

Kdo je
SKRIVNI JUNAK
uspešnih spletnih strani?

Primož Cigler

1

Smo strokovnjaki na področju pisanja vsebine za spletne strani, saj smo na trgu prisotni že od leta 1990. Naše podjetje organizira delavnico *Kako napisati vsebino za spletno stran*. Naše poslanstvo je, da skozi visokokakovostna predavanja vsem, ki bi se želeli na področju pisanja besedil izboljšati, podamo ustrezna znanja in veščine, da se lahko suvereno lotijo pisanja. Naš uspeh merimo v številu zadovoljnih obiskovalcev delavnic.

Vljudno vabljeni!

2

Je vaša spletna stran sama sebi namen?

Ljudje smo intuitivno slabi v pisanju tekstov za spletno stran, ampak dobra novica je, da lahko to veščino hitro osvojimo. Na delavnici *Skrivni junak uspešnih spletnih strani* bomo na primerih vaših spletnih strani pogledali, kaj sami delamo narobe in kako napisati vsebino, da je razumljiva in zanimiva strankam.

Prijavi se in pošlji svojo spletno stran v analizo, da jo skupaj izboljšamo!

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Attention

Interest

Desire

Action

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5 sekund

Toliko časa imate, preden stranka zapre vašo stran!



HOME

PRODUCT RANGE

ACCESSORIES

B2B

CUSTOMER CARE

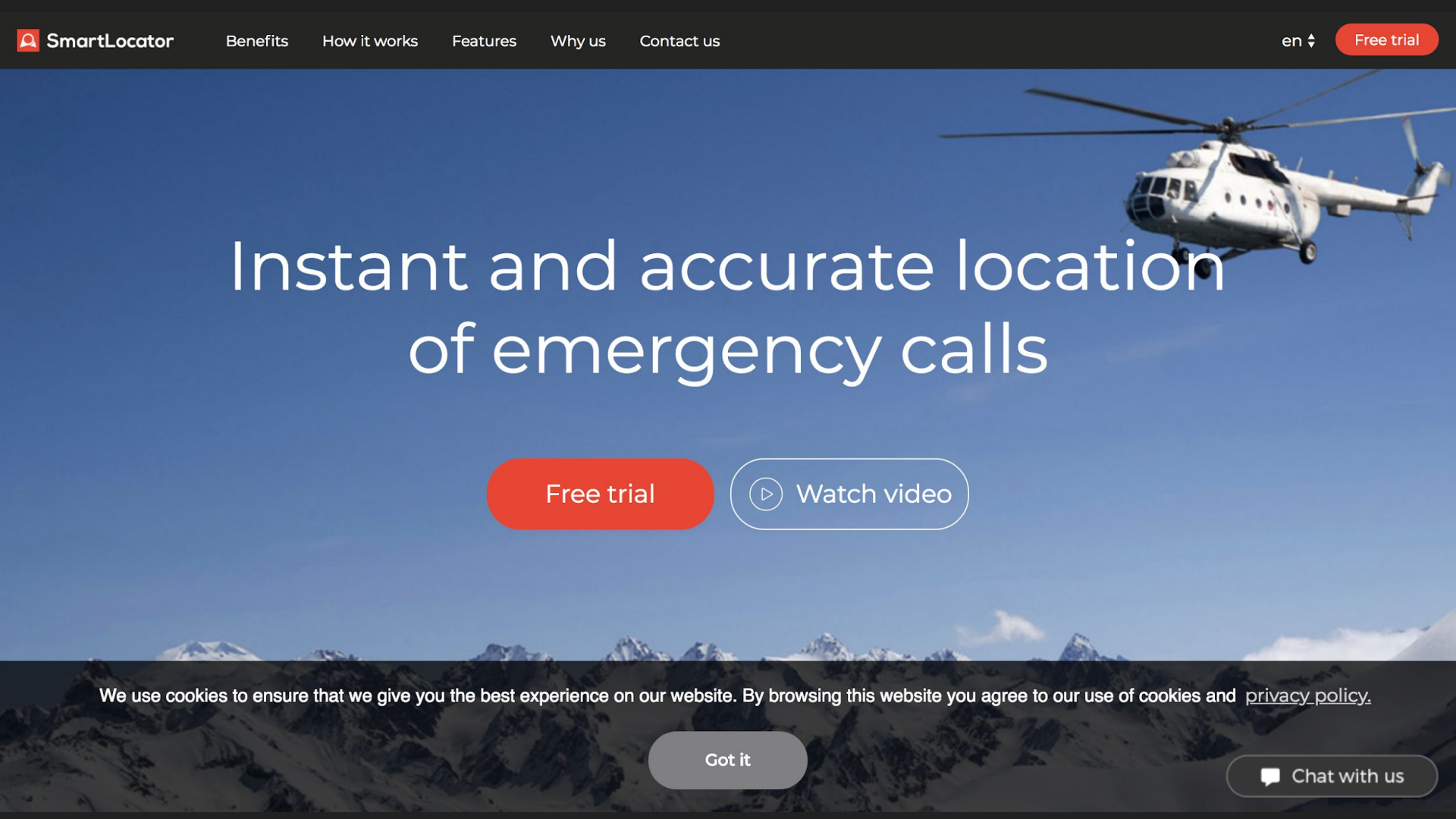
NEWS

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DOMOV

HIPOKRAT

