**Cursor Prompts: Multi-Lead Magnet Landing Page Creation**

**📋 Prompt 1: HTML Foundation & Meta Tags**

Create the HTML foundation for a MINGUS financial platform landing page:

Requirements:

1. HTML5 doctype with proper lang attribute

2. Complete head section with:

- UTF-8 charset and viewport meta tag

- SEO meta tags for financial platform targeting African American professionals

- Open Graph tags for social media sharing

- Google Analytics 4 integration (ID: G-LR5TV15ZTM)

- Google Fonts import: Inter (weights: 400,500,600,700,900), Lato (400,700), Open Sans (400,600,700)

3. Include conversion tracking functions:

- trackConversion(eventName, value) for lead generation events

- trackAssessmentSelection(assessmentType) for assessment choices

4. Basic body structure with:

- Social proof banner

- Fixed header with navigation

- Urgency banner

- Assessment modal placeholder

- Main container div

- Footer

Title: "MINGUS - Break Free From Financial Stress"

Description: "Break free from apps that profit from your financial stress. MINGUS puts YOU back in control with AI-powered financial intelligence."

Keywords: Focus on financial intelligence, AI finance, money management for African American professionals

**📋 Prompt 2: CSS Variables & Dark Theme Foundation**

Create a comprehensive CSS foundation with dark theme for the MINGUS landing page:

Requirements:

1. CSS custom properties (variables) for:

- Dark theme color palette:

\* Primary background: #0f1419

\* Secondary background: #1f2937

\* Tertiary background: #374151

\* Text colors: #f9fafb (primary), #d1d5db (secondary), #9ca3af (muted)

\* Accent green: #10b981 and darker variant #059669

\* Purple accent: #8A31FF

\* Orange accent: #f97316

\* Border color: #374151

2. Spacing system: xs(4px), sm(8px), md(16px), lg(24px), xl(32px), 2xl(48px)

3. Typography system:

- Font sizes: h1(2.5rem), h2(2rem), h3(1.5rem)

- Font weights: regular(400), medium(500), semibold(600), bold(700)

- Line height for relaxed text: 1.7

4. Common utilities:

- Border radius: 8px

- Shadow styles: lg and md variants with dark theme appropriate opacity

- Smooth transitions: 0.3s ease

- Container max-width: 1200px with auto margins

5. Base reset styles and body styling with Inter font family

**📋 Prompt 3: Header Navigation & Banners**

Create the header navigation and banner sections:

Requirements:

1. Social proof banner:

- Background with green accent transparency

- Pulsing animation (2s infinite)

- Text: "✅ Join 10,000+ users who've broken free from financial stress"

- Center aligned with proper spacing

2. Fixed header with:

- Sticky positioning at top

- Dark background with backdrop blur

- Z-index 1000 for proper layering

- Container with flex layout

- Logo section: "MINGUS" in green accent color

- Navigation icons section with links: Features, Testimonials, Pricing

- CTA button: "Get Started" with green background and hover effects

3. Urgency banner:

- Orange-red gradient background

- Glowing animation (2s alternate)

- Text: "🚨 LIMITED TIME: Get Your FREE Assessment + Personalized Action Plan"

- White text color, center aligned

4. Responsive behavior:

- Mobile: Hide navigation links, stack logo sections

- Header background opacity changes on scroll

- Smooth transitions for all interactive elements

Include proper hover states and accessibility considerations.

**📋 Prompt 4: Assessment Selection Modal System**

Create a modal system for assessment selection:

Requirements:

1. Modal overlay:

- Fixed position covering full screen

- Dark overlay with backdrop blur

- Initially hidden (display: none)

- Fade-in animation when shown

- Z-index 10000 for top layer

2. Modal content:

- Centered modal box with secondary background

- Rounded corners and shadow

- Max width 800px, responsive height

- Scale animation on show/hide

- Close button (×) in top right

3. Modal header:

- Title: "Choose Your Free Assessment"

- Subtitle: "Select the assessment that best fits your current financial goals"

- Center aligned text

4. Assessment options grid:

- 4 assessment cards in responsive grid (auto-fit, min 300px)

- Each card with hover effects and transitions

5. Assessment cards structure for each:

- AI Job Risk Calculator (featured with trending badge)

