

Landing Pages

Creating Landing Page with HTML5 and CSS3



SoftUni Team
Technical Trainers
Software University
<http://softuni.bg>

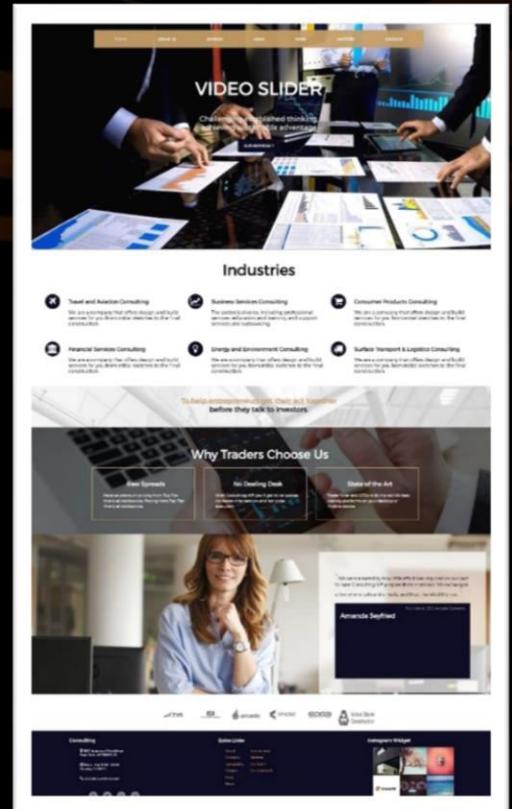


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Have a Question?



sli.do

#front-end

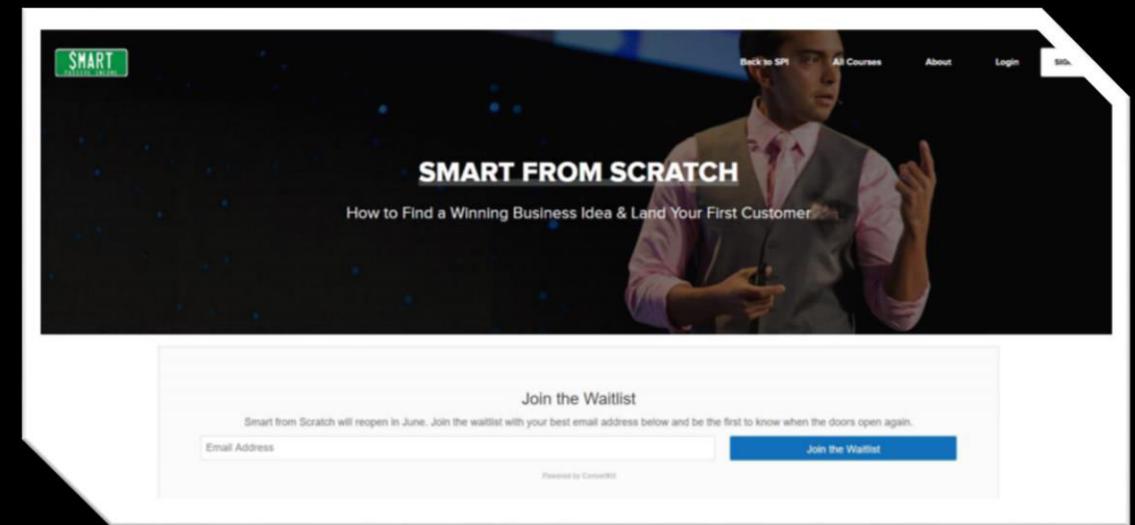


Landing Page

What is a Landing Page?

Landing Page

- Serves as the entry point for a website or a particular section of a website
- There are two types of landing pages
 - Reference
 - Transactional
- Landing pages are used for lead generation



