

Create an indie game landing page from scratch

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Hello and welcome to this tutorial for creating a simple landing page for your upcoming indie game.

As an aspiring game developer, you are now ready to share your creation with the world. You can do this by creating a landing page for your game and adding it your website.

This tutorial will to help you make your own from scratch with no external libraries just plain old HTML and CSS. Without further ado, let's jump in....

What you will learn

- HTML
 - Basic structure
 - HTML 5 syntax
- CSS
 - Flexbox
 - Media queries
 - Classes
- Layout
 - Design breakdown

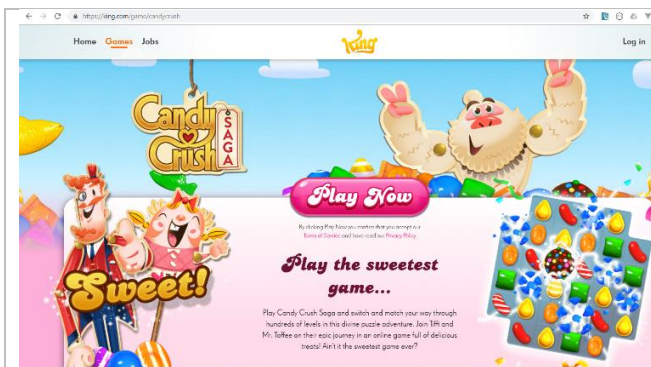


What is a landing page?

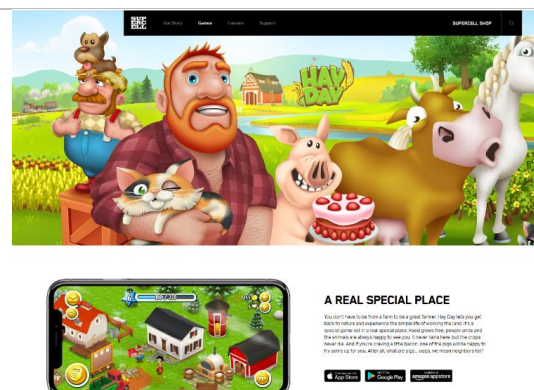
A one page website that showcases a product, in this case a game. You will need to have made a few images or even gifs of your game.

Do your research

Look at the websites of a popular game or a game in your genre. Here are some examples:



Screenshot of [Candy Crush](#)



Screenshot of [HayDay](#)



Screenshot of [MilkASwitch](#)



Screenshot of [Mark IT!](#)

As you notice with these two examples we can see:

- A header - Image
- A call to action section with download button(s)
- A few screenshots of the game being played and the game's main features.



Layout Design Breakdown

Based on our research we will now consider what to create

Header

This is where you would put a nice header image of your game

Section - Call To Action

This is so important if you want people to download or play your game. Putting this at the top will ensure that even if your users don't scroll down to see anything else at least they will click on the button to download the game.

Section - Features

For visitors to have a good overview of the game – gameplay and design - you can outline the game's core features and provide some images that showcase them.

Let's start coding...



Creating the HTML5 Page

Open your favorite text editor – I'm using **Visual Studio Code** with **emmet** plugin - <https://code.visualstudio.com/>

```
Game_Landing_Page
<!DOCTYPE html>
<html>
<head>
  <meta charset="utf-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <title>Game Landing Page</title>
  <meta name="viewport" content="width=device-width, initial-scale=1">
  <link rel="stylesheet" type="text/css" media="screen" href="main.css">
</head>
```

- Create a folder on your Desktop with your game's title.
- Next create a file and name it **index.html**
- Create another file called **main.css**
- Inside the **index.html**

Create a basic HTML5 template

```
<body>
  <main>
    <header>
      <!-- Your Main Image Logo - From Placeholder.com Replace with your header image-->
      
    </header>
```

- Inside the **<body>** tag
- Add a **<main>** tag
- Inside the **<main>** tag add a **<header>** tag
- Inside the **<header>** tag add an image ****
- (image size used: 1920x400)

Sections – are like divisions of a page

```
<!-- Call To Action -->
<section class="callToAction">
  <h1>Game Name</h1>
  <h3>Witty subtitle</h3>
  <a href="#" target="_blank">Download Now</a> <!--Link to download -->
</section>
```

Section - Call To Action

- Create a section with a class of "**callToAction**" - *we'll use this in main.css later.*



```
<a href="#" target="_blank">Download Now</a> <!--Link to download -->
</section>
```

- Add a **<h1>**
- inside the tag write the **game title**.
- Add a **<h3>**
- inside the tag write a catchy **subtitle** for your game.

Download Button – we'll style this later

- Add an **<a>** tag

The **href** attribute should point to where to download the game.
For example: itch.io/gameTitle
 The **target** attribute should be **_blank** as we want the link to open another page.

Articles – a smaller division on the page

```
<!--Game Info-->
<section class="gameInfo">

<!--Gameplay Image-->
<article>
  <figure>
    
    <figcaption>Gameplay Image</figcaption>
  </figure>
</article>
```

Section – Game Features

Gameplay Image

- Create a section with a class of **"gameInfo"**
- Add an **<article>** with a **<figure>** tag
- Add an image **** - make sure the source is at least 300x200
- Add a caption **<figcaption>** and write a description of the image



```
</figure>
</article>
```

- **</article>** - Close the article

```
<!--Details about the game-->
<article>
  <h2>Game Feature</h2>
  <p>Lorem ipsum dolor sit amet consectetur adipisicing elit. Corporis nam quis odio.
</p>
  <ul>
    <li>Feature One</li>
    <li>Feature Two</li>
    <li>Feature Three</li>
  </ul>
</article>
```

Game Features

- Create another **<article>**
- Add a heading **<h2>** with a title - "**Game Features**"
- Add a paragraph **<p>** with a description of the game
- Create an unordered list **** with 3 or more list items **** highlighting the core games' features

Ending the Section and Main

Don't forget to add the closing tags of the features section and main

- **</section>**
- **</main>**

```
</section>
</main>
<!-- Copyright details -->
<footer>Copyright &copy; Company/Name 2019</footer>
</body>
</html>
```

Footer

In the page footer it is good to add some copyright and your/your company's name

- Create a **<footer>** and add the relevant details.

