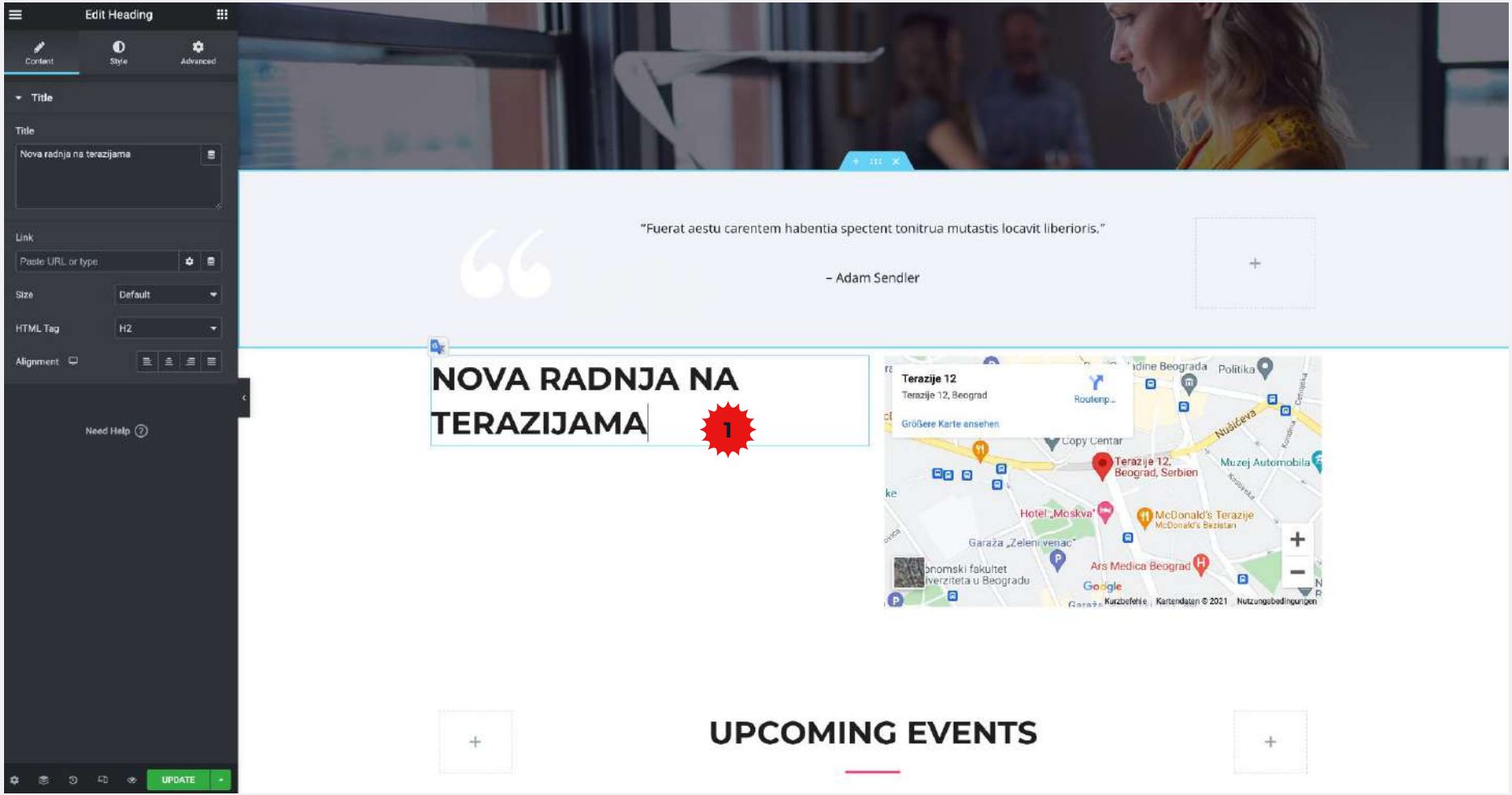
McDonald's Bezistan
Garaža „Zeleni venac"
Ars Medica Beograd
Google
Politika
Nušićeva
UPCOMING EVENTS


Edit Heading
Content
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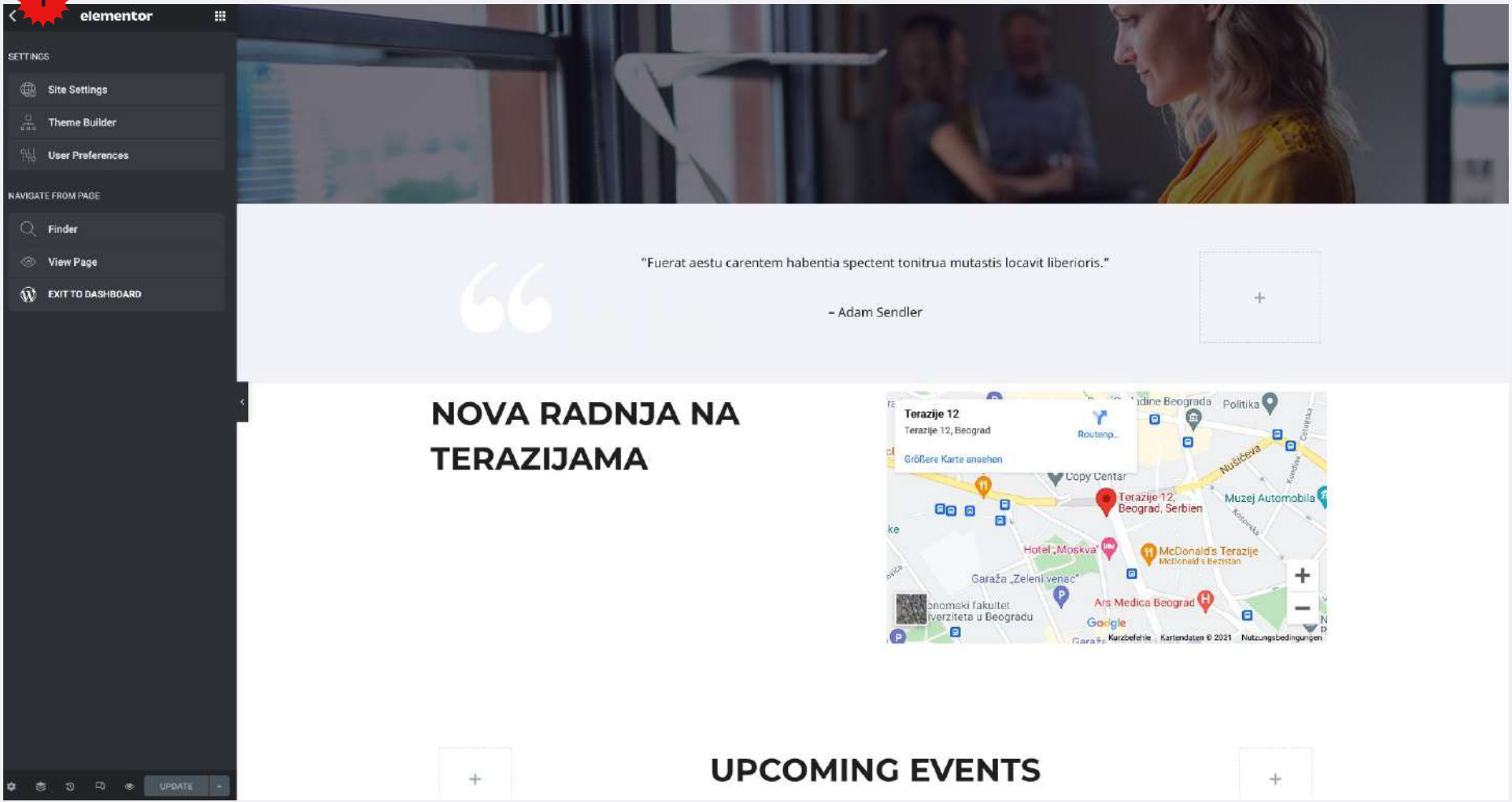
Nova radnja na terazijama
Link
Paste URL or type
Size
Default
HTML Tag
H2
Alignment
Need Help
UPDATE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
– Adam Sendler
NOVA RADNJA NA TERAZIJAMA
1
Terazije 12
Terazije 12, Beograd
Routenp...
Größere Karte ansehen
Politika
Nušićeva
Copy Centar
Terazije 12, Beograd, Serbien
Muzej Automobila
Hotel „Moskva"
McDonald's Terazije
Garaža „Zeleni venac"
Ars Medica Beograd
Google
Kurzbefehle
Kartendaten © 2021
Nutzungsbedingungen
UPCOMING EVENTS


1
elementor
SETTINGS
Site Settings
Theme Builder
User Preferences
NAVIGATE FROM PAGE
Finder
View Page
EXIT TO DASHBOARD
UPDATE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
– Adam Sendler
NOVA RADNJA NA TERAZIJAMA
Terazije 12
Terazije 12, Beograd
Routenp...
Größere Karte ansehen
Politika
Copy Centar
Nušićeva
Terazije 12, Beograd, Serbien
Muzej Automobila
Hotel „Moskva"
McDonald's Terazije
McDonald's Bezistan
Garaža „Zeleni venac"
Ars Medica Beograd
Google
Kurzbefehle
Kartendaten © 2021
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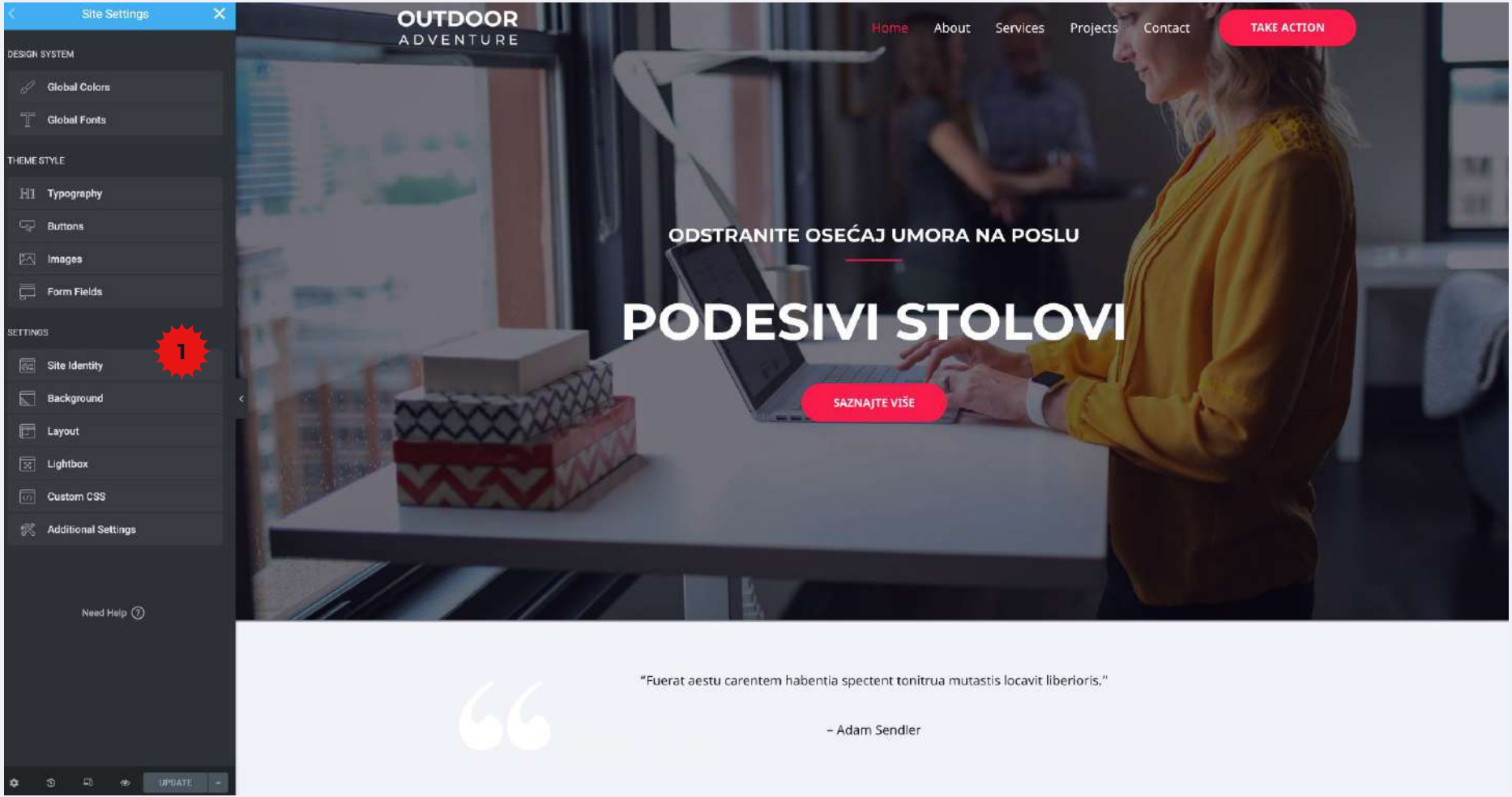
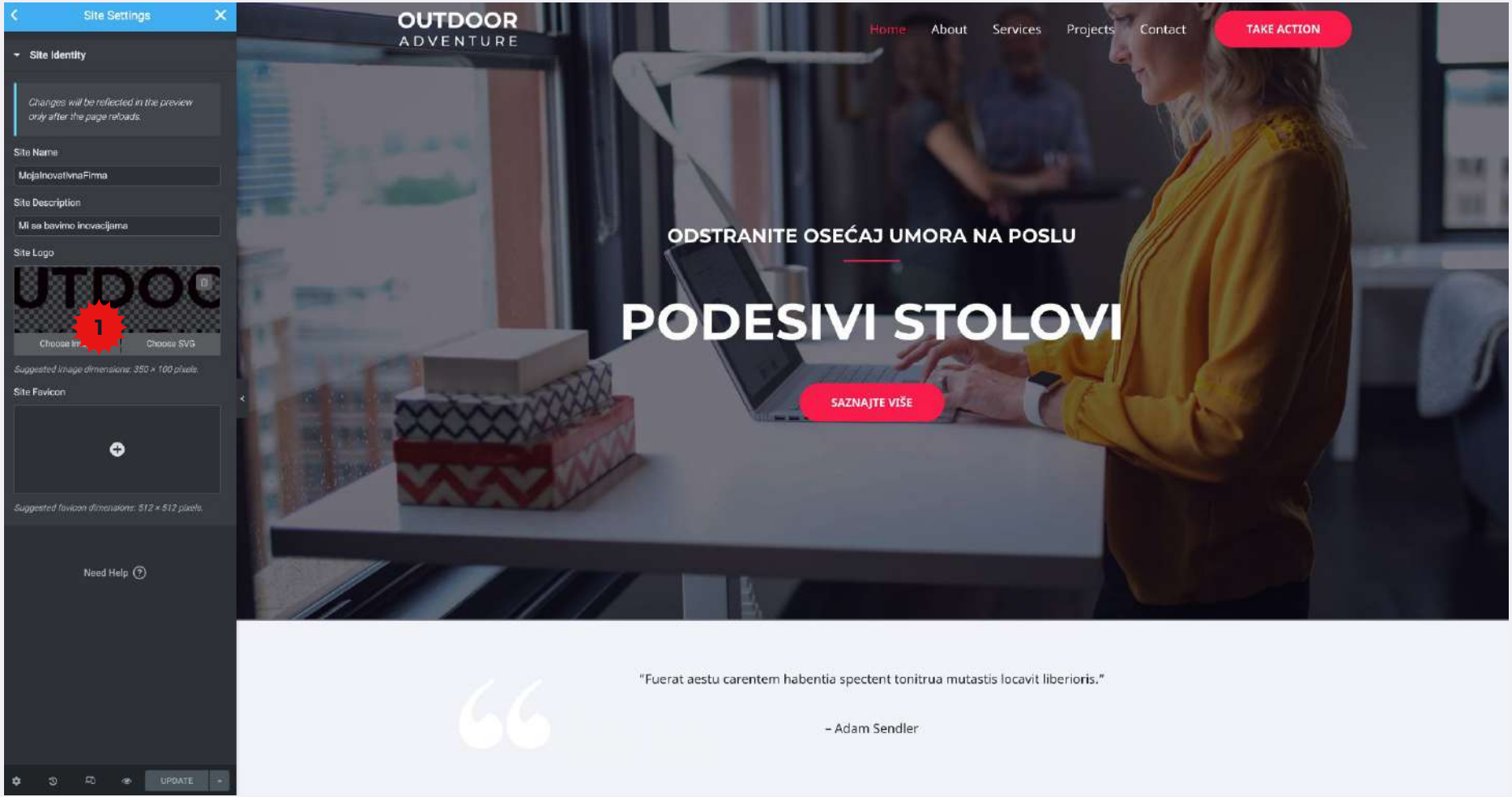
UPCOMING EVENTS