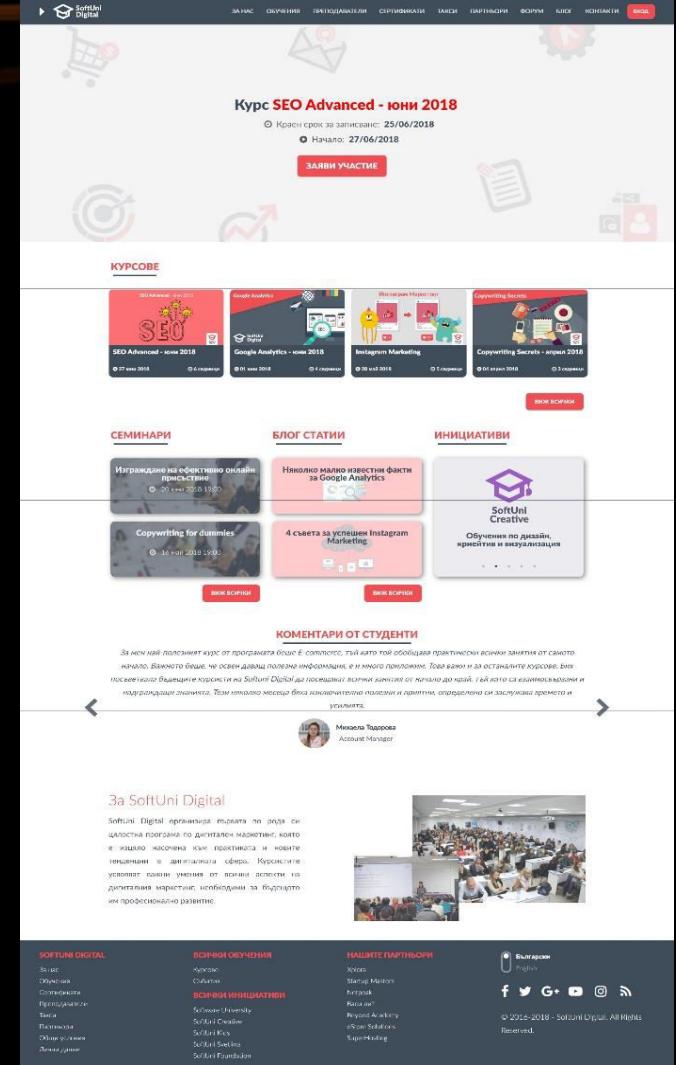
Landing Page

■ Objectives

- Navigating visitors to the next stage in the buying journey

■ Types

- lead generation page
- click-through page

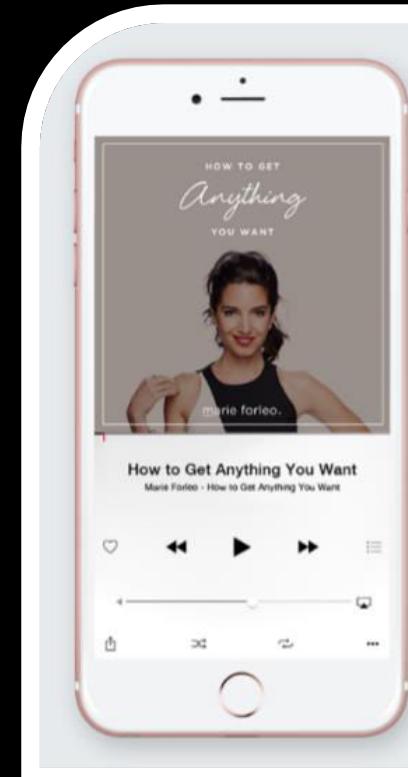


The screenshot shows a landing page for a "Курс SEO Advanced - юни 2018" (SEO Advanced Course - June 2018) offered by SoftUni Digital. The page includes:

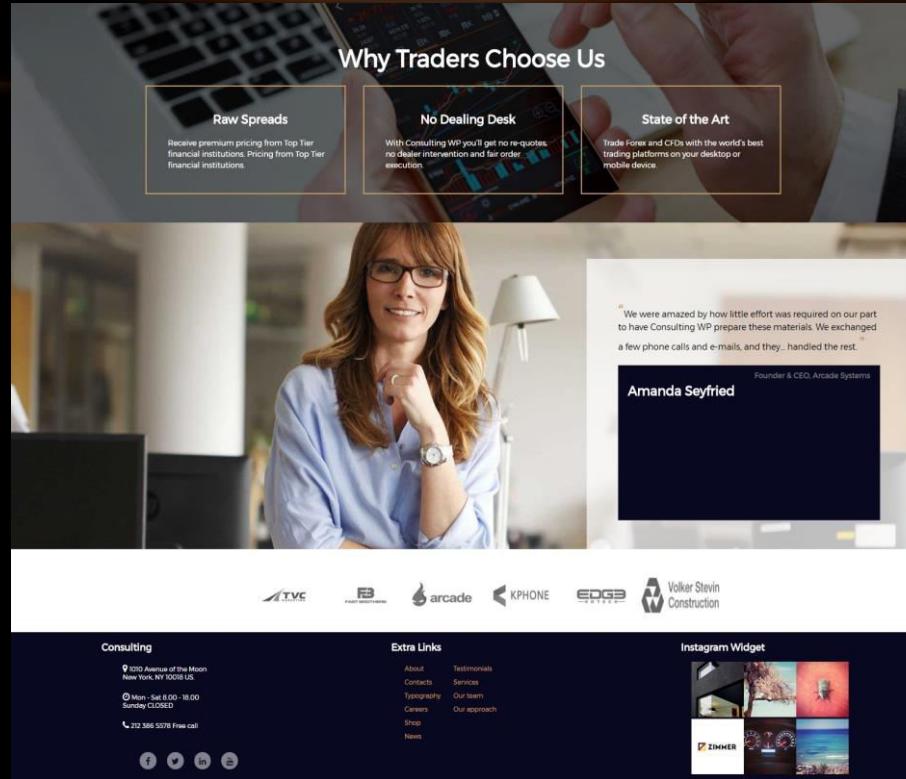
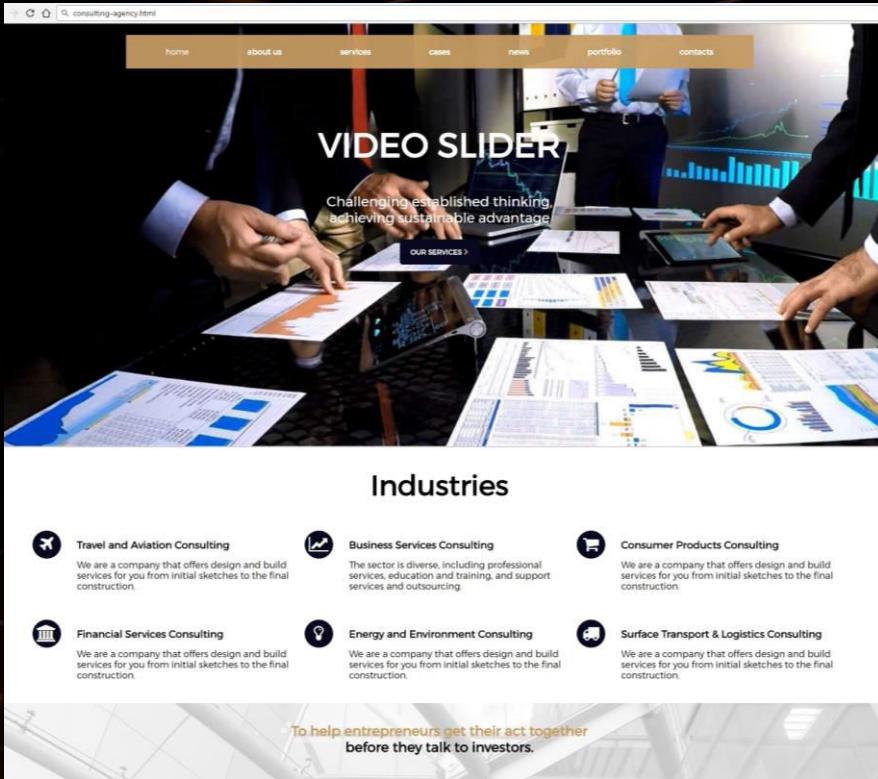
- Course Details:** Starts on 25/06/2018, ends on 27/06/2018. A "ЗАВИ УЧАСТИЕ" (Apply) button.
- Courses Section:** Shows thumbnails for "SEO Advanced - юни 2018", "Google Analytics - юни 2018", "Instagram Marketing", and "Copywriting Secrets".
- Seminars Section:** Shows thumbnails for "Изграждане на ефективно онлайн присъствие" and "Copywriting for dummies".
- Blog Section:** Shows thumbnails for "Няколко малко известни факти за Google Analytics", "4 съвета за улеснение Instagram Marketing", and "SoftUni Creative".
- Student Comments Section:** A testimonial from "Михаела Тодорова" about the course.
- About Section:** Information about SoftUni Digital, including a photo of a classroom.
- Footer:** Links to "SOFTUNI DIGITAL", "ВАРИАНТОВИ ОБУЧЕНИЯ", "НАШИ ПАРТНЕРЫ", and social media icons.