IT PODPORA

NOVICE

O NAS



VPRAŠANJA & ODGOVORI

Seznam najpogostejših problemov
in rešitev na enem mestu.

POGLEJTE VPRAŠANJA



VERZIJA

Namestite si novo verzijo programa
Hipokrat!

NAMESTITE VERZIJU



IT PODPORA

Imate nov računalnik ali operacijski
sistem in še nimate Hipokrata?

IZBERITE in PRENESITE

ZELO HITRE REŠITVE



[DOMOV](#)[O NAS](#)[CVETLIČNI PRIGRIZKI](#)[SVEŽE RASTLINE](#)[DELAVNICE](#)[BLOG](#)

Dr. Katja Rebolj

Ko znanost sreča naravo, nastanejo najboljše stvari.

Naučite se tudi vi uporabljati
cvetje v svoji kuhinji!

PRENESITE SI BREZ

Piškotki

Spletna stran za delovanje uporablja
piškotke. Z uporabo strani se
strinjate z namestitvijo. Več o
piškotkih >

Razumem

Be Efficient Support Remotely

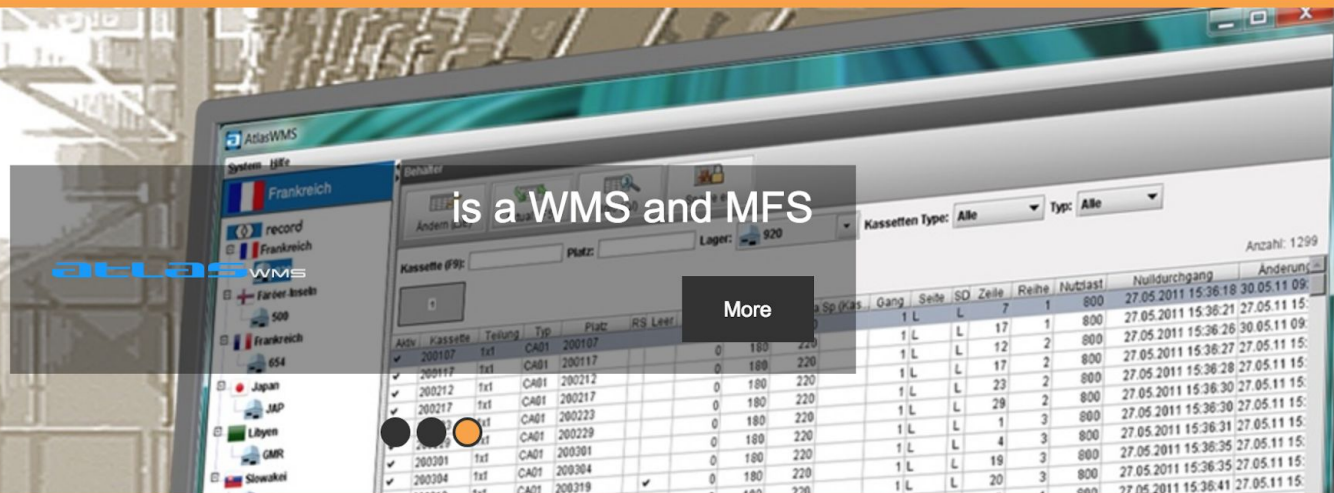
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- Atlas Global
- Atlas WMS Metal
- Atlas MFS
- Atlas CutITsmart
- Atlas eKanban



25 years' experience in the most demanding markets

Epilog has been involved in the implementation of the most demanding projects across the world for more than 25 years. In the European market, we supply WMS and MFS to the leading producers of automated warehouses and



Atlas Hotline 24/7

Epilog's call centre with its own communication hub is available 24/7 for each and every client of ours anywhere in the world.