- Income Comparison Tool

- Financial Health & Love Assessment

- Tax Bill Impact Calculator

6. Card styling:

- Tertiary background with border

- Hover: green border, slight lift, shadow

- Featured card: green border, slight green background tint

- Orange badge for trending items

- Social proof numbers for each

7. JavaScript functions:

- openAssessmentModal()

- closeAssessmentModal()

- selectAssessment(assessmentType)

- Event listeners for clicks and escape key

**📋 Prompt 5: Hero Section & Visual Elements**

Create the hero section and visual demonstration elements:

Requirements:

1. Hero section:

- Large top/bottom padding (140px top, 48px bottom)

- Center aligned text

- Radial gradient background overlays for visual interest

- Relative positioning for layered effects

2. Hero content structure:

- Social proof tag: "✅ AI-Powered Financial Intelligence" with green styling

- Main headline: "Break Free From Apps That Profit From Your Financial Stress"

\* Use gradient text effect

\* Highlight "Financial Stress" in green

\* Responsive font sizing with clamp()

- Subtext: Explain value proposition, max-width 700px

- Main CTA button: "Take Your FREE 2-Minute Assessment" with arrow

- Risk reversal text: "No credit card required • Get your personalized report instantly"

3. Visual testimonial section:

- Bordered box with secondary background

- Quote: "I saved $2,400 in 3 months after taking this assessment" - Sarah M.

- Bold typography, center aligned

4. Performance dashboard preview:

- Secondary background with border

- Header with title "Your Financial Health Preview" and score "85/100"

- Three progress bars:

\* Stress Level Reduction (85%)

\* Relationship Impact (78%)

\* Financial Control (92%)

- Animated progress fills with shimmer effect

- Gradient progress bar colors

5. All elements should have fade-in animation classes

6. CTA buttons should trigger assessment modal

7. Proper responsive scaling for mobile devices

**📋 Prompt 6: Product Features & Testimonials Sections**

Create the features showcase and testimonials sections:

Requirements:

1. Social proof section:

- Secondary background

- Center aligned

- Large animated number counter: "10,847"

- Subtitle: "People have taken these assessments and transformed their financial lives"

- Counter animation on scroll into view

2. Features section:

- Section title: "Why Choose MINGUS?"

- 3-column responsive grid (auto-fit, min 300px)

- Feature cards with:

\* Emoji icons (🤖, 💵, ❤️)

\* Tags: "TRENDING", "POPULAR", "UNIQUE"

\* Titles: "AI Job Risk Analysis", "Income Comparison Insights", "Love & Money Harmony"

\* Descriptions explaining each feature

\* CTA buttons: "Check My Risk", "Compare Income", "Assess Harmony"

3. Feature card styling:

- Secondary background with border

- Hover effects: lift, green border, top accent line

- Green accent line animation on hover

- Purple CTA buttons that change to green on hover

4. Testimonials section:

- Secondary background

- Section title: "What Our Users Say"

- 3-column responsive grid

- Testimonial cards with:

\* Quote styling with opening quote mark

\* Testimonials from Keisha M. (Atlanta), Marcus D. (Houston), Jasmine & David (DC Metro)

\* Hover lift effects

\* Proper italic styling for quotes

5. All sections should have proper spacing, fade-in animations, and mobile responsiveness

6. Feature CTAs should trigger assessment modal

**📋 Prompt 7: Differentiators, FAQ & Final CTA**

Create the differentiator showcase, FAQ section, and final call-to-action:

Requirements:

1. Differentiators section:

- Section title: "How MINGUS is Different"

- 3 key differentiator cards:

\* "💼 Career-Financial Integration"

\* "❤️ Love & Money Connection"

\* "🎯 Culturally Relevant Insights"

- Each card with title and detailed description

- Secondary background styling with spacing

2. FAQ section:

- Secondary background

- Section title: "Frequently Asked Questions"

- Accordion-style FAQ items:

\* "How long do the assessments take?"

\* "Is my information secure?"

\* "Which assessment should I take first?"

\* "How accurate are the income comparisons?"

3. FAQ styling:

- Primary background cards with borders

- Clickable question headers with arrow indicators

- Smooth expand/collapse animations

- Hover effects on question headers

- Hidden answers that show on click

- Rotating arrow indicators

4. Final CTA section:

- Gradient background overlay

- Center aligned content

- Headline: "Ready to Transform Your Financial Life?"