Special Types of Landing Pages

- Signup Form
- Sales Page
- Home Page
- Products Grid Page
- Product Detail Page
- Shopping Cart
- Order Review



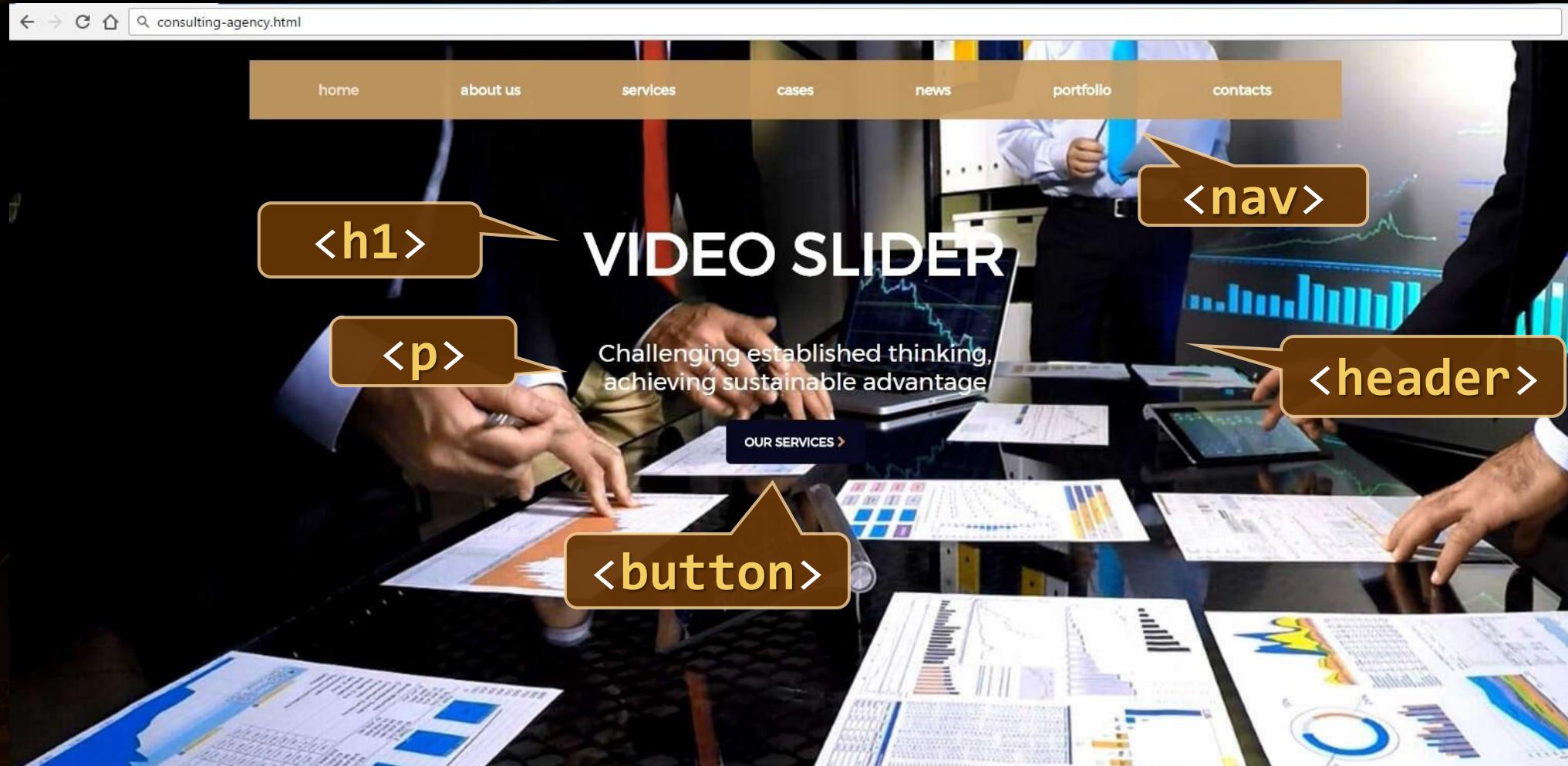
The landing page features a large image of Marie Forleo with the text "HOW TO GET Anything YOU WANT". Below the image is a play button for an audio file titled "How to Get Anything You Want" by Marie Forleo. To the right of the phone, the text "HOW TO GET ANYTHING YOU WANT" is displayed in large, bold, black letters, followed by the subtitle "(Well, just about anything.)". A call-to-action section includes fields for "NAME" and "EMAIL" with a "GET IT NOW" button. A note at the bottom states: "You'll also get our award-winning show delivered to your inbox each Tuesday. Don't like it? No problem. You can unsub in a click."