© - is a copyright symbol

Note: You could also include contact info



Styling the page

Open your empty **main.css** file you created earlier

```
/* Find a google font or include the custom font for your game */
@import url('https://fonts.googleapis.com/css?family=Coiny|IndieFlower'); /* Coiny and Indie Flower */
body,main{
  margin: 0 auto;
  font-family: 'coiny';
}
main{
  width: 100%;
}
/* Make all images on the screen responsive to screen width*/
img{
  width: 100%;
}
```

Custom Fonts

Google fonts- fonts.google.com

Style breakdown

- **Zero out the margins**
 - *margin:0 auto;*
- **Add the custom font:**
 - *font-family:'coiny';*
- **Make all the images on the webpage responsive**
 - *width:100%*

Here is where adding the class '**callToAction**' comes in handy. We differentiate the section by adding classes. Now we can style them differently.

```
/* Call To Action */
.callToAction{
  text-align: center;
  background-color: darkblue;
  padding: 25px;
  color: white;
  font-size: 1.65em;
  height: 300px;
}
```

Style breakdown

- **Centering the text**
 - *text-align:center;*
- **Background colour of choice**
 - *background-color:darkblue;*
- **Padding**
 - *padding:25px;*
- **Altering the font colour and size**
 - *Color:white;*
 - *Font-size:1.65em;*
- **Fixing the height**



- *height:300px;*

Creating a style for all `<a>` tags

```
/* Style the download link */
a, a:link, a:visited{
  text-decoration: none; /* Remove the underline */
  background-color: #white;
  padding: 10px;
  text-transform: uppercase;
  color: #black;
  border-radius: 10px;
}
a:hover{
  background-color: #00ccff;
  color: #white;
  margin:20px;
  padding: 15px;
}
```

Style breakdown

- **Remove the underline**
 - *text-decoration:none;*
- **Background color**
 - *Background-color:white;*
- **Padding**
 - *padding:10px;*
- **Font colour and format**
 - *color:black;*
 - *text-transform:uppercase;*
- **Making rounded corners**
 - *Border-radius:10px;*



Game Name
Witty subtitle
[Play Demo Download Now](#)

**Screenshot of the unstyled section
- Call To Action**



Screenshot of the styled section - Call To Action

```
/* Game Details */
.gameInfo{
  display: flex; /* Anything inside the gameInfo section will display inline */
  flex-direction: row;
  padding: 10px;
}
article
{
  width: 50%; /* each article will take 50% of the screen */
}
```

Creating a style for floating anything inside 'gameInfo' section

Style breakdown



- **Make the articles float to the side of each other**
 - *display:flex*
 - *flex-direction:row;*
 - *padding:10px;*
- **Make the articles half the size of the screen**
 - *width:50%;*

I

```

/* Footer */
footer{
  background-color: darkblue;
  color: white;
  padding:50px;
  font-size: 2em;
  text-align: center;
}

```

Creating a style for the **<footer>** tag

Style breakdown

- **Background colour**
 - *Background-color:white;*
- **Padding**
 - *padding:50px;*
- **Font colour and size**
 - *color:white;*
 - *font-size:2em;*

Creating a style for when viewing the page on a smaller screen

```

/*When seen on a smaller screen */
@media(max-width: 600px){
  article{
    width: 100%;
    /*Make the article fit the whole screen */
  }
  .gameInfo{
    flex-wrap: wrap;
    /*wrap to the next line */
  }
}

```

Style breakdown

- *@media(max-width:600px)* - only applies when the screen width is less than 600px;
- Make the articles stack on top of each other
 - *width:100%;* - The original width was 50%;
 - *.gameInfo (section):flex-wrap:wrap;*





Gameplay Image

Game Feature

Lorem ipsum dolor sit amet consectetur adipiscing elit. Corporis nam quis odio, natus dolorem omnis laborum quasi, optio molestiae sint neque ipsam aliquam vero laboriosam cupiditate consequatur? Ducimus, odio cumque!

- Feature One
- Feature Two
- Feature Three

Copyright © Company\Name 2019

Fullscreen - Game Info Section

Time to publish

Congratulations you have now built your own indie game landing page!

You are now ready to go to your website File Manager and add the game website folder. Be sure to include all the files that you reference in the document index.html.

Folder structure example

Folder name

- index.html
- main.css



- images folder
 - containing your images

Please send me a link of your finished products to developer@petipois.co.uk

If you would like to see more tutorials please send a request to developer@petipois.co.uk

Additional resources

HTML5 Syntax

- [W3Schools](#)

Fonts

- [Dafont.com](#)
- [1001fonts.com](#)
- [Google Fonts](#)

Images

- [Unsplash.com](#)
- [Placeholder.com](#)

Game Development tips

- [Brackeys](#)
- [GameDevUnderground](#)
- [BlackthornProd](#)