Site Settings
DESIGN SYSTEM
Global Colors
Global Fonts
THEME STYLE
Typography
Buttons
Images
Form Fields
SETTINGS
1
Site Identity
Background
Layout
Lightbox
Custom CSS
Additional Settings
Need Help
UPDATE
OUTDOOR
ADVENTURE
Home
About
Services
Projects
Contact
TAKE ACTION
ODSTRANITE OSEĆAJ UMORA NA POSLU
PODESIVI STOLOVI
SAZNAJTE VIŠE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
– Adam Sendler


Site Settings
Site Identity
Changes will be reflected in the preview only after the page reloads.
Site Name
MojaInovativnaFirma
Site Description
Mi se bavimo inovacijama
Site Logo
Choose SVG
Suggested image dimensions: 350 × 100 pixels.
Site Favicon
Suggested favicon dimensions: 512 × 512 pixels.
Need Help
UPDATE
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PODESIVI STOLOVI
SAZNAJTE VIŠE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
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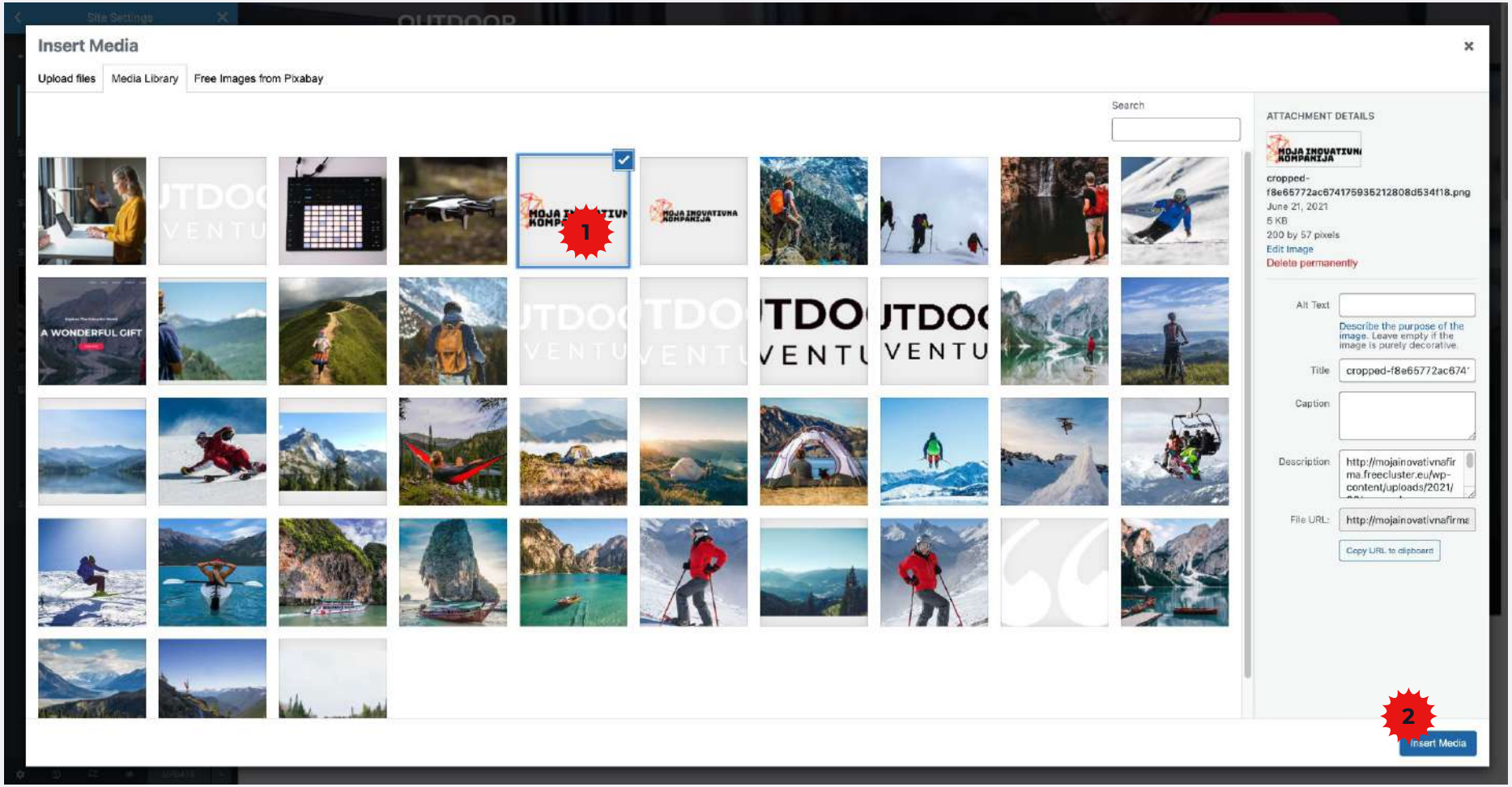
Insert Media
Upload files
Media Library
Free Images from Pixabay
Search
ATTACHMENT DETAILS
cropped-f8e65772ac674175935212808d534f18.png
June 21, 2021
5 KB
200 by 57 pixels
Edit Image
Delete permanently
Alt Text
Describe the purpose of the image. Leave empty if the image is purely decorative.
Title
cropped-f8e65772ac674
Caption
Description
http://mojainovativnafirma.freecluster.eu/wp-content/uploads/2021/
File URL:
http://mojainovativnafirma
Copy URL to clipboard
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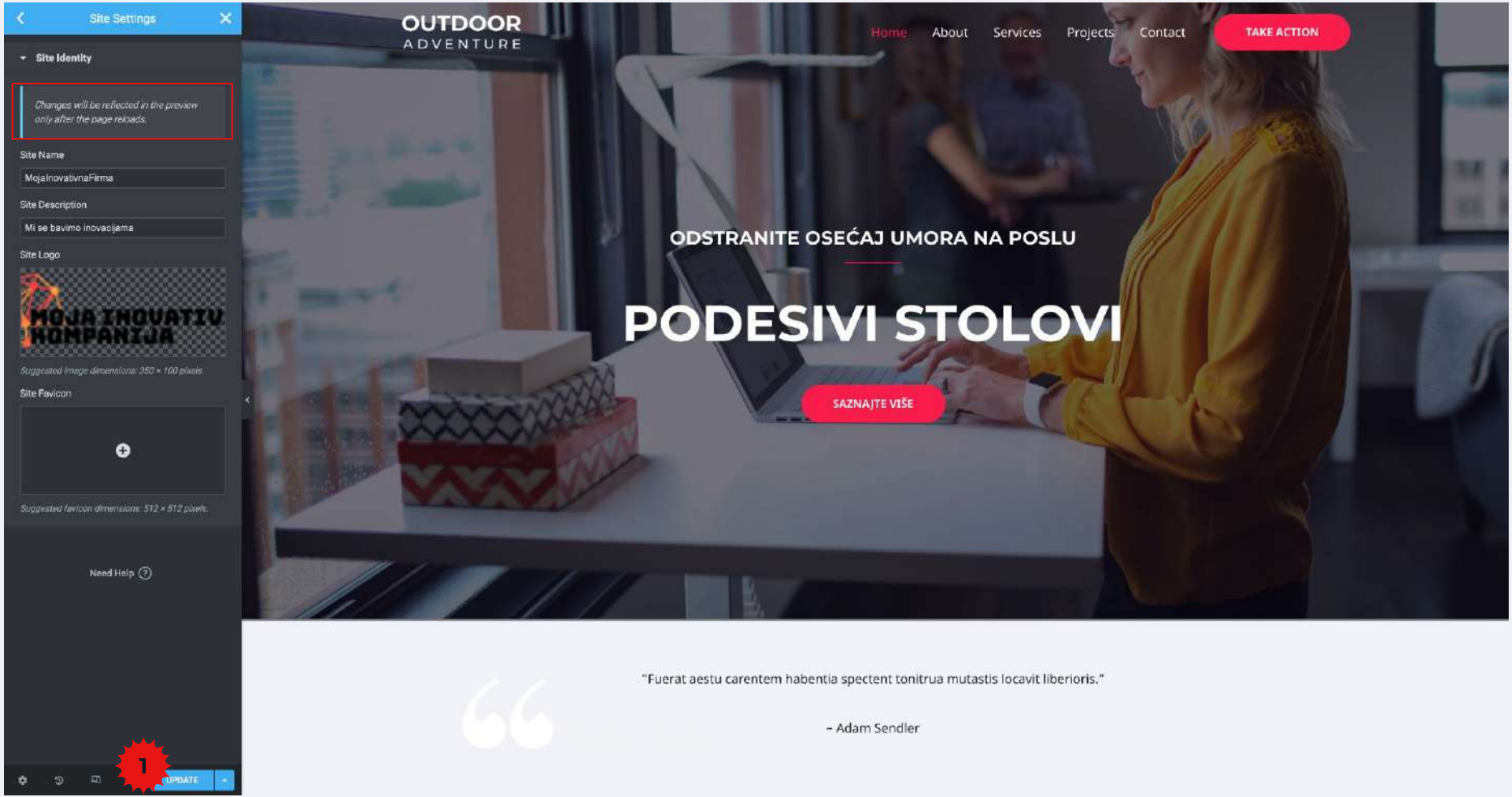
Insert Media