Building a Landing Page

Using HTML5 & CSS3

Navigation + Header



```
<section class="travel-business-customer">
```

```
<h2>
```

Industries



Travel and Aviation Consulting

We are a company that offers design and build services for you from initial sketches to the final construction.



Business Services Consulting

The sector is diverse, including professional services, education and training, and support services and outsourcing.



Consumer Products Consulting

We are a company that offers design and build services for you from initial sketches to the final construction.



Financial Services Consulting

We are a company that offers design and build services for you from initial sketches to the final construction.



Energy and Environment Consulting

We are a company that offers design and build services for you from initial sketches to the final construction.



Surface Transport & Logistics Consulting

We are a company that offers design and build services for you from initial sketches to the final construction.

```
<section class="financial-energy-surface">
```

<section class="banner">



<section class="traders">



```
<section class="consulting-woman">
```



“ We were amazed by how little effort was required on our part to have Consulting WP prepare these materials. We exchanged a few phone calls and e-mails, and they... handled the rest. ”

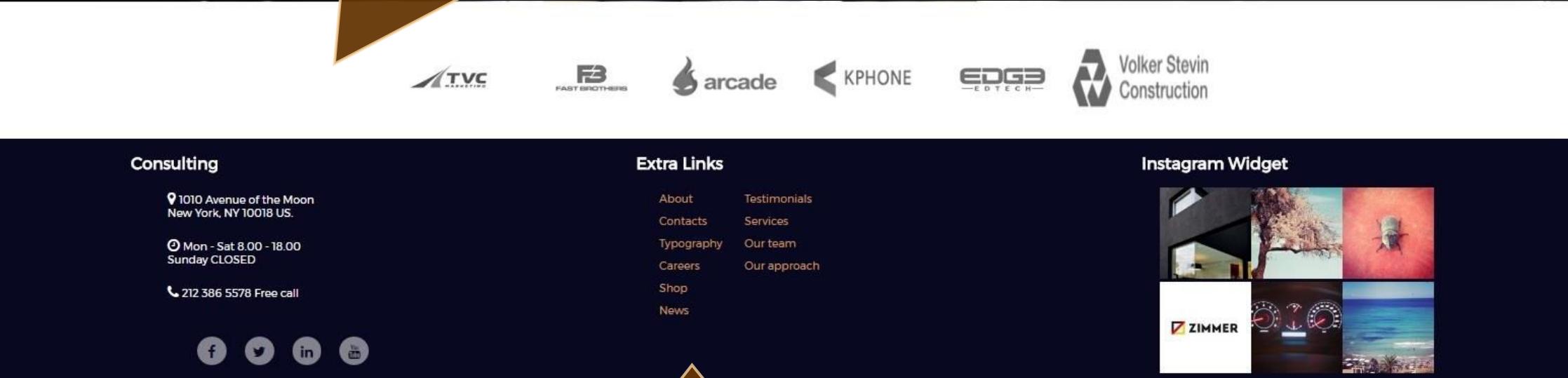
Founder & CEO, Arcade Systems

Amanda Seyfried

```
<article class="testimonial-info">
```

Footer + Section

```
<section class="partners">
```



The screenshot shows a dark blue footer section with a white header containing six company logos: TVC Marketing, FAST BROTHERS, arcade, KPHONE, EDGE EDETECH, and Volker Stevin Construction. Below the header, there are three columns of links:

- Consulting**
 - 1010 Avenue of the Moon
New York, NY 10018 US.
 - Mon - Sat 8.00 - 18.00
Sunday CLOSED
 - 212 386 5578 Free call
 - Social media icons: Facebook, Twitter, LinkedIn, YouTube
- Extra Links**
 - About Testimonials
 - Contacts Services
 - Typography Our team
 - Careers Our approach
 - Shop
 - News
- Instagram Widget**
 - ZIMMER
 - Instagram feed with images of a modern building, a tree, a red beetle, a speedometer, a beach, and a landscape.

```
<div class="info-  
socials-container">
```

```
<div class="extra-  
links">
```

```
<div class="instagram-  
widget">
```

