Functional reactive programming provides mechanisms of describing dynamic systems in a declarative and type-safe manner, which is traditional domain of functional languages in general and Haskell, which we use here, in particular. We explore ways, in which it may be applied to programming web applications, specifically, we design a domain specific language intended for writing web pages as a part of a Haskell program, which would generate the actual code served to the client, and enriching them with dynamic content; and also find out to what extent we may broaden the expressive power of such library given certain inherent constraints of the chosen method. In doing so, we utilize the tree-like structure of the HTML page, which is quite suitable to be written as a source code in a programming language and to which we embed additional entities providing the dynamics and interactivity.