Site Settings
Site Identity
Changes will be reflected in the preview only after the page reloads.
Site Name
MojaInovativnaFirma
Site Description
Mi se bavimo inovacijama
Site Logo
MOJA INOVATIV KOMPANIJA
Suggested image dimensions: 350 × 100 pixels.
Site Favicon
Suggested favicon dimensions: 512 × 512 pixels.
Need Help
1
UPDATE
OUTDOOR ADVENTURE
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TAKE ACTION
ODSTRANITE OSEĆAJ UMORA NA POSLU
PODESIVI STOLOVI
SAZNAJTE VIŠE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
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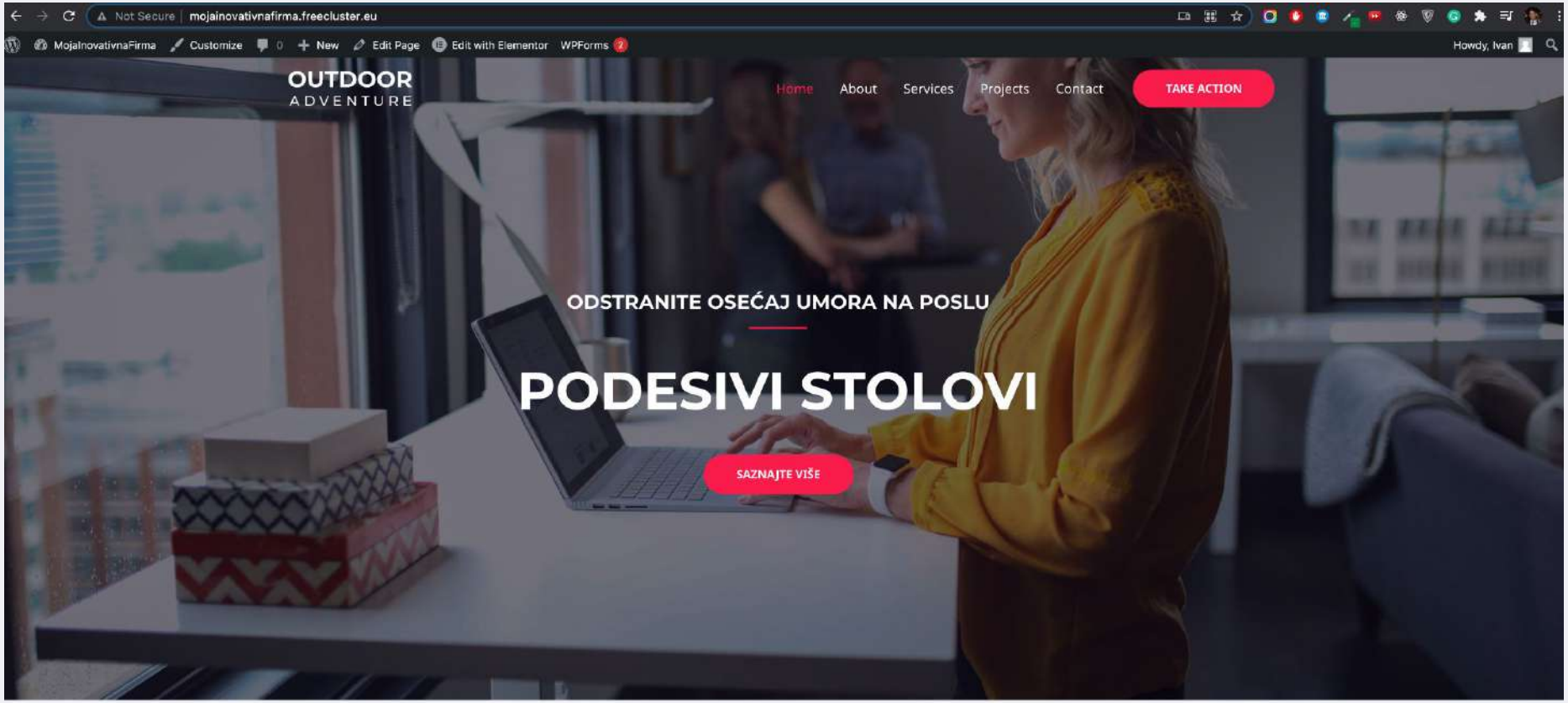
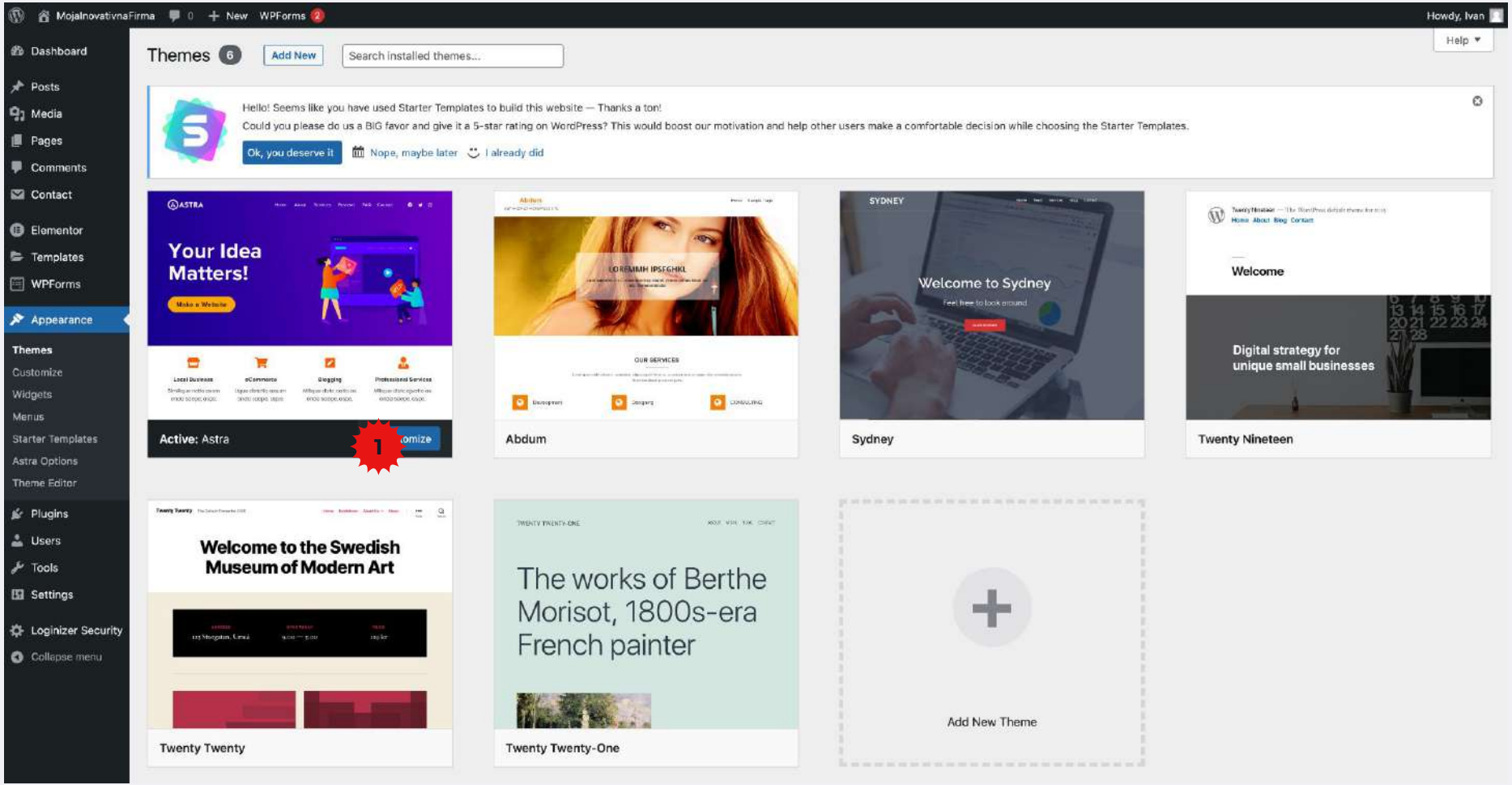


"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."

– Adam Sendler


MojaInovativnaFirma
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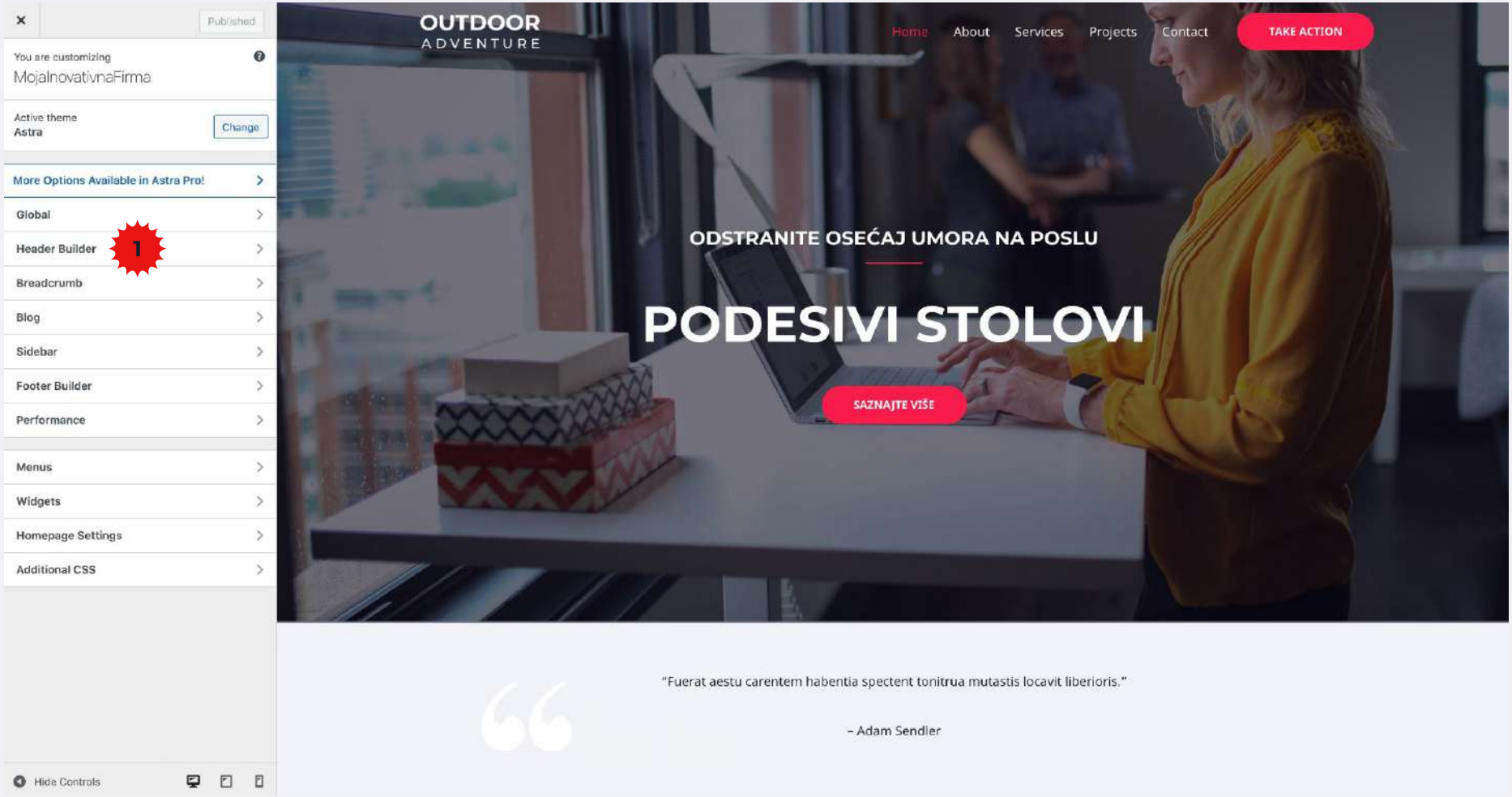
New
WPForms 2
Howdy, Ivan
Dashboard
Posts
Media
Pages
Comments
Contact
Elementor
Templates
WPForms
Appearance
Themes
Customize
Widgets
Menus
Starter Templates
Astra Options
Theme Editor
Plugins
Users
Tools
Settings
Loginizer Security
Collapse menu
Themes 6
Add New
Search installed themes...
Help
Hello! Seems like you have used Starter Templates to build this website — Thanks a ton!
Could you please do us a BIG favor and give it a 5-star rating on WordPress? This would boost our motivation and help other users make a comfortable decision while choosing the Starter Templates.
Ok, you deserve it
Nope, maybe later
I already did
ASTRA
Your Idea Matters!
Make a Website
Active: Astra
1
Abdum
Sydney
Welcome to Sydney
Twenty Nineteen
Welcome
Digital strategy for unique small businesses
Welcome to the Swedish Museum of Modern Art
Twenty Twenty
The works of Berthe Morisot, 1800s-era French painter
Twenty Twenty-One
Add New Theme


Published
You are customizing
MojaInovativnaFirma
Active theme
Astra
Change
More Options Available in Astra Pro!
Global
Header Builder
1
Breadcrumb
Blog
Sidebar
Footer Builder
Performance
Menus
Widgets
Homepage Settings
Additional CSS
Hide Controls
OUTDOOR
ADVENTURE
Home
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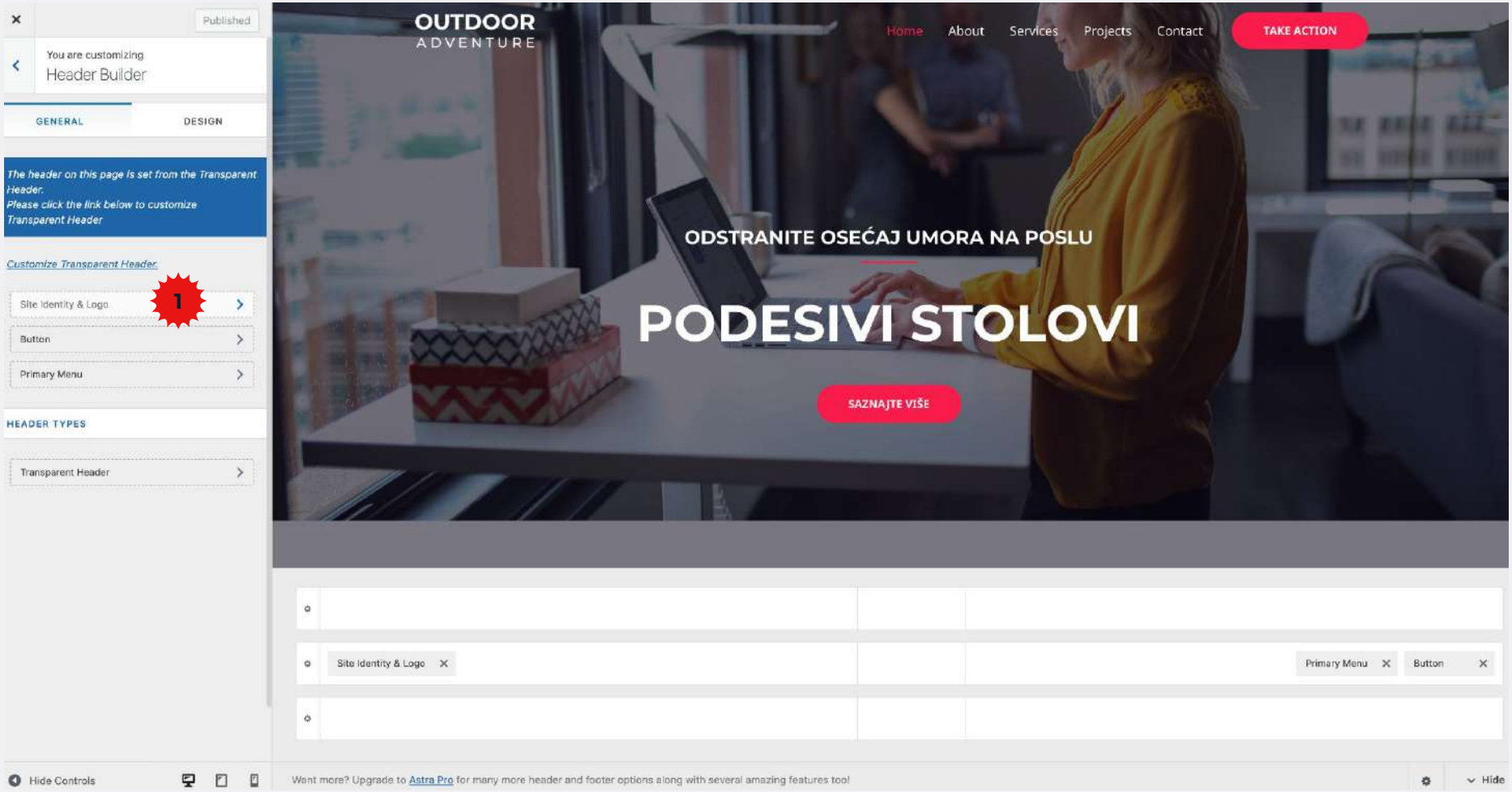
TAKE ACTION
ODSTRANITE OSEĆAJ UMORA NA POSLU
PODESIVI STOLOVI
SAZNAJTE VIŠE
"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."
– Adam Sendler