Start with the HTML Page: agency.html

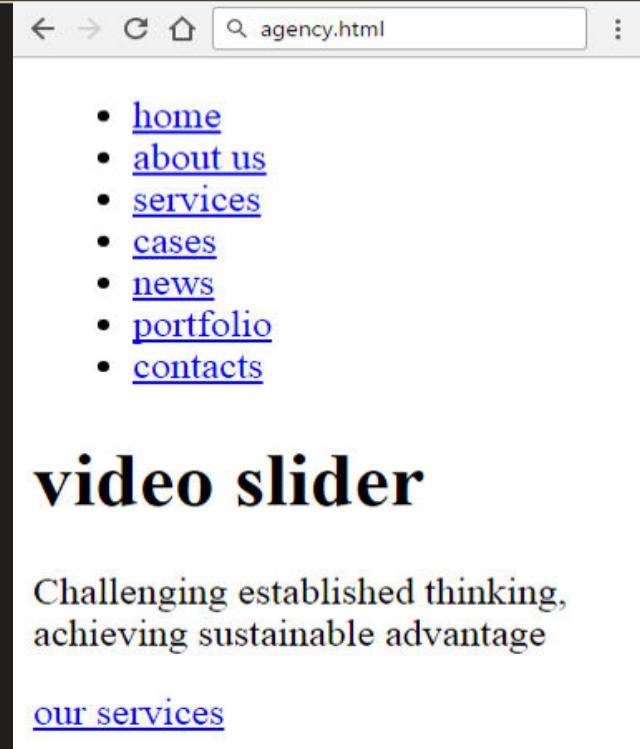
```
<!DOCTYPE html>
<html>
  <head>
    <title>Consulting Agency</title>
    <link rel="stylesheet" href="agency.css">
  </head>
  <body>...</body>
</html>
```

Navigation + Header (HTML)

```
<header>
<nav>
  <ul class="nav-primary">
    <li class="nav-item home"><a href="#">home</a></li>
    <li class="nav-item"><a href="#">about us</a></li>
    <li class="nav-item"><a href="#">cases</a></li>
    <li class="nav-item"><a href="#">news</a></li>
    <li class="nav-item"><a href="#">portfolio</a></li>
    <li class="nav-item"><a href="#">contacts</a></li>
  </ul>
</nav>
...

```

```
<div class="consulting-rev">
  <h1>video slider</h1>
  <p>Challenging established...</p>
  <a href="#">our services
    <i class="fa fa-chevron-right"></i>
  </a>
</div>
</header>
```



Navigation + Header (CSS)

```
@import  
url('https://fonts.googleapis.com/css?family=Montserrat');  
  
@import url('https://maxcdn.bootstrapcdn.com/font-awesome/4.7.0/css/font-awesome.min.css');  
  
body {  
    font-family: Montserrat, sans-serif;  
    font-size: 12px;  
    margin: 0;  
    padding: 0;  
}
```

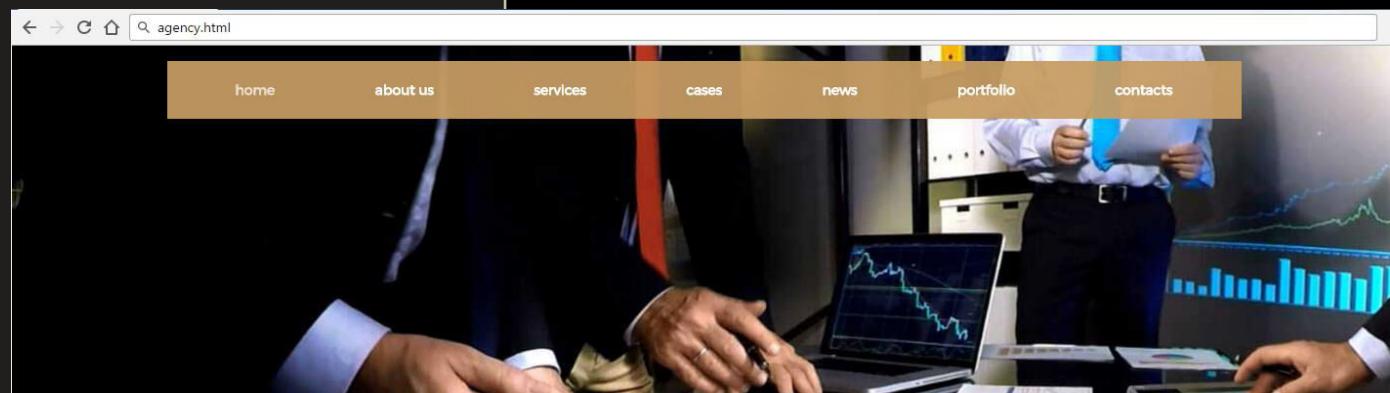
Navigation + Header (CSS)

```
body > header{  
    padding-top: 20px;  
    background: url('images/Layer-759_02.jpg') no-repeat;  
    background-size: cover;  
    height: 735px; }  
  
nav, ul {  
    height: 60px;  
    list-style: none; }  
  
nav {  
    background: rgba(199, 157, 99, .75);  
    width: 1100px;  
    margin: 0 auto; }
```

Navigation + Header (CSS)

```
nav ul.nav-primary {  
background: rgba(199,157,99,0.75);  
display: flex;  
justify-content: center; }  
.nav-item {  
line-height: 60px;  
margin: 0 70px 0 auto; }  
.nav-item a {  
color: #ffffff;  
font-weight: 900;  
text-decoration: none;  
font-size: 14px;  
}
```

```
.home.nav-item {  
margin-left:30px; }  
.home.nav-item a {  
color: #ffffff;  
opacity: 0.7; }  
.consulting-rev {  
width: 500px;  
margin: 0 auto; }
```



