AMALITECH

Programming Lab Assignment 5

In this programming lab assignment, you will create a **landing page** for your favourite sports club using HMTL and minimal CSS.

Like all other web pages, a landing page is a collection of code which dictates the first impression that visitors get when they visit your website. In digital marketing, a landing page is a standalone web page, created specifically for a marketing or advertising campaign.

It's where a visitor "lands" after they click on a link in an email, or ads from Google, Bing, YouTube, Facebook, Instagram, Twitter, or similar places on the web.

Unlike web pages, which typically have many goals and encourage exploration, landing pages are designed with a single focus or goal, known as a call to action. An eye-catching, user-friendly layout can be the difference between a page that converts and one that doesn't.

While your specific landing page layout will vary, here are a few high-level recommendations to improve your impact:

- Make it clear, not complicated

- Make it clean, not cluttered

You can follow these simplified steps:

- Create the basic structure.

- Create a navigation bar.

- Stick the navbar to the top of the screen.

- Create a great background.

- Add some style.

- You can also add a cover and a footer