Published
You are customizing
Header Builder
GENERAL
DESIGN
The header on this page is set from the Transparent Header.
Please click the link below to customize Transparent Header
Customize Transparent Header
Site Identity & Logo
1
Button
Primary Menu
HEADER TYPES
Transparent Header
OUTDOOR
ADVENTURE
Home
About
Services
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TAKE ACTION
ODSTRANITE OSEĆAJ UMORA NA POSLU
PODESIVI STOLOVI
SAZNAJTE VIŠE
Site Identity & Logo
Primary Menu
Button
Hide Controls
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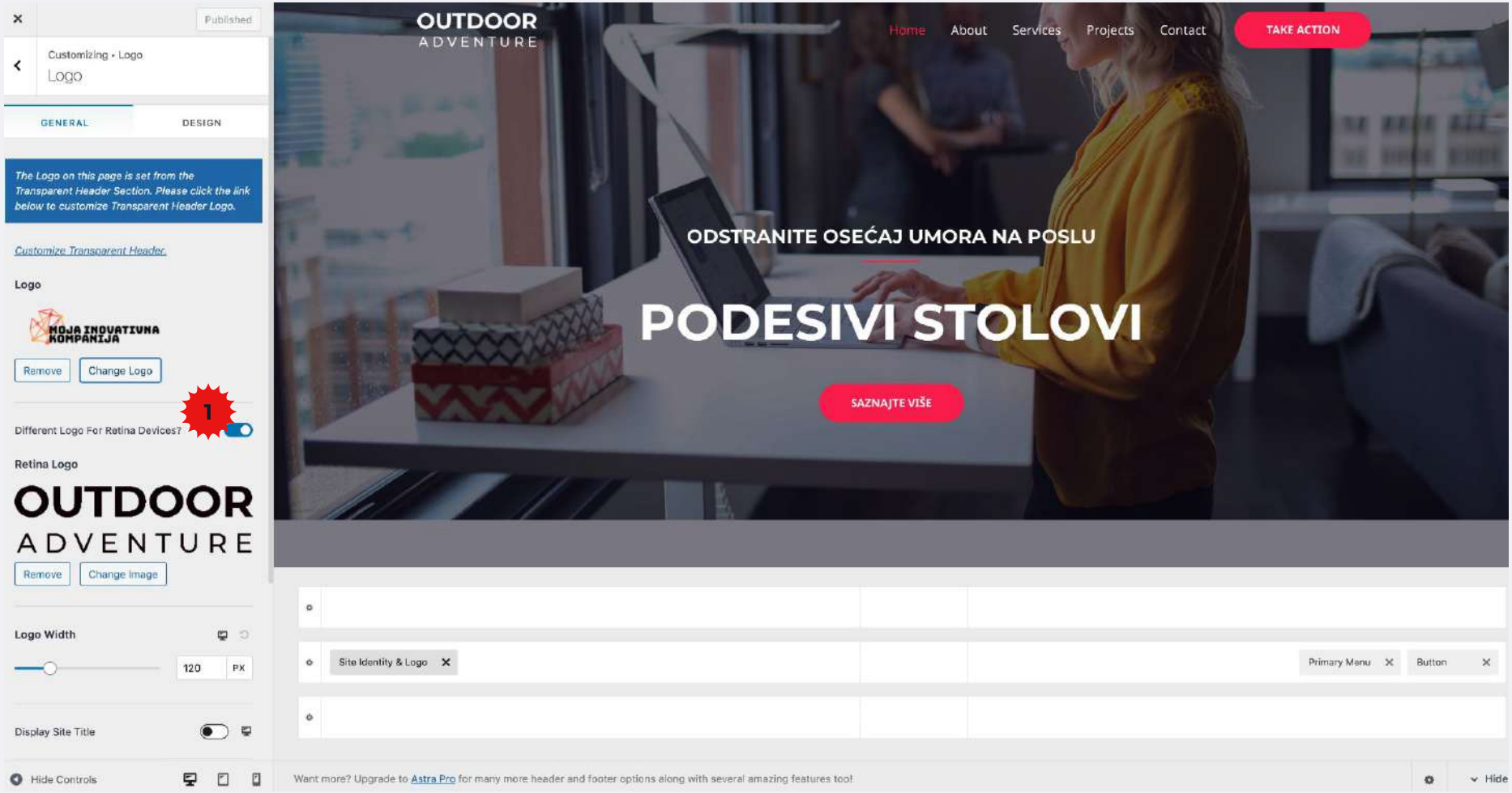
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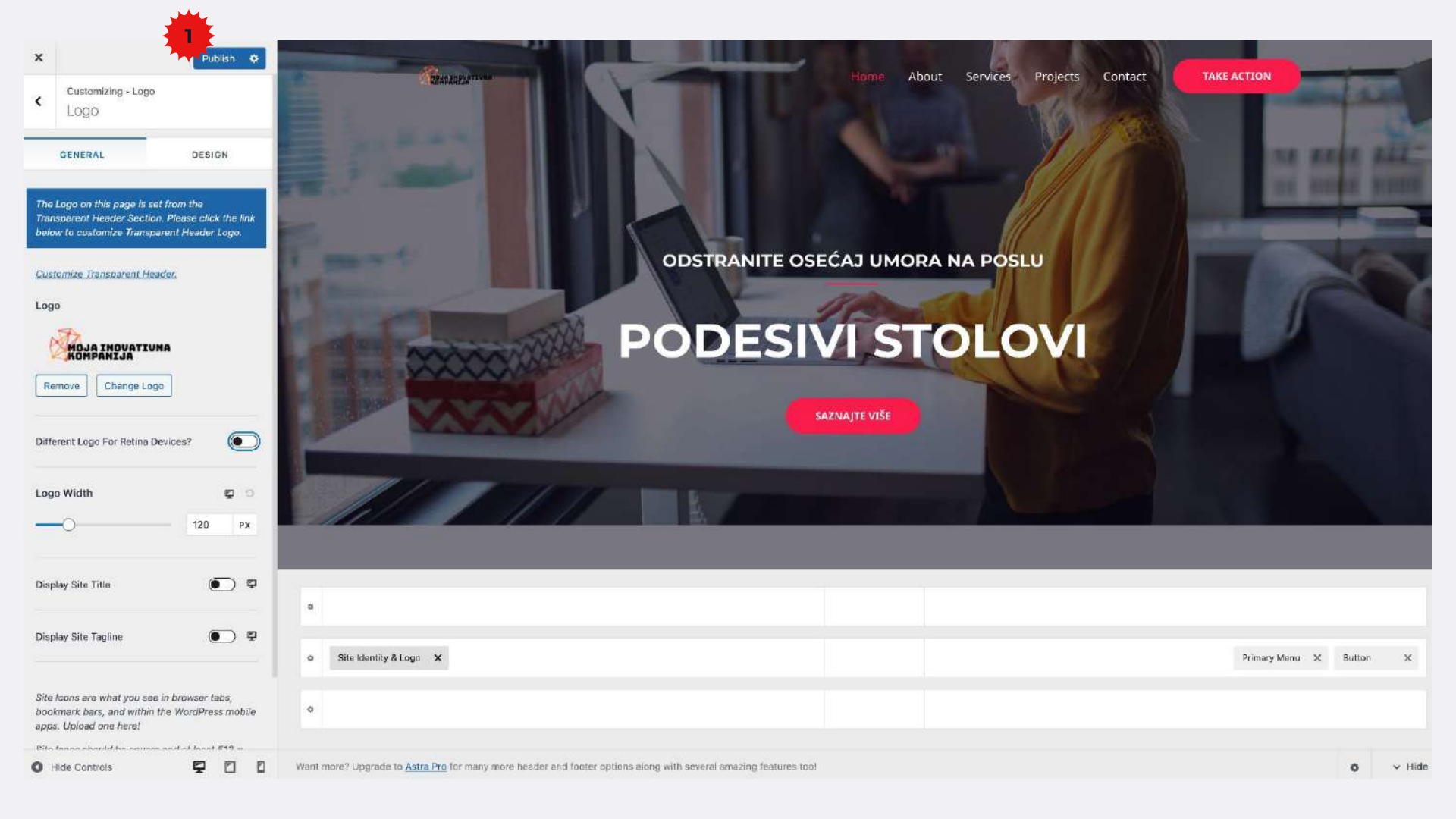
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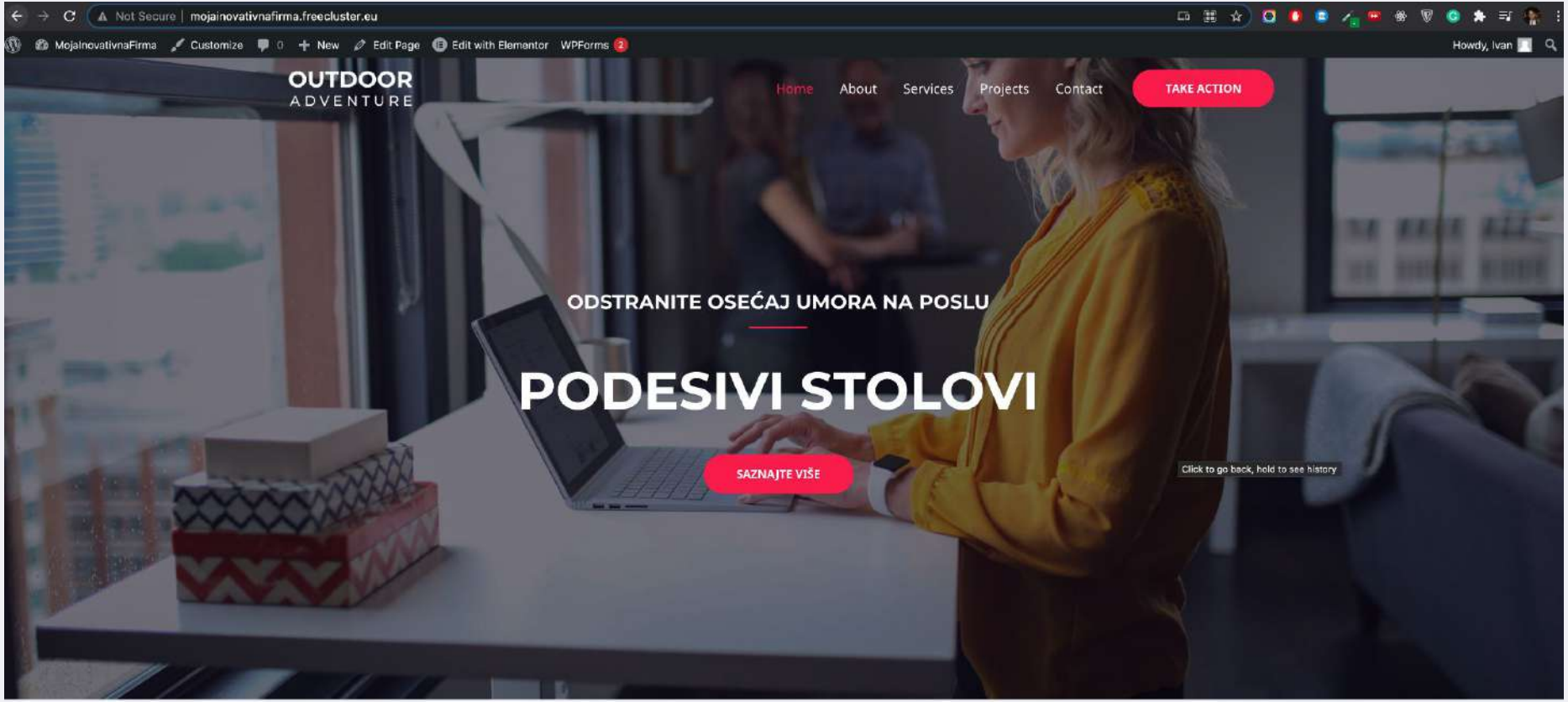