Navigation + Header (CSS)

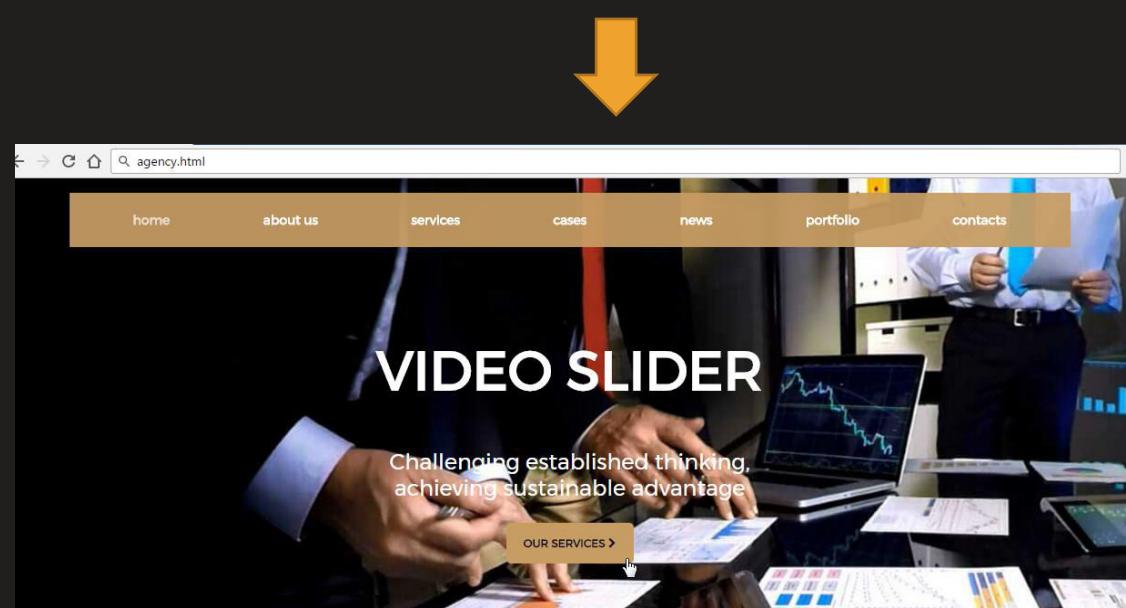
```
.consulting-rev h1 {  
    color: #ffffff;  
    font-size: 60px;  
    text-align: center;  
    margin-top: 100px;  
    margin-bottom: 50px;  
    text-transform: uppercase;  
}  
.
```

```
consulting-rev p {  
    font-size: 24px;  
    color: #ffffff;  
    text-align: center;  
}
```

```
.consulting-rev a {  
    margin: 20px auto;  
    display: block;  
    width: 120px;  
    height: 25px;  
    background: #090821;  
    padding: 10px;  
    line-height: 25px;  
    text-align: center;  
    border-radius: 5px;  
    color: white;  
    font-weight: 900;  
    text-decoration: none;  
    text-transform: uppercase; }
```

Navigation + Header (CSS)

```
.consulting-rev a:hover,  
.consulting-rev a:hover  
.fa-chevron-right  
{  
background: #c79d63;  
color: #090821;  
cursor: pointer;  
}  
.consulting-rev i  
{  
color: #c79d63;  
}
```



```
<header>
  <h2>Industries</h2>
</header>
<section class="travel-business-customer">
  <div class="icon">
    <i class="fa fa-plane" aria-hidden="true"></i>
  </div>
<article>
  <header>
    <h2>Travel and Aviation Consulting</h2>
  </header>
  ...

```

```
<p>We are a company that offers design...</p>
```

```
</article>
```

```
<!--TODO put the next two articles here-->
```

Industries



Travel and Aviation Consulting

We are a company that offers design and build services for you from initial sketches to the final construction.



Business Services Consulting

The sector is diverse, including professional services, education and training, and support services and outsourcing.



Consumer Products Consulting

We are a company that offers design and build services for you from initial sketches to the final construction.