- Subtext about financial freedom and understanding money relationships

- Large CTA button: "Start Your FREE Assessment Now"

- Same styling as hero CTA with hover effects

5. Footer:

- Dark background with border top

- Center aligned content

- Contact information with green accent links

- Links: Privacy Policy, Terms of Service, About, Blog

- Copyright notice

- Proper link hover effects

6. All sections need fade-in animations and mobile responsiveness

**📋 Prompt 8: Core JavaScript Functionality**

Create the JavaScript functionality for the landing page:

Requirements:

1. Assessment modal functions:

- openAssessmentModal(): Show modal, prevent body scroll, track event

- closeAssessmentModal(): Hide modal, restore body scroll

- selectAssessment(assessmentType): Track selection, route to assessment, close modal

- Route mapping object for all 4 assessment types

2. Event listeners setup (DOMContentLoaded):

- Add click handlers to all elements with 'assessment-trigger' class

- Modal outside click to close

- Escape key to close modal

- Smooth scrolling for anchor links

3. Animation functions:

- animateProgressBars(): Animate progress bars from 0 to target width with delay

- animateUserCount(): Count up animation for social proof numbers

- FAQ toggle functionality: toggleFAQ(element) to expand/collapse

4. Intersection Observer setup:

- Observe all fade-in elements

- Trigger animations when elements enter viewport

- Special triggers for progress bars and user count animations

- Options: threshold 0.1, bottom margin -50px

5. Scroll effects:

- Header background opacity change on scroll (> 100px)

- Smooth scroll behavior for anchor links

6. Analytics integration:

- Track modal opens

- Track assessment selections

- Track CTA clicks

- Proper Google Analytics 4 event format

7. Error handling and performance considerations

8. Mobile-specific touch interactions

**📋 Prompt 9: Responsive Design & Mobile Optimization**

Create responsive CSS media queries and mobile optimizations:

Requirements:

1. Breakpoint strategy:

- Desktop: > 768px (default styles)

- Tablet/Mobile: ≤ 768px (media query)

2. Mobile header adjustments:

- Stack navigation elements vertically

- Hide secondary navigation links

- Adjust logo and CTA sizing

- Ensure touch-friendly tap targets (min 44px)

3. Hero section mobile:

- Reduce hero padding (120px top, 32px bottom)

- Scale headline to 2rem max

- Adjust subtext to 1rem

- Full-width CTA buttons

- Stack CTA container vertically

4. Modal responsive behavior:

- Single column assessment grid

- Add margins for mobile modal content

- Max height 90vh with scroll

- Touch-friendly close button

5. Content section adjustments:

- All grids become single column

- Proper spacing adjustments

- Progress bars: stack vertically, full width

- Testimonials: single column stack

- Feature cards: full width, proper spacing

6. Typography scaling:

- Responsive font sizes with clamp()

- Maintain readability on small screens

- Proper line heights for mobile reading

7. Touch interactions:

- Hover effects adapted for touch

- Proper focus states for accessibility

- Touch-friendly button sizing

- Swipe-friendly modal interactions

8. Performance optimizations:

- Optimize animations for mobile performance

- Reduce motion for users who prefer it

- Efficient event handling for touch devices

**📋 Prompt 10: Advanced Animations & Interactions**

Create advanced animations and interactive elements:

Requirements:

1. CSS Keyframe animations:

- pulse: For social proof banner (2s infinite)

- glow: For urgency banner (2s alternate)

- shimmer: For progress bar effects (2s infinite)

- fadeIn: For scroll-triggered element reveals

2. Intersection Observer animations:

- fade-in class with opacity 0, translateY(20px)

- visible class triggers opacity 1, translateY(0)

- Smooth 0.6s ease transitions

- Staggered animations for lists and grids

3. Progress bar animations:

- Start from 0 width

- Animate to data-target value with 1s ease-in-out

- Shimmer overlay effect during animation

- Gradient background colors

4. Modal animations:

- Overlay fade in/out (0.3s)

- Content scale in/out (0.3s)

- Backdrop blur animation

- Smooth state transitions

5. Interactive hover effects:

- Card lift animations (translateY(-4px))