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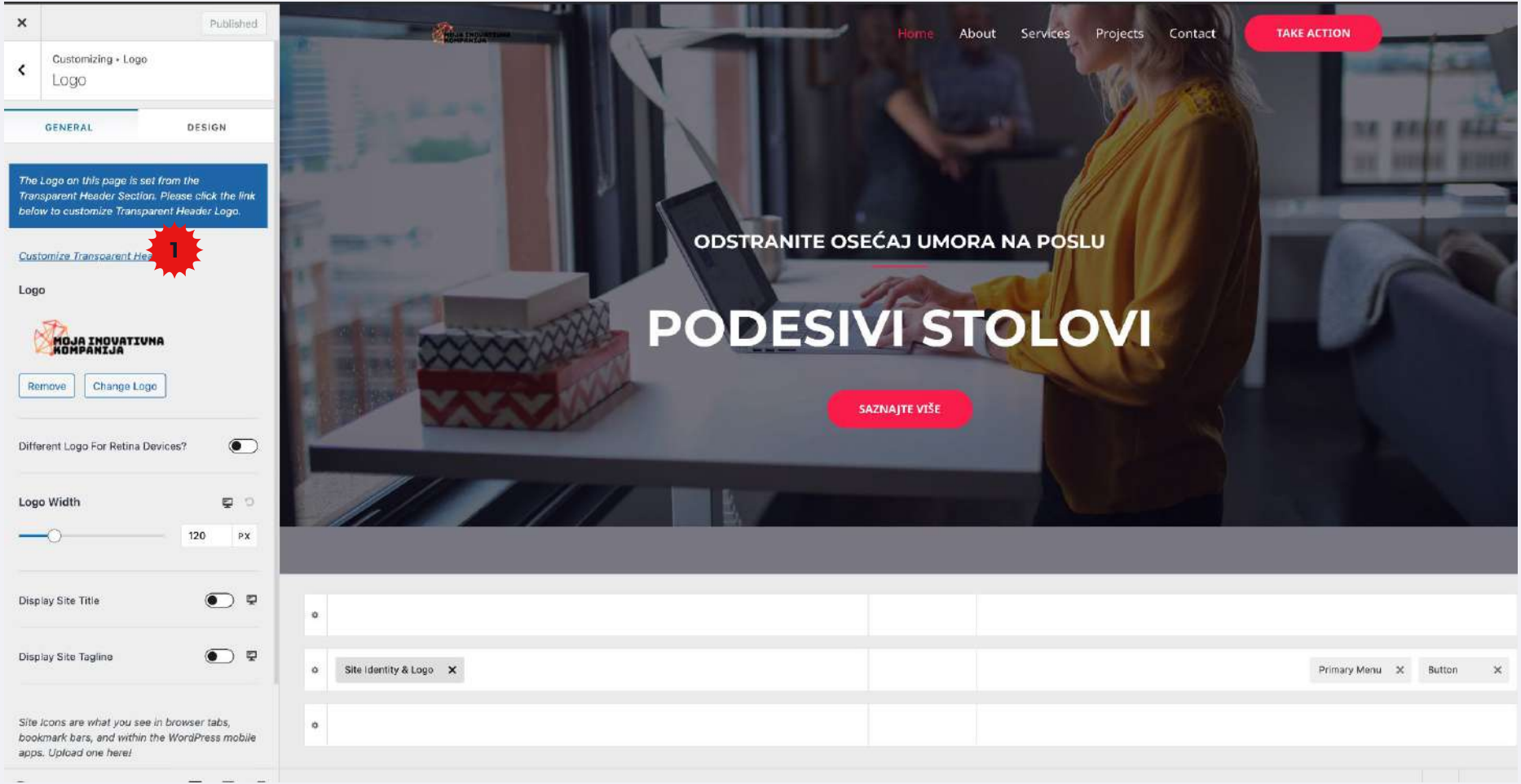
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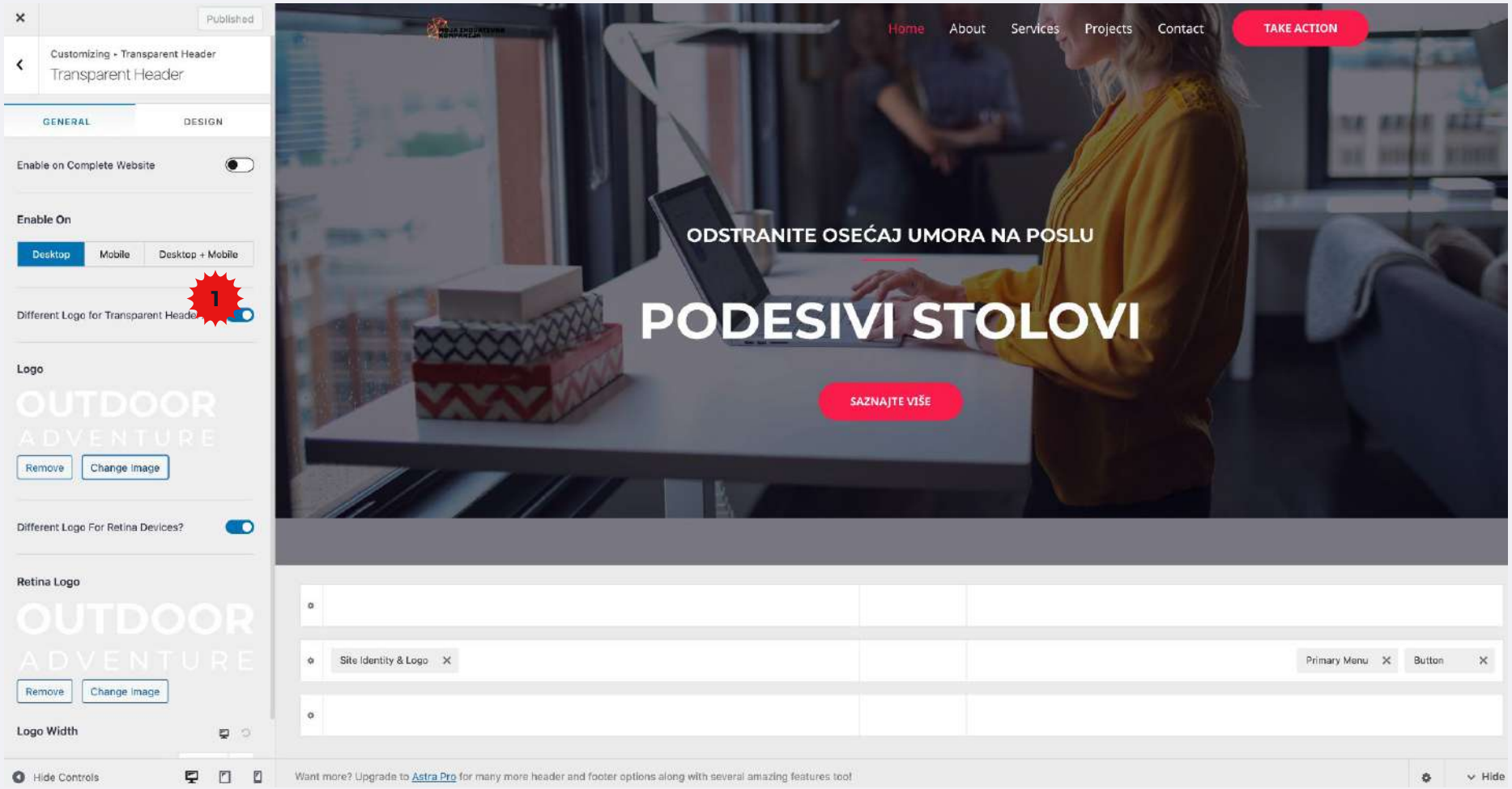
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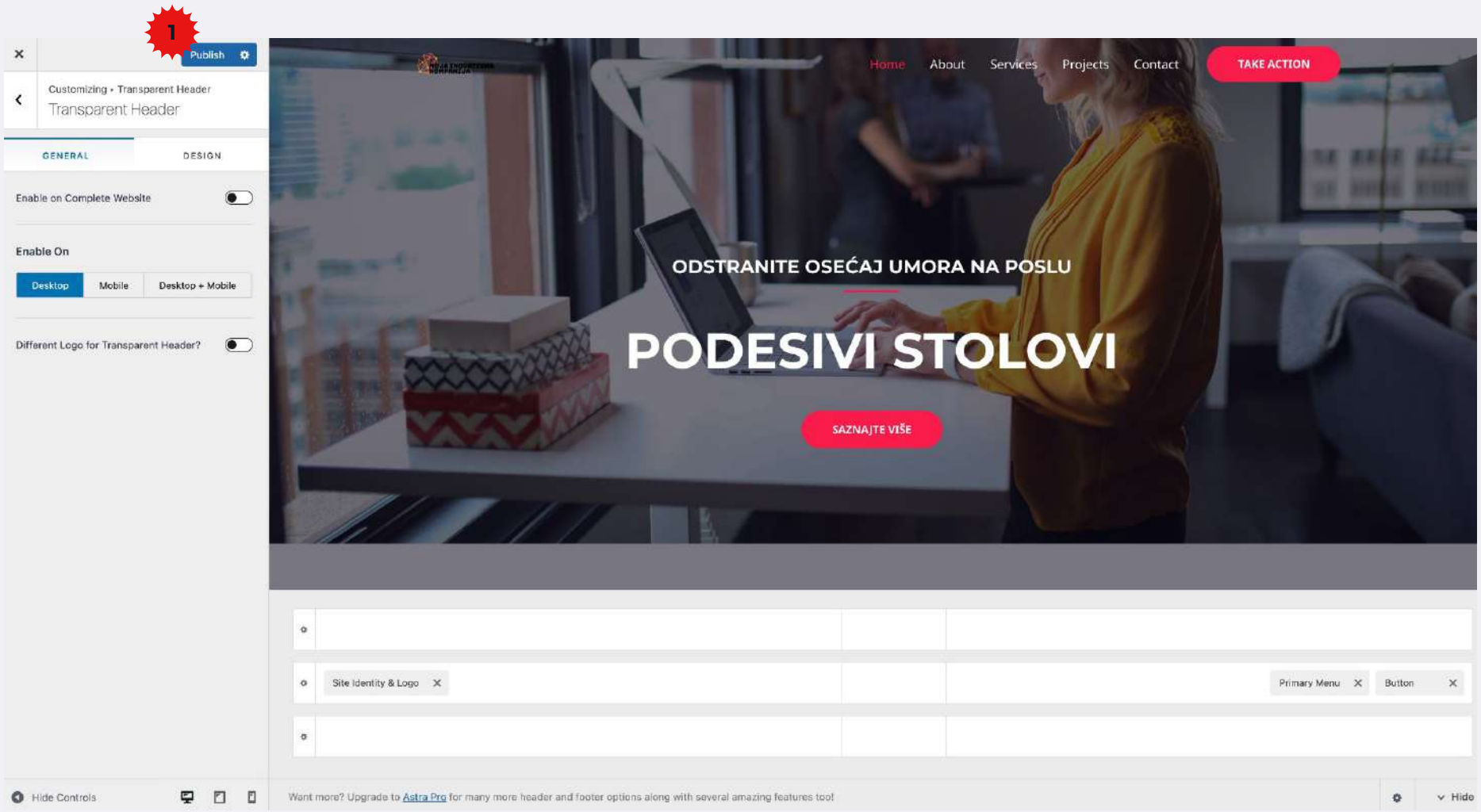
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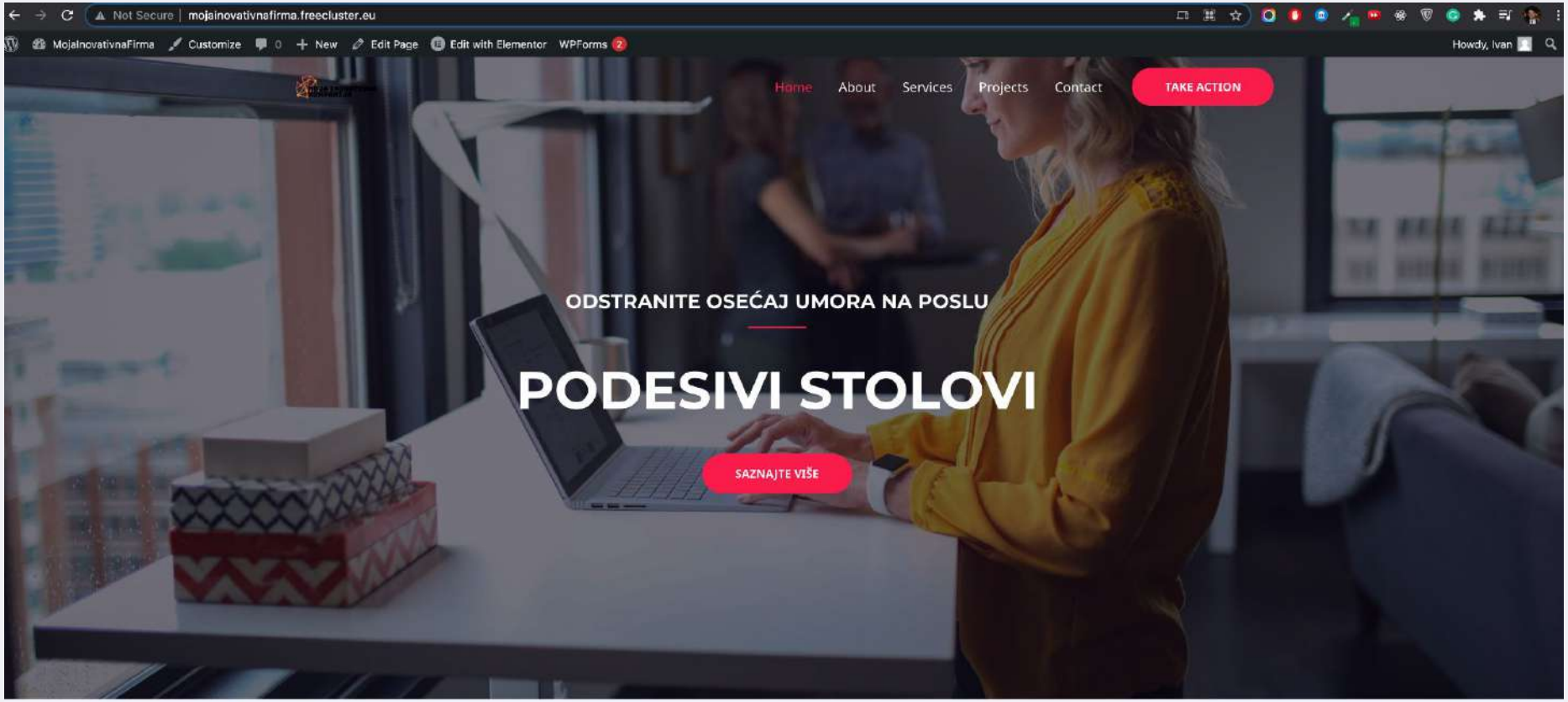


"Fuerat aestu carentem habentia spectent tonitrua mutastis locavit liberioris."

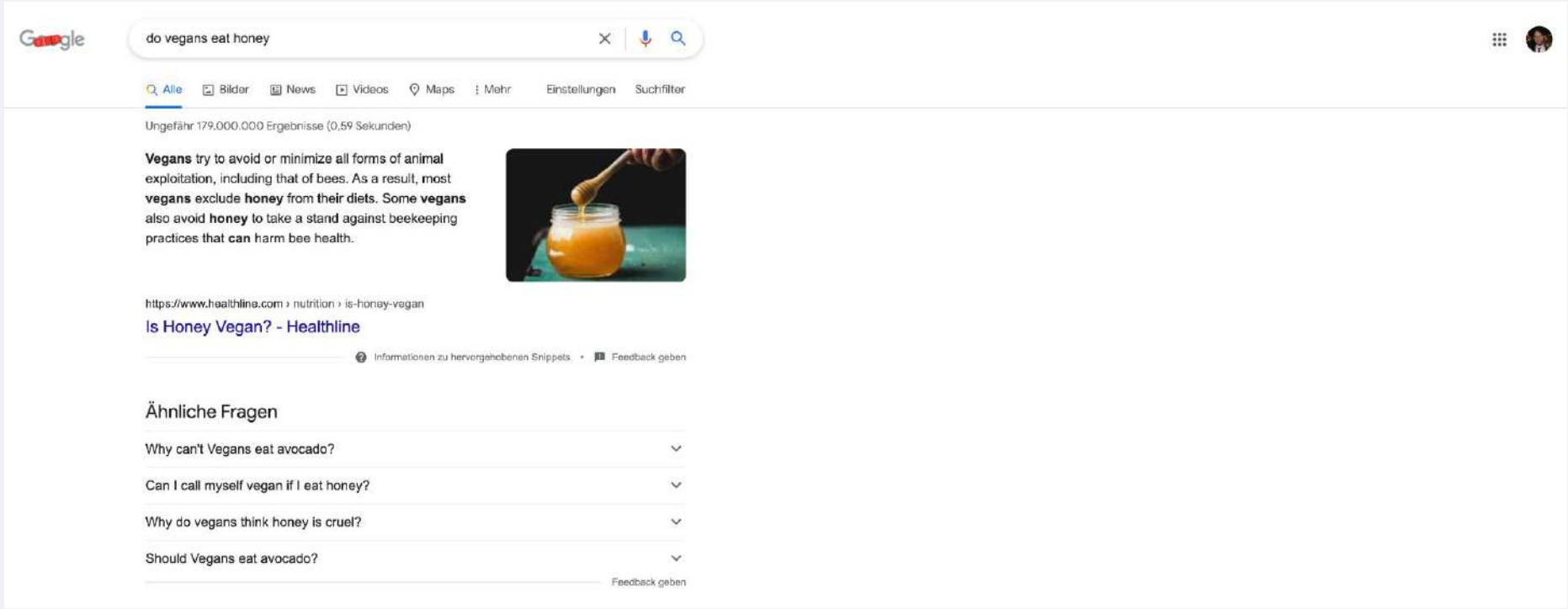
– Adam Sendler

“Search engines”

Veb pretraživači

Google, Yahoo, Bing, Ecosia, DuckDuckGo

Glavna svrha - da pronađe odgovor na pitanje



Kako web pretraživači rade?