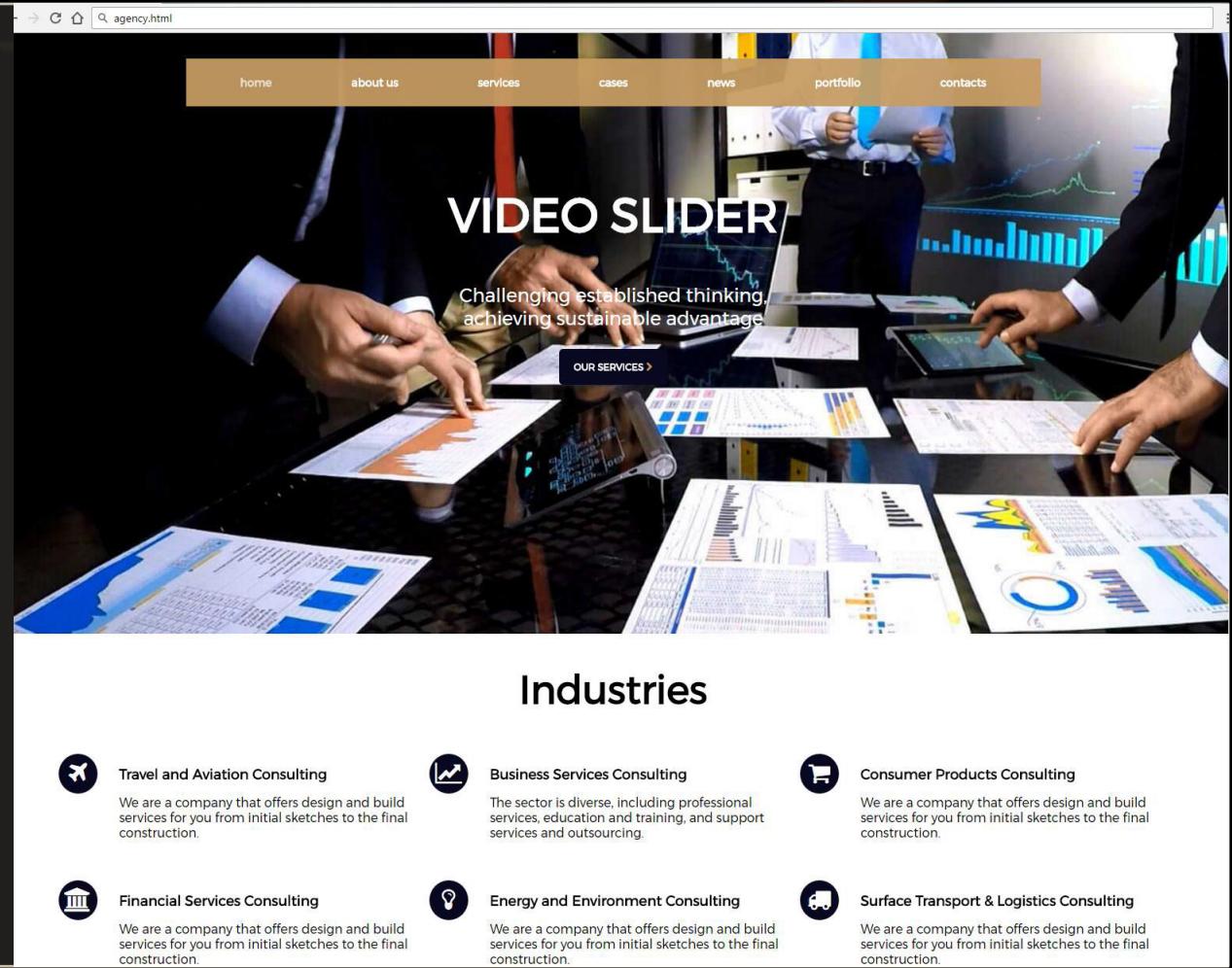
Main CSS

```
h2 {  
    text-align: center; }  
section {  
    text-align: center;  
    margin-top: 50px; }  
article {  
    width: 25%;  
    display: inline-block;  
    margin-left: 18px; }  
main > header h2 {  
    text-align: center;  
    font-size: 50px;  
    margin-top: 40px; }
```

```
.icon  
{  
    display: inline-block;  
    vertical-align: top;  
    font-size: 30px;  
    width: 50px;  
    height: 50px;  
    line-height: 50px;  
    background: #090821;  
    color: #fff;  
    border-radius: 50%;  
    margin-right: 7px;  
}
```

Main CSS

```
main p {  
    font-size: 16px;  
    margin: 10px 0 0;  
    text-transform: none;  
    color: #000;  
    text-align: left;  
}  
  
h2 {  
    text-align: left;  
}
```



Main More HTML + CSS (.banner)

```
<section class="banner">  
  <h5>  
    <span>To help entrepreneurs get their act together</span>  
    before they talk to investors.  
  </h5>  
</section>
```

```
h5 {  
  text-align: center;  
  font-size: 24px;  
  width: 520px;  
  margin: 0 auto;  
}
```

Main CSS (.banner)

```
.banner span {  
    color: #c79d63; }  
  
.banner {  
    margin-bottom: 0;  
    padding-top: 35px;  
    padding-bottom: 46px;  
    margin-top: 40px;  
    display: block;  
    position: relative; }
```



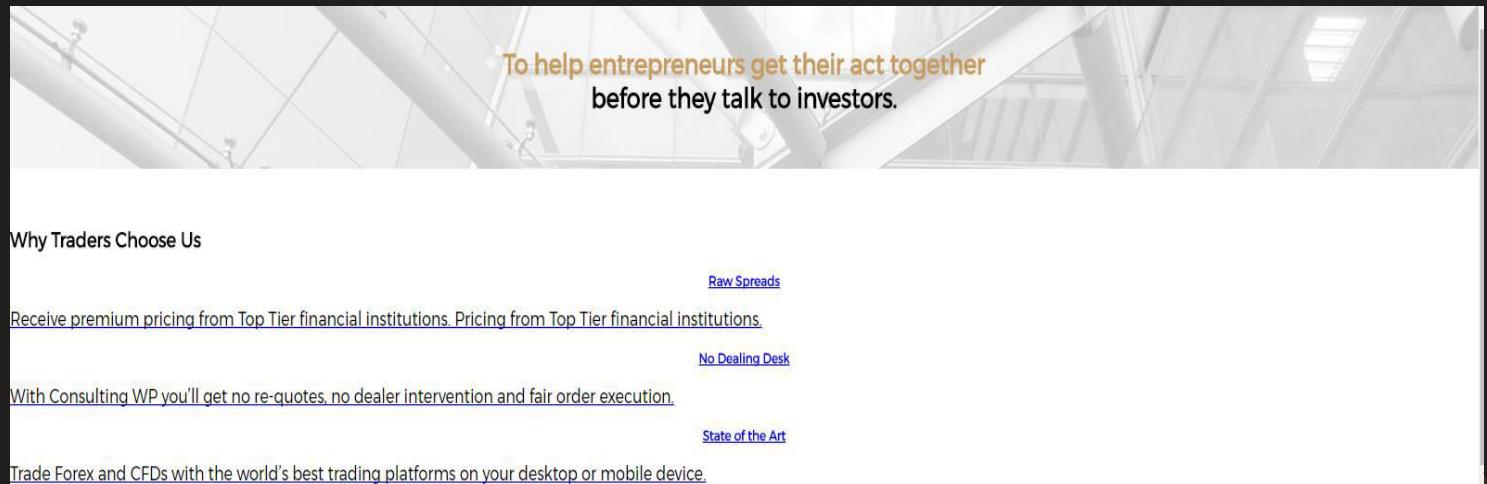
```
.banner::after {  
    content: "";  
    background-size: cover;  
    opacity: 0.3;  
    background: url(images/steel-  
bg.jpg) center center;  
    top: 0;  
    left: 0;  
    bottom: 0;  
    right: 0;  
    position: absolute;  
    z-index: -1; }
```