Atlas WMS Up to Date with TTK's New Modern Logistics Centre

In October 2017, the company TTK Srpenska celebrated 70 years of operations. Recently, the company has also opened a **new, modern logistics centre**, bringing all of their warehouses under one roof.

Navigation

- ▷ Home
- ▷ Algae
- ▷ Activities
- Services
- Press
- Employment
- ▷ About Us
- ▷ Varia
- ▷ Private (password required)

User login

Username *

Password *

- [Request new password](#)

[Log in](#)

AlgEn, algal technology centre

AlgEn is committed to be an **active participant** in the blooming area of **algal technologies**. Internal research and development activities are being complemented by components and know-how of partners into effective solutions.

Algal technologies have the **potential** to change the world:

- *production of biofuels from algae,*
- *bio-sequestration of greenhouse gaseous emissions,*
- *extraction of precious organic materials, exceptional nutritional qualities of algal biomass, production of vitamins, antioxidants and unsaturated fatty acids,*
- *extremely efficient waste water treatment*

are but a few things algae can do for us.

Some of these applications are being introduced into practical and economic deployment, others are still lacking some pieces of the technological (and economical) puzzle. And these pieces of technology are being developed at many places around the world.

Due to complexity of the technology we **do not expect a single breakthrough solution**, many different innovations will have to be integrated into the world-changing technology.

AlgEn is committed to provide its own **innovative contributions** integrated with the **best available**



algal technology centre

Member of

European Algae Biomass Association
(EABA)



Technology park Ljubljana



AlgaeCan project



Water2REturn project



SaltGae project

With myWater ATM we provide pure drinking water generated out of the air.

**Everyday, anytime and anywhere.
Refill your bottle, reduce plastic waste, inspire.**

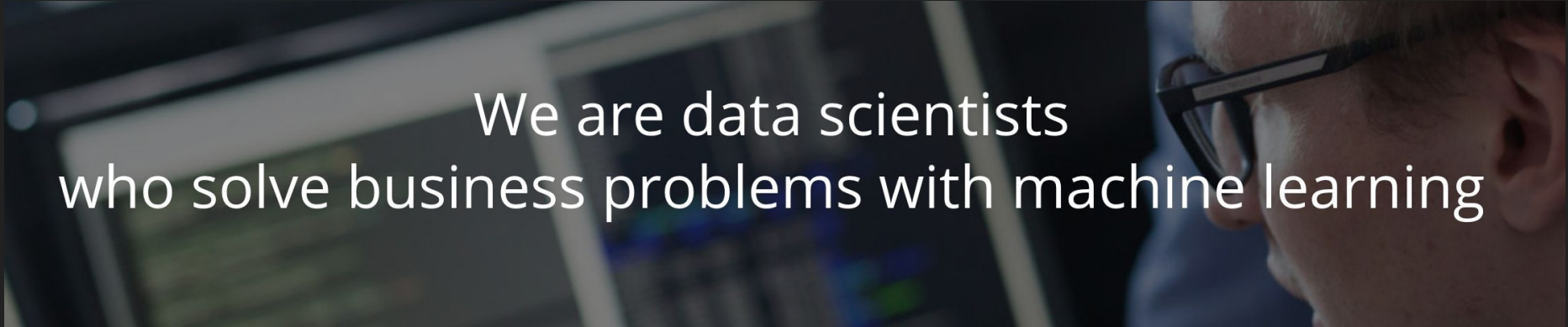


We live in a polluted, but thirsty world!



mi, mi, mi...

Komu je že vsebina namenjena?

A close-up, slightly blurred photograph of a person's face in profile, wearing black-rimmed glasses. They are looking at a laptop screen which displays various data visualizations, including bar charts and line graphs. The background is dark and out of focus.

We are data scientists
who solve business problems with machine learning

We speak fluent IT.

***Content is the most neglected part
of business websites today.
We're changing that.***

Discover Business Incidents. Fast.