Za razliku od društvenih mreža u kojima je norma merenja uspeha merenje zadržavanja posetilaca na platformi, pretraživači imaju potpuno obrnut pristup:
Što korisnik manje vremena provede da pronađe odgovor, to se rezultati pretrage smatraju boljim.

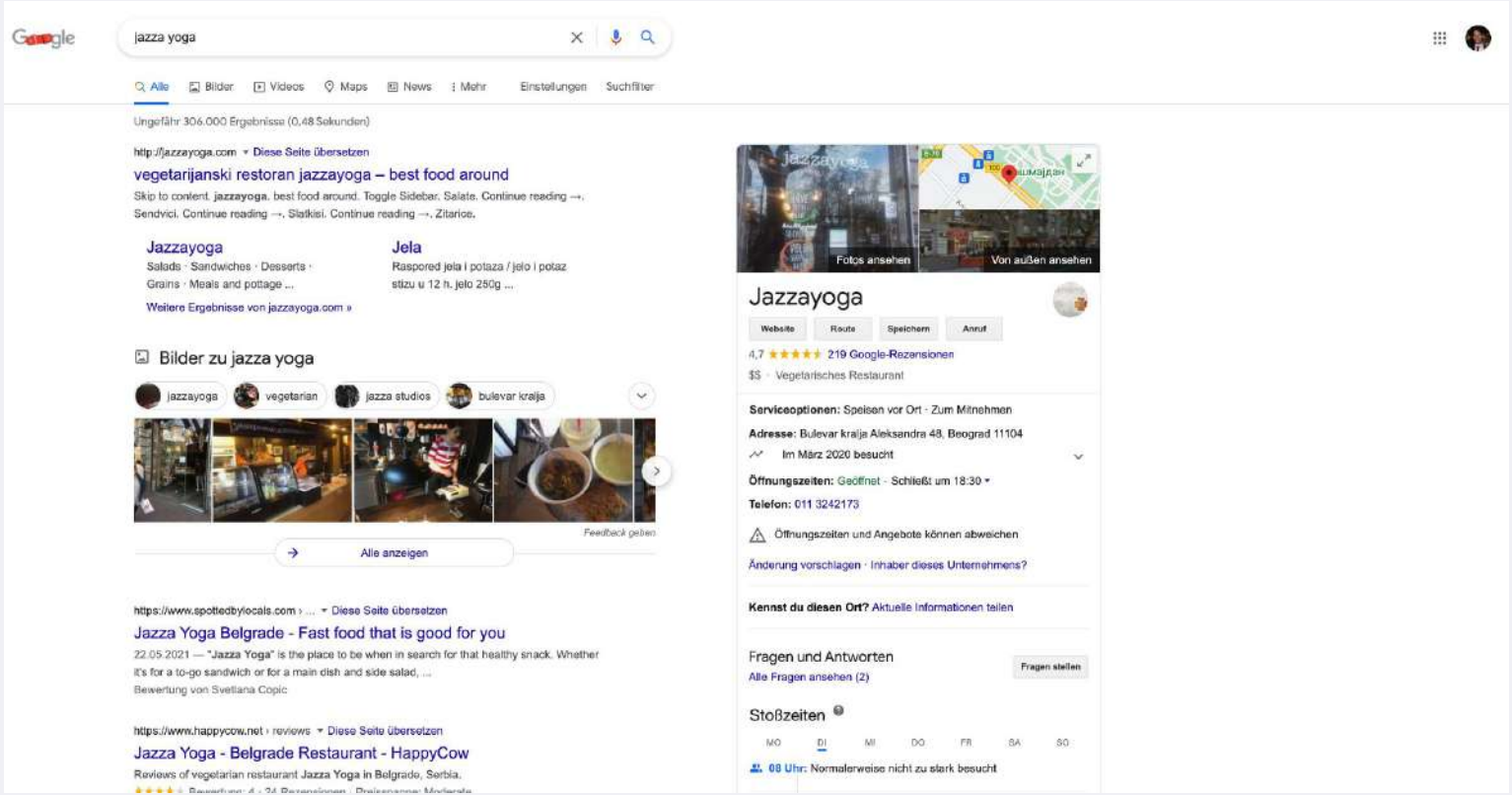
- Prvobitna klasifikacija sajta funkcioniše prema kriterijumima kao što su:
  - Tekst u linku
  - Broj ponavljanja termina u naslovu
  - Broj ponavljanja termina na stranici u tekstu
  - Domen i jezik sajta
  - Opšti sadržaj sajta

Na osnovu klasifikacije, pretraživač zna (AI) u koji obim pojmova je potrebno da stranicu rangira. Za to koristi i konstantno meri kriterijume:

- Broj linkova koji vode ka sajtu i konkretnoj stranici i odakle
- Da li je sadržaj ukraden ili dupliran sa nekog drugog sajta? Ko je prvi objavio?
- Da li korisnici biraju njega kada pretražuju neki pojam
  - Da li se ako odaberu njega vraćaju nazad na pretragu sa istom ili sličnom pretragom

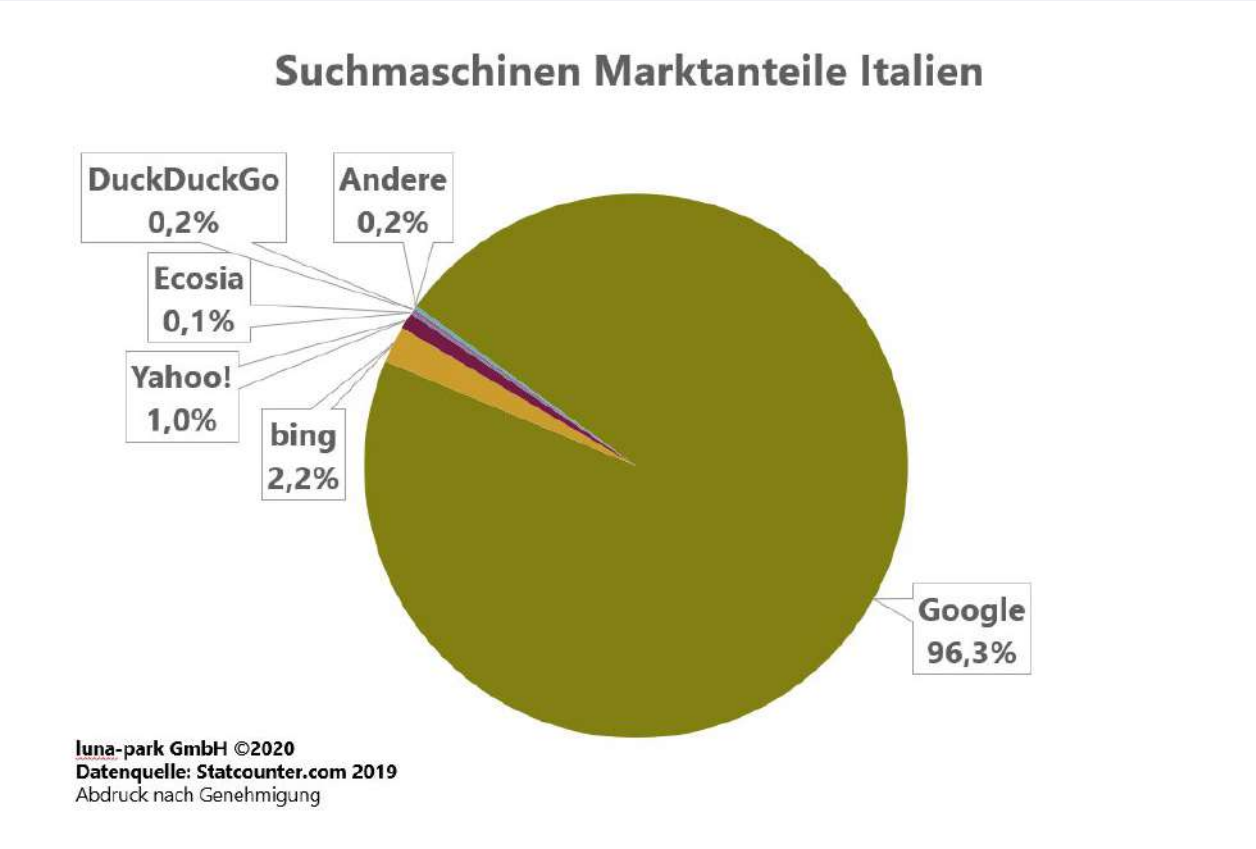
Ovo su samo neki od parametara koji se koriste.

Google My Business View - https://www.google.com/business/



TEŠKO (NEMOGUĆE) JE BITI #1 MESTO U PRETRAZI AKO KORISNIKE VAŠA STRANICA NE INTERESUJE I ZA NJIH ONA NIJE NAJBOLJI REZULTAT PRETRAGE.

Na koje pretraživače treba obraćati pažnju?



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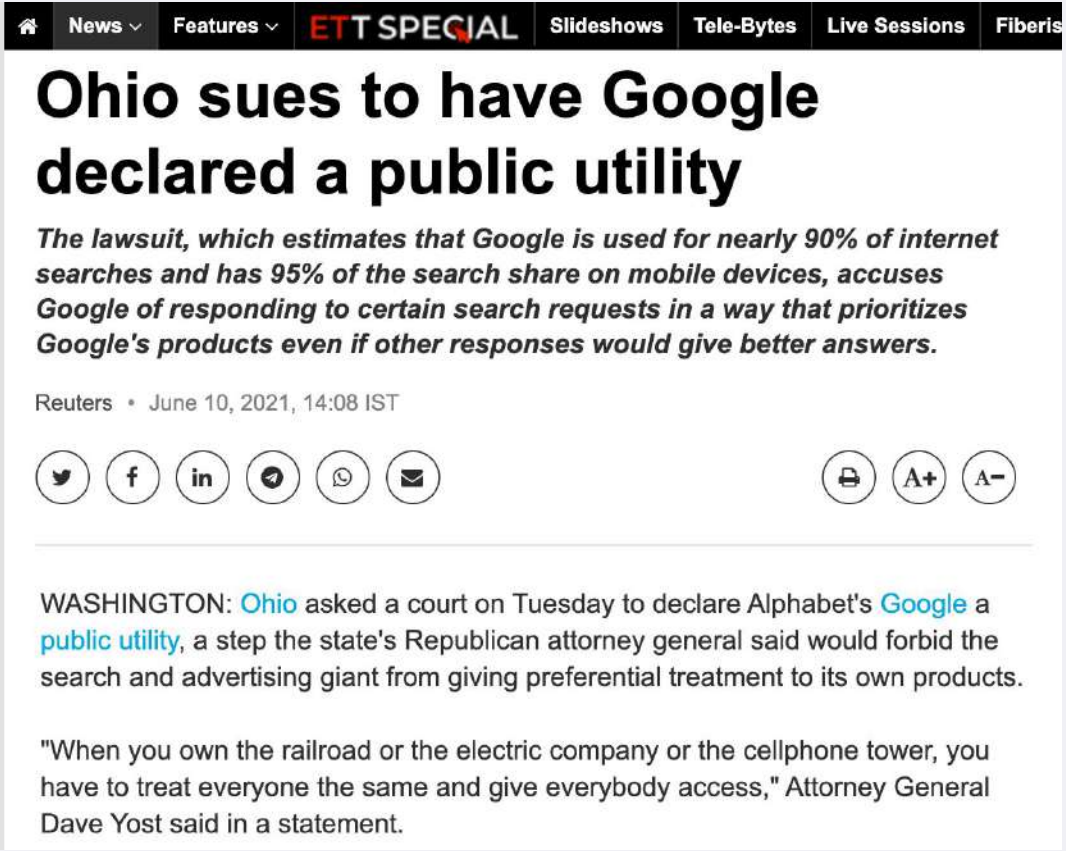

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Ohio sues to have Google declared a public utility