- Border color transitions

- Shadow intensity changes

- Button scaling and color shifts

6. Number counter animation:

- Smooth counting from 0 to target

- Comma formatting for large numbers

- Configurable duration and easing

7. FAQ accordion animations:

- Smooth height transitions

- Arrow rotation (180deg)

- Content fade in/out

- Proper accessibility with aria attributes

8. Performance considerations:

- Use transform and opacity for smooth animations

- requestAnimationFrame for complex animations

- CSS containment for animation isolation

- Respect user's reduced motion preferences

**📋 Prompt 11: Analytics & Conversion Tracking Integration**

Implement comprehensive analytics and conversion tracking:

Requirements:

1. Google Analytics 4 setup:

- Proper gtag initialization with config ID

- Custom event tracking for lead generation

- Enhanced ecommerce tracking preparation

- User engagement metrics

2. Conversion tracking functions:

- trackConversion(eventName, value = 20): Lead generation events

- trackAssessmentSelection(assessmentType): Assessment choice tracking

- Track modal interactions (opens, closes, selections)

- Track CTA button clicks with location context

3. Event tracking implementation:

- Assessment modal opened

- Assessment selected with type

- CTA clicks with button location

- Form submissions (future use)

- Scroll depth tracking (25%, 50%, 75%, 100%)

- Time on page milestones

4. Custom dimensions and metrics:

- Assessment completion rates

- User journey mapping

- Device and browser tracking

- Geographic location insights

5. A/B testing preparation:

- Event structure for testing variants

- User segmentation capability

- Conversion funnel optimization

6. Privacy compliance:

- GDPR-ready event tracking

- User consent handling preparation

- Data minimization practices

- Opt-out functionality hooks

7. Performance monitoring:

- Page load time tracking

- Interaction timing measurement

- Error tracking integration points

- User experience metrics

8. Integration with lead management:

- Lead quality scoring events

- Source attribution tracking

- Campaign performance measurement

- ROI calculation preparation

**📋 Prompt 12: Final Integration & Testing Setup**

Create the final integration code and testing framework:

Requirements:

1. Complete HTML document assembly:

- Integrate all sections in proper order

- Ensure all CSS and JavaScript is properly linked

- Validate HTML structure and semantics

- Add proper meta tags and structured data

2. Cross-browser compatibility:

- CSS vendor prefixes where needed

- JavaScript polyfills for older browsers

- Fallback styles for unsupported features

- Progressive enhancement approach

3. Performance optimizations:

- Minification-ready code structure

- Optimized image loading (when images added)

- Critical CSS identification

- JavaScript loading optimization

4. Accessibility compliance:

- ARIA labels for interactive elements

- Keyboard navigation support

- Screen reader compatibility

- Focus management for modal

- Color contrast validation

5. SEO optimization:

- Semantic HTML structure

- Proper heading hierarchy

- Meta description optimization

- Schema markup preparation

6. Testing checklist:

- Modal functionality across devices

- Animation performance testing

- Form submission flows (when implemented)

- Analytics event firing

- Mobile responsive behavior

7. Development tools integration:

- Console logging for debugging

- Error boundary handling

- Development vs production configurations

- Hot reload compatibility

8. Documentation:

- Code comments for maintenance

- Configuration options documentation

- Deployment instructions

- Customization guidelines

9. Final quality assurance:

- Code validation (HTML, CSS, JS)

- Performance testing recommendations

- Security considerations checklist

- Launch preparation steps

**🎯 Usage Instructions:**

1. **Start with Prompts 1-3** to build the foundation (HTML structure, CSS variables, header)
2. **Use Prompts 4-5** to create the core interactive elements (modal, hero section)
3. **Implement Prompts 6-7** for content sections (features, testimonials, FAQ)
4. **Add Prompts 8-9** for functionality and responsive design
5. **Enhance with Prompts 10-11** for animations and analytics
6. **Finalize with Prompt 12** for integration and testing

Each prompt builds upon the previous ones, creating a complete, professional landing page with multi-lead magnet functionality optimized for African American professionals seeking financial wellness solutions.

**Expected Timeline:**

* **Day 1-2**: Prompts 1-6 (Foundation and core content)
* **Day 3-4**: Prompts 7-9 (Functionality and responsiveness)
* **Day 5**: Prompts 10-12 (Polish and optimization)

This systematic approach ensures a high-quality, conversion-optimized landing page that matches your business objectives and target market needs.