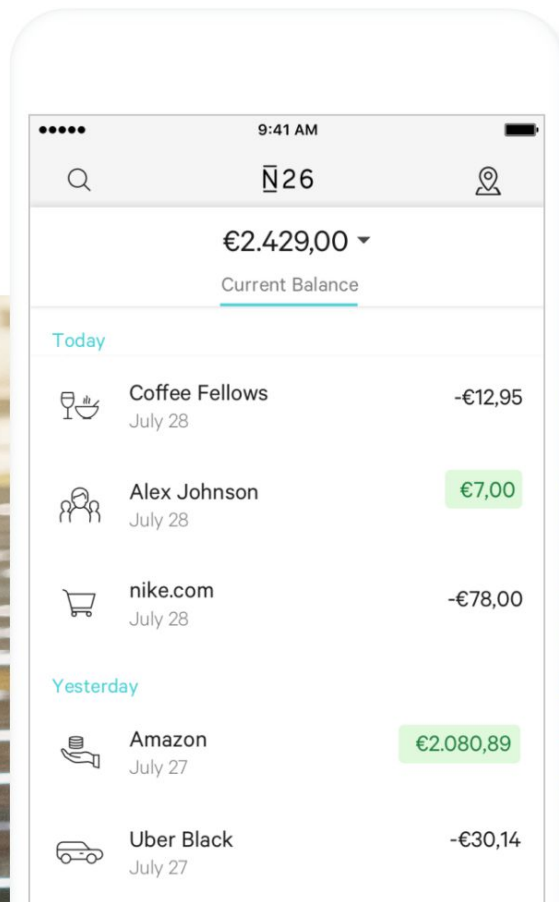
Illuminate blind spots in your business
with AI Analytics.

[Watch a Demo](#)

The Mobile Bank

A bank account for your phone

Open Bank Account



A photograph of an outdoor adrenaline park structure at sunset. The structure consists of a metal frame with various platforms, ropes, and nets. In the background, there is a body of water, a city skyline, and mountains under a colorful sky. The text is overlaid on the bottom left of the image.

Adrenalinski park,
ki ga lahko postavimo
brez lokacijskih omejitev

Turn noise into knowledge

Elium is a knowledge sharing platform that helps you
capture, curate and communicate in the digital workplace

[Discover our solution →](#)



kreativne informacijske rešitve

hmmmmmm???

LISTA PREPOVEDANIH BESED



- EJ-AJ
- MASIN CRNING
- INTERAKTIVEN
- BUCKE
- GROUTHÉLING
- LINI

Nudimo klasično in lasersko varjenje, izvajamo preiskave v varilsko metalurškem laboratoriju in prodajamo varilne žice.

VS

Če so vam vsi ponudniki varjenja odgovorili “to je nemogoče zavariti”, ste na pravem mestu!
Pokličite nas za brezplačen nasvet!

Razvijamo
visokokakovostne digitalne
produkte na področju
kreativnih informacijskih
rešitev.

Test “In kaj potem?”

1. napišite kaj delate, kakor bi po navadi
“Naše podjetje se ukvarja/nudi/ponuja ...”
2. stranka vas vpraša “so what?”
3. branite svojo trditev! ← **To je vsebina za USP!**





KISS

keep it simple, stupid (short)

*I have made this letter longer than usual,
only because I have not had time
to make it shorter.*



Blaise Pascal (1623-1662)

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*Ste na poti
digitalizacije podatkov?*

Želite ukiniti papirno poslovanje?