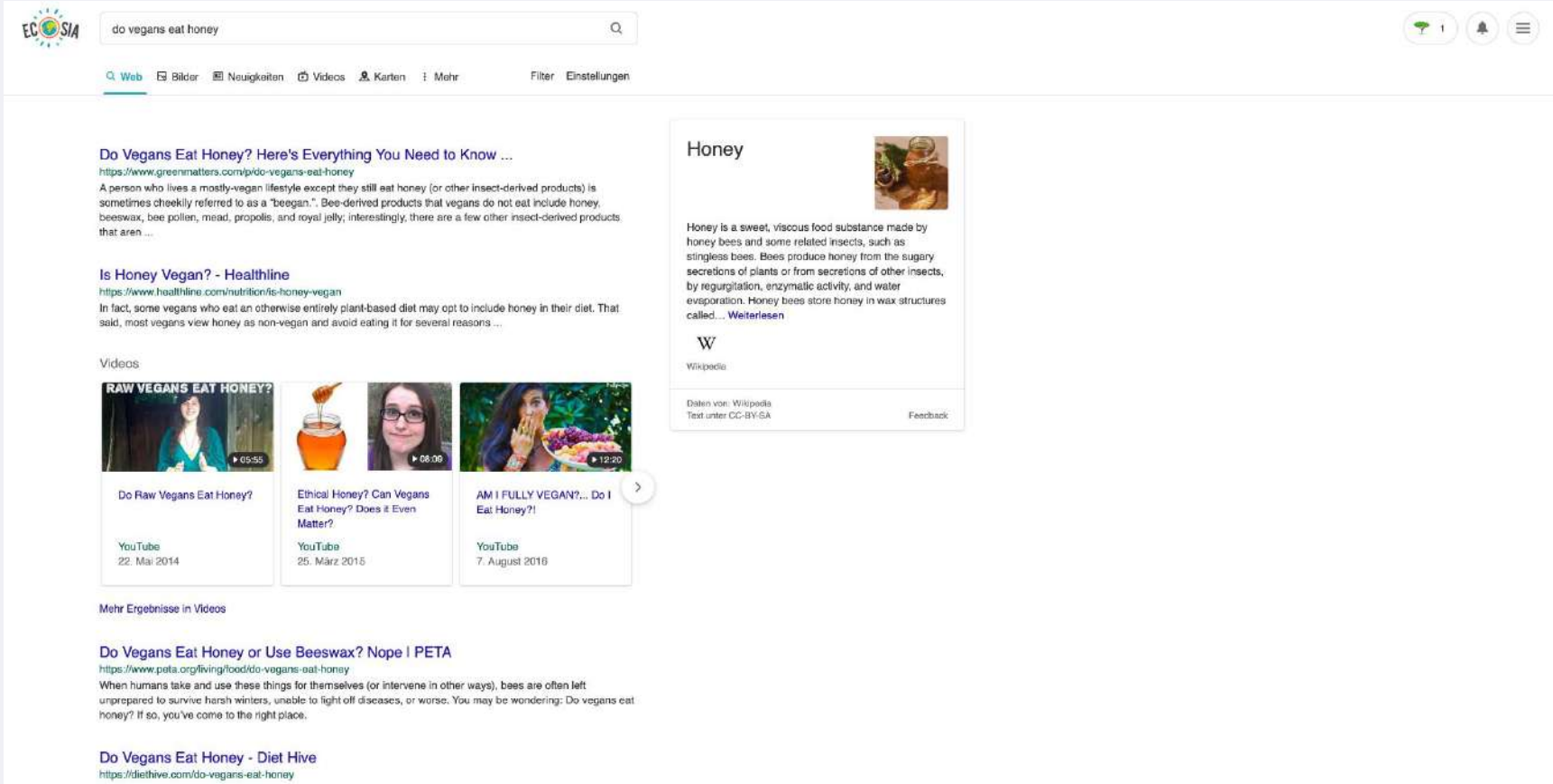
The lawsuit, which estimates that Google is used for nearly 90% of internet searches and has 95% of the search share on mobile devices, accuses Google of responding to certain search requests in a way that prioritizes Google's products even if other responses would give better answers.

Reuters • June 10, 2021, 14:08 IST

WASHINGTON: Ohio asked a court on Tuesday to declare Alphabet's Google a public utility, a step the state's Republican attorney general said would forbid the search and advertising giant from giving preferential treatment to its own products.

"When you own the railroad or the electric company or the cellphone tower, you have to treat everyone the same and give everybody access," Attorney General Dave Yost said in a statement.

Pored Gugla i na one koje koristi ciljna grupa



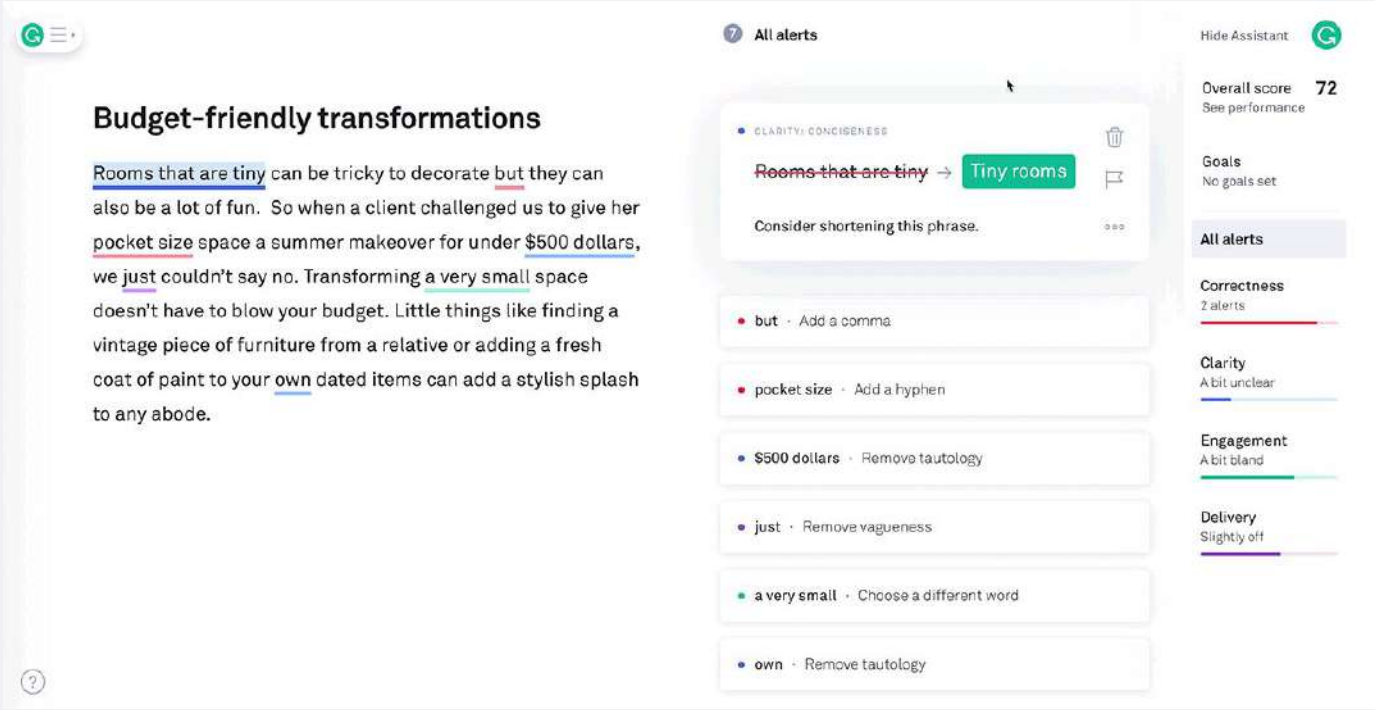
Važne stvari za pretragu

Pretraživači čitaju tekst (slike trebaju imati ALT, što je opis), naslovi su bitniji od paragrafa.

Pretraživači se kreću kroz sajt putem linkova. Svaka stranica koju želite da pretraživač nađe bi trebala da bude linkovana sa nekom drugom, odnosno da na neki način ima putanju do početne stranice.

Grammarly

Odlična nadogradnja za Google Chrome (i Microsoft office) za pisanje i uređivanje tekstova na engleskom.
https://grammarly.com



Prilagođavanje sadržaja

Uvek moramo imati u vidu:

- Da li su naši potencijalni klijenti informisani o industriji i u skladu sa tim koristiti rečnik na sajtu. **Rečnik koji koristimo je rečnik kojim oni trebaju da pretražuju da nas nađu** (i rečnik koji oni razumeju).
- Koristiti što jasnije i što jednostavnije rečenice i pojmove. Pored nas, naše tekstove trebaju da razumeju i AI pretraživači sajtova (npr. Google).
- Pravopisno i gramatički ispravan tekst, bez štamparskih grešaka.
- Jasna organizacija elemenata na stranici
- Jasna navigacija
- Jasan naziv elemenata (naslovi)

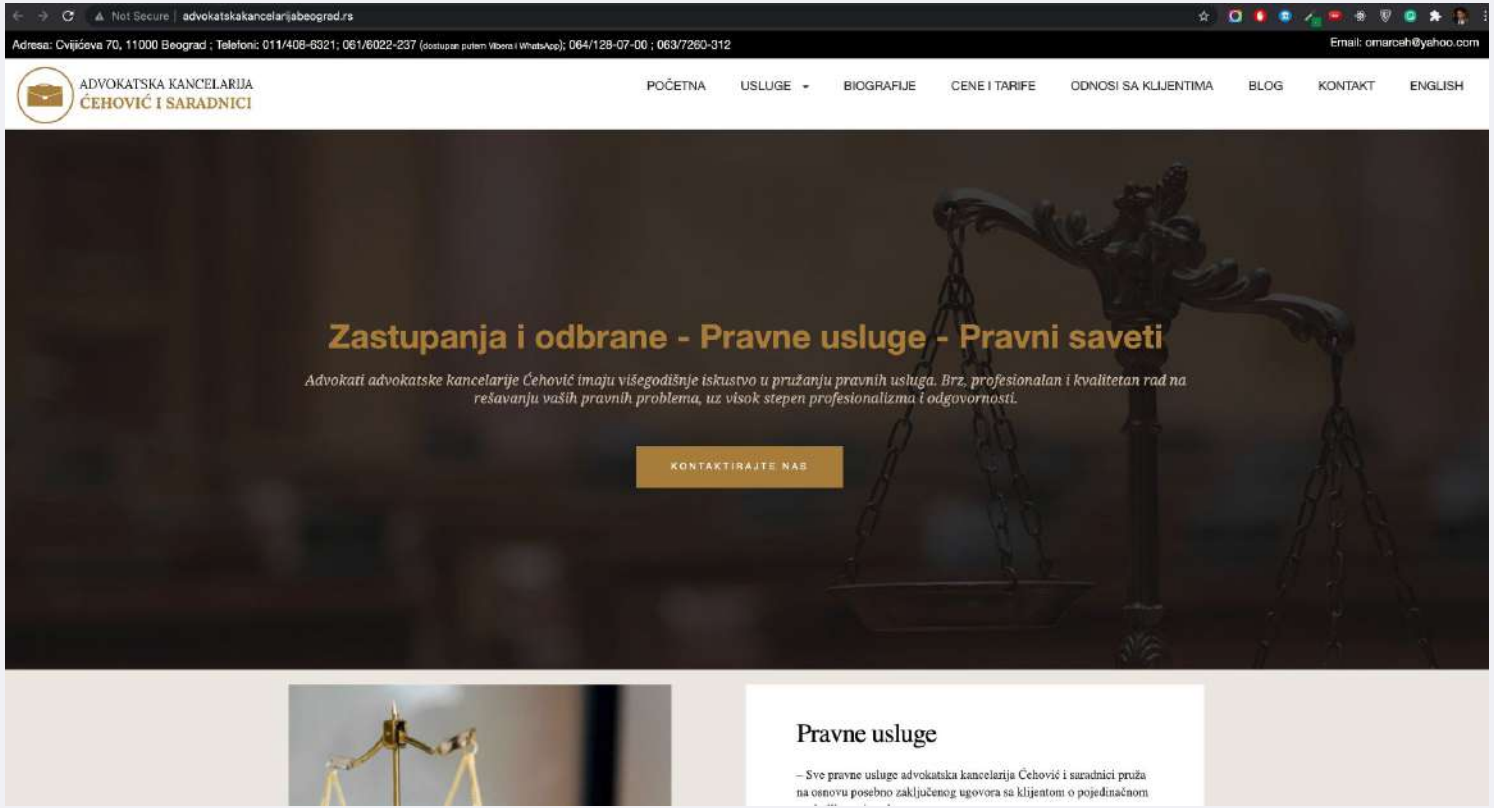
Sajt se pravi za potencijalne kupce i prilagođava se njima.
Uvek je izuzetno važno da se pregledaju sajtovi konkurencije, kao i drugi sajtovi koje ciljna grupa posećuje, da bi se analizirali elementi, rečnik, dizajn i ostalo što koriste i kako to može biti bolje kod vas.

Koje elemente treba da ima sajt?

U zavisnosti od **industrije**, potrebno je da analizirate druga rešenja(i konkurenciju i kompatibilna) i da **vidite šta je** ono što je **uvek prisutno**, da izvučete zaključke i da vidite **da li je nešto potrebno dodati ili oduzeti**.

Primer: Usluga - Advokati

Primer: Usluga - Advokati



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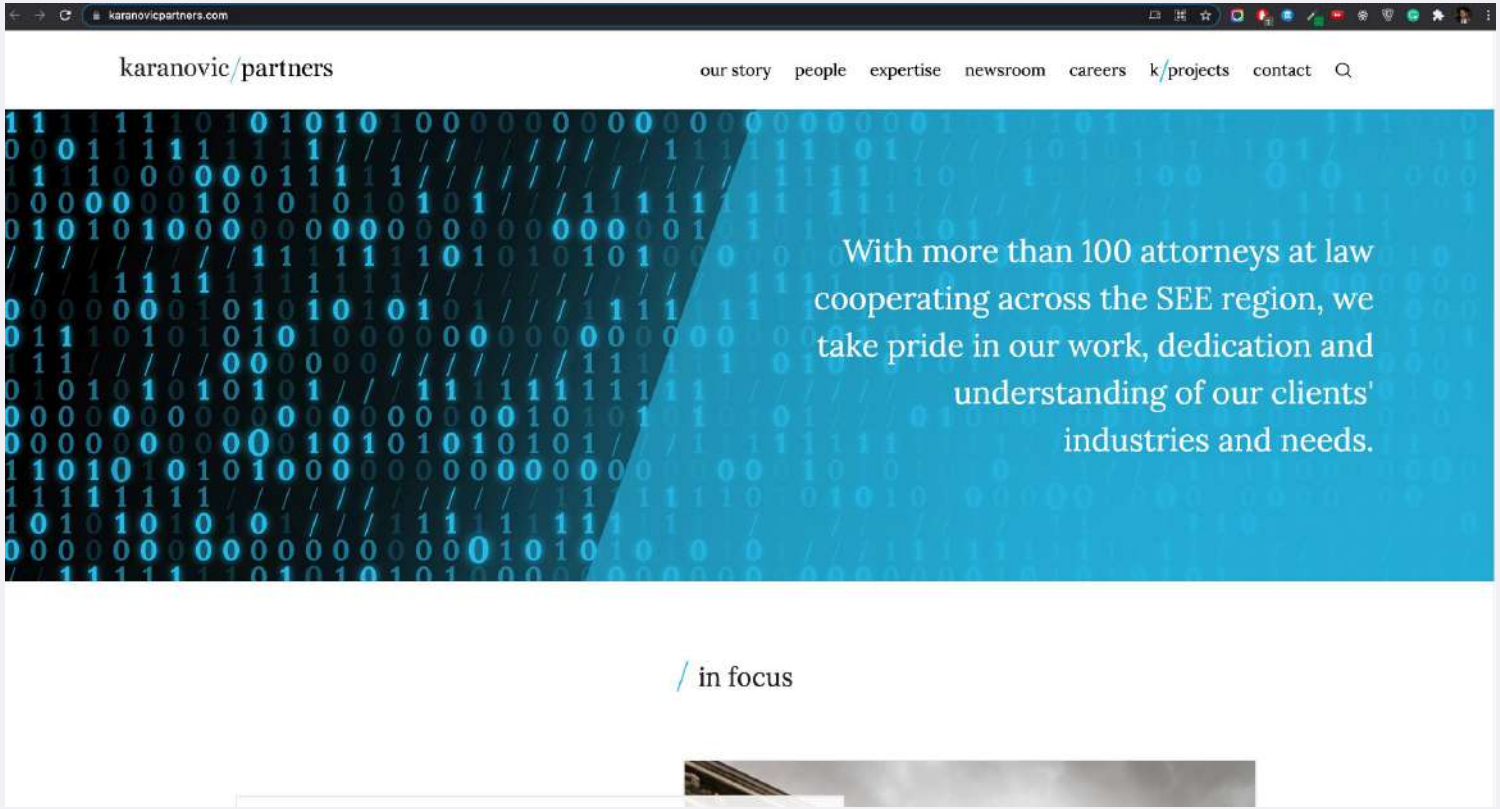