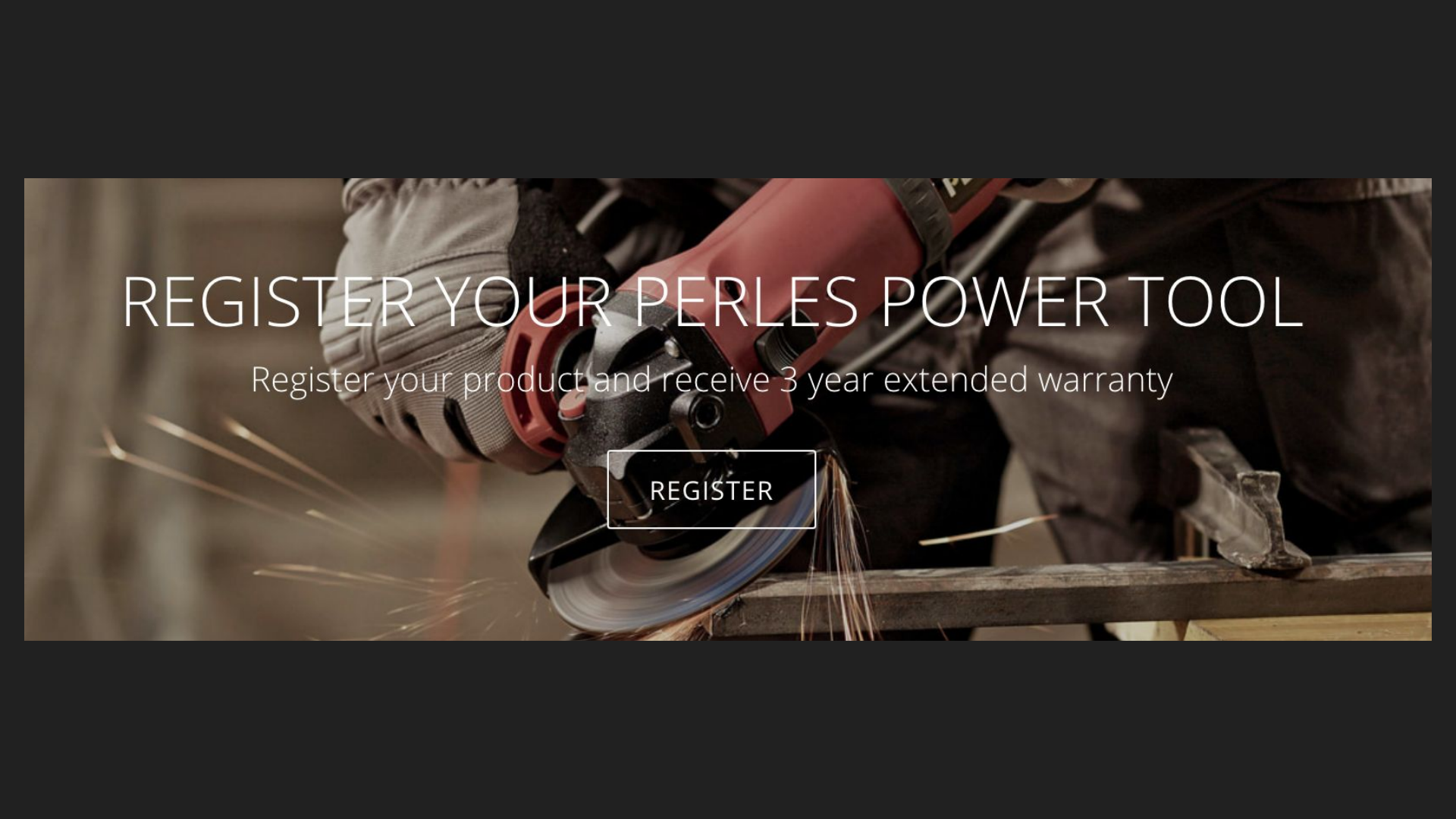
S pametnimi obrazci MightyFields opolnomočite ekipo za učinkovito terensko delo!

Prenesi priročnik za izbor pravega orodja



CALL TO ACTION





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REGISTER

Instant and accurate location of emergency calls

Free trial



Watch video

Imate premalo ljudi v prodaji?

Rezervirajte predstavitev

Naj tvoji gostje zakorakajo v vedno brežhibno Airbnb stanovanje.

Prepusti čiščenje tvojega Airbnb stanovanja našim butlerjem, ki bodo poskrbeli za čistočo na nivoju hotela s petimi zvezdicami.

[NAROČI BUTLERJA](#)

Naj tvoji gostje zakorakajo v vedno brežhibno Airbnb stanovanje!

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Enosobno stanovanje

43€

/ na čiščenje

- ✓ Čiščenje na nivoju hotela s 5*
- ✓ Pranje brisač in posteljnine
- ✓ Likanje posteljnine
- ✓ Oskrba s potrošnim materialom
- ✓ Na voljo vse dni v letu
- ✓ Sprejem in oddaja gostov (+9 EUR)

[NAROČI BUTLERJA](#)

Zakaj zdaj?



1. **formule** (npr. AIDA)
2. **5 sekund** za pozornost
3. ne govorimo o sebi, pač pa **o kupcu**
4. **enostaven** jezik, enostavni izrazi
5. **manj** podatkov, izbire **= boljše**. bolj enostavni stavki = boljše
6. CTA specifični, relevantni, povezani s cilji
(**1 cilj na stran**)

QUIT
or
DOUBLE DOWN

Pristopi do Jake ali mene in se
dogovorimo za sestanek pri vas!

primoz@unwantedhero.com, 031 741 024