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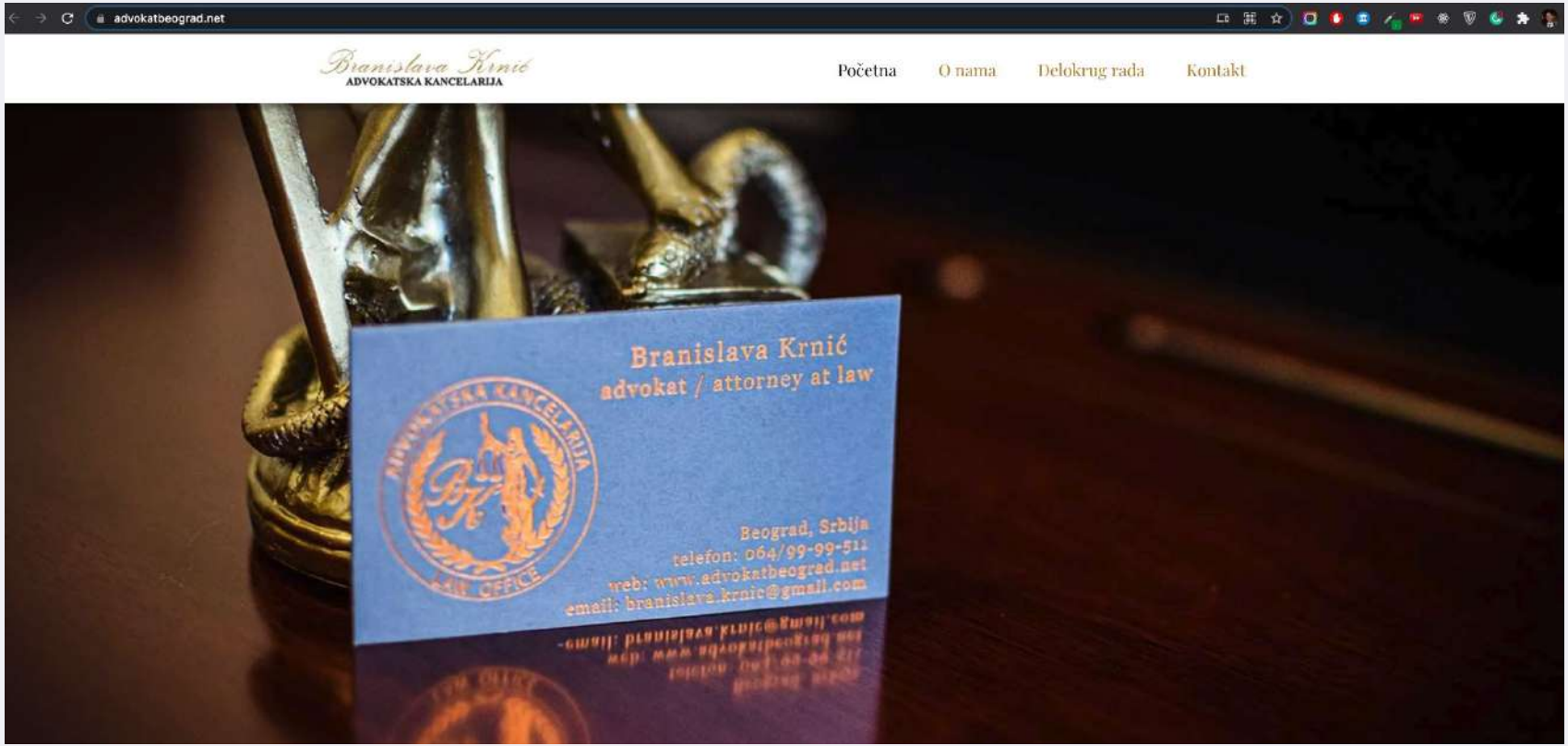

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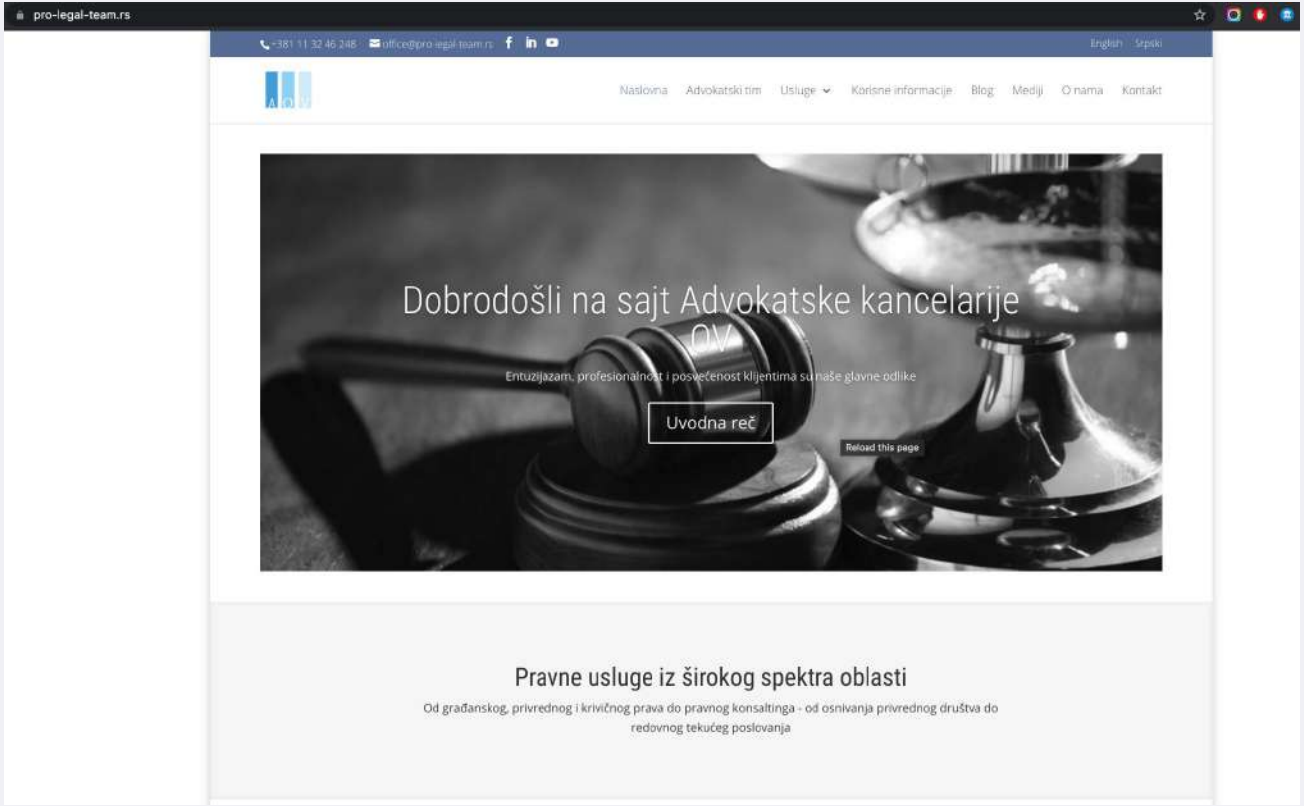
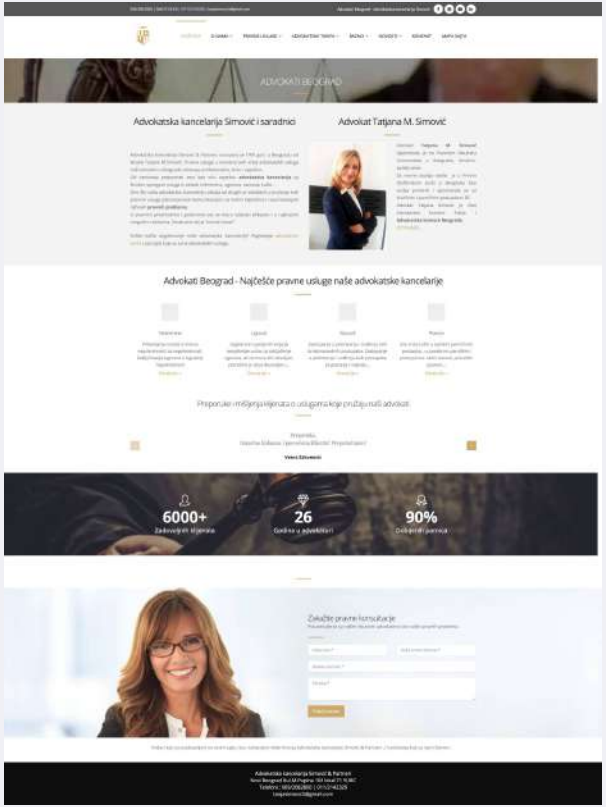


Primer: Usluga-Advokati advokatibeograd.com



Primer: Usluga-Advokati

Elementi:
- Telefon, email, na vrhu sajta
- Kontakt forma na dnu sajta
- Višejezičnost
- Rencenzije

Stranice:
- Početna sa izdvojenim isečcima
- Delokrug
- Klijenti/Reference
- Blog
- Cenovnik
- Biografije
- Kontakt

Recenzije/Reviews

- Vi kontrolišete koje ćete recenzije prikazati na svom sajtu
- Personalizujte ih što više tako da se posetilac poistoveti sa reviewerom.

Zašto koristiti blogove?

- Većina ljudi
  - ne ide po sajtovima da bi pratila novosti na njima (osim društvenih mreža i novina)
  - želi da informacije koje ih interesuju dobiju što pre i da idu dalje sa svojim životom

Čemu onda blogovi, priče o našoj firmi i industriji?

- Bolja rangiranost na pretragama
- Da bi bili odgovor na pitanja koja vaši potencijalni klijenti postavljaju

Saznajte šta potencijalni kupci pretražuju

Pravite postove na neodgovorena pitanja, na često postavljana pitanja, koja zanimaju vašu ciljnu grupu.

Ovde možete pretražiti trendove pretraga:

- https://answerthepublic.com/
- https://trends.google.com/trends/?geo=RS
    - https://trends.google.com/trends/explore?date=today%205-y&geo=RS&q=restoran%20beograd,dostava%20beograd

Dobri Primeri

- Geek shop za prodaju rančeva boban, odnosno XD-design
  - Razlika u prikazivanju sadržaja na osnovu predznanja posetioca, zašto nije nužno dobro kopirati najveće lidere na tržištu.
- Kickstarter kampanje
- GOOD Meat
- Rimac Automobili, Tesla
  - Razlika u pristupu i korišćenju interakcija
- Digitalocean
- Starbucks
- Netflix

Pitanja

Yoast za još bolje rangiranje na pretraživačima

https://www.youtube.com/watch?v=y59a0Yujziw

Napomena: kada radite promene koje su prikazane u videu, kliknite save pre nego što promenite sekciju podešavanja.
U većini slučajeva takmičara treba ostaviti indeksiranje “pages”, “exceprt” opcija bi trebala da vam radi sasvim dobro, tako da u većini slučajeva nije potrebno ručno unositi tekstove.

Kako uključiti Google Analitiku

https://www.youtube.com/watch?v=gEX0iprwMwc

Napomena: na prezentaciji smo pogledali kako izgleda google analitika kada se gleda na https://analytics.google.com/
Pregled preko ovog linka je malo kompleksniji od ovog koji je prikazan u videu, ali vam može ponuditi više informacija i opcija. Preporuka je da koristite oba i vidite šta vam više odgovara.

Snimanje poseta korisnika - Mouseflow/HotJar

Na prezentaciji smo pogledali nekoliko alata za snimanje poseta korisnika poput Mouseflow i HotJar-a.
Njihova instalacija je vrlo jednostavna, ALI da bi oni lepo radili, neophodno je da imate podešen HTTPS, odnosno SSL sertifikat, što ne možete da uradite na besplatnom hostingu koji koristimo.

Mouseflow je lakši za korišćenje od strane početnika.
Prvi korak je da se registrujete na mouseflow.com:

Nakon toga, popunite osnovne podatke:

U 3. Koraku unesite u gornje polje adresu vašeg sajta,
A u donje polje tip sajta (verovatno company website):

Konačno, kliknite install i ispratite tutorial dostupan na https://help.mouseflow.com/en/articles/4304805-install-mouseflow-using-our-wordpress-plugin od koraka odabira Wordpress-a:

Preseljenje (Migracija) na novi hosting (opciono)

Nakon što ste isprobali razne mogućnosti i podesili da vam sajt izgleda kako vam odgovara, moguće je da želite da se prebacite na novi pouzdaniji plaćeni hosting sa SSL sertifikatima i cPanelom. Ovaj korak nije neophodan, posebno zato što vam ovaj hosting omogućava da besplatno koristite i zvanične registrovane domene.

Jedna mogućnost je da sve uradite ponovo na novom hostingu, što je u redu, ako svakako niste zadovoljni u potpunosti onime što ste uradili i želite da to izmenite u nekoj meri.

Druga mogućnost je da odradite kompletno preseljenje sajta. To radite tako što instalirate wordpress ponovo na novom sajtu, otvorite Admin panel i na starom (infinity free) i na novom (plaćenom) hostingu i ispratite tutorijal na: https://www.youtube.com/watch?v=kpsjTPsygbs ili https://www.youtube.com/watch?v=_vR0oD_Nux0 (oba tutorijala su u redu)