Main HTML (.traders)

```
<section class="traders">
<h2>Why Traders Choose Us</h2>
<div class="article-container">
  <a href="#"><h4>Raw Spreads</h4>
    <p>Receive premium pricing from Top...</p>
  </a>
  <a href="#"><h4><No Dealing Desk</h4>
    <p>With Consulting WP you'll...</p>
  </a>
  <a href="#"><h4>State of the Art</h4>
    <p>Trade Forex and CFDs with the world's...</p>
  </a>
</div>
<section>
```

Main CSS (.traders)

```
.traders {  
    margin: 0;  
    padding-top: 35px;  
    padding-bottom: 46px;  
    background: linear-gradient(rgba(0,0,0,0.6),rgba(0,0,0, 0.6)),  
    url('images/background-choose-us.jpg') no-repeat center;  
    background-size: cover;  
}  
.traders h2 {  
    text-align: center;  
    font-size: 40px;  
    color: #ffffff;  
    margin-bottom: 20px;  
}
```



Main CSS (.traders)

```
.article-container {  
    display: flex;  
    justify-content: center; }  
.article-container a {  
    margin-right: 30px;  
    padding: 20px;  
    width: 300px;  
    border: 2px solid #c79d63;  
    text-align: center;  
    text-decoration: none; }  
.article-container a:hover,  
.article-container a:hover p,  
.article-container a:hover h4{
```

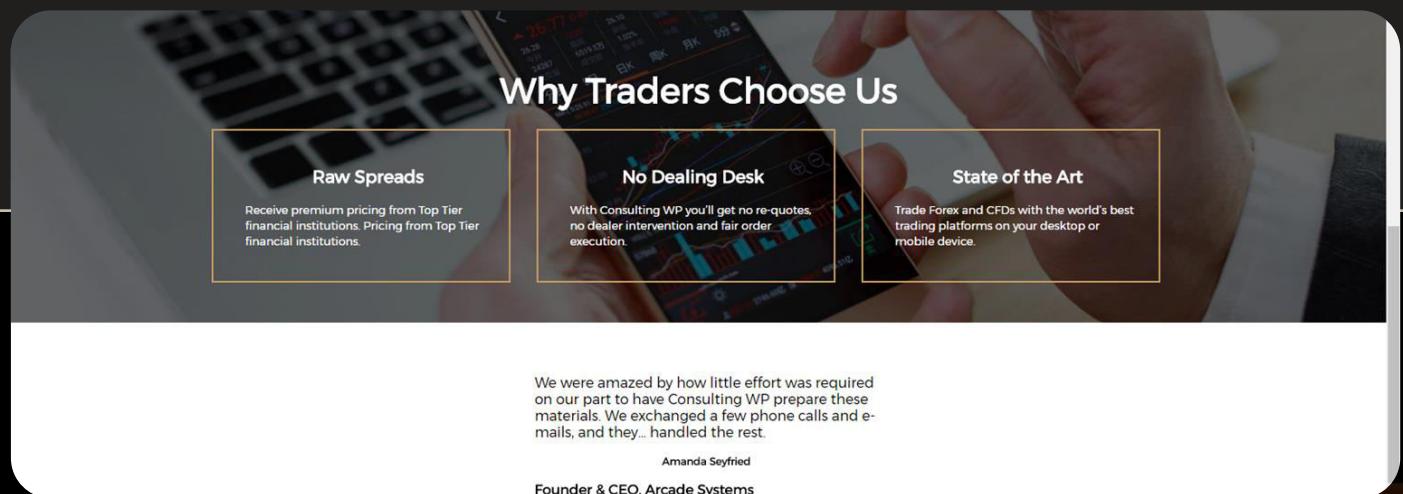
```
background: #fff;  
color: #090821; }  
.article-container h4 {  
    color: #fff;  
    margin: 0 0 17px 17px;  
    padding-top: 21px;  
    letter-spacing: 0;  
    font-size: 20px; }  
.article-container p {  
    margin: 0 0 17px 17px;  
    font-size: 13px;  
    line-height: 18px;  
    color: #ffffff; }
```

Main CSS (.traders)



Main HTML (.consulting-woman)

```
<section class="consulting-woman">
  <article class="testimonial-info">
    <p>We were amazed by how little effort...</p>
    <footer>
      <h4>Amanda Seyfried</h4>
      <p><strong>Founder & CEO...</strong></p>
    </footer>
  </article>
</section>
```



Main CSS (.consulting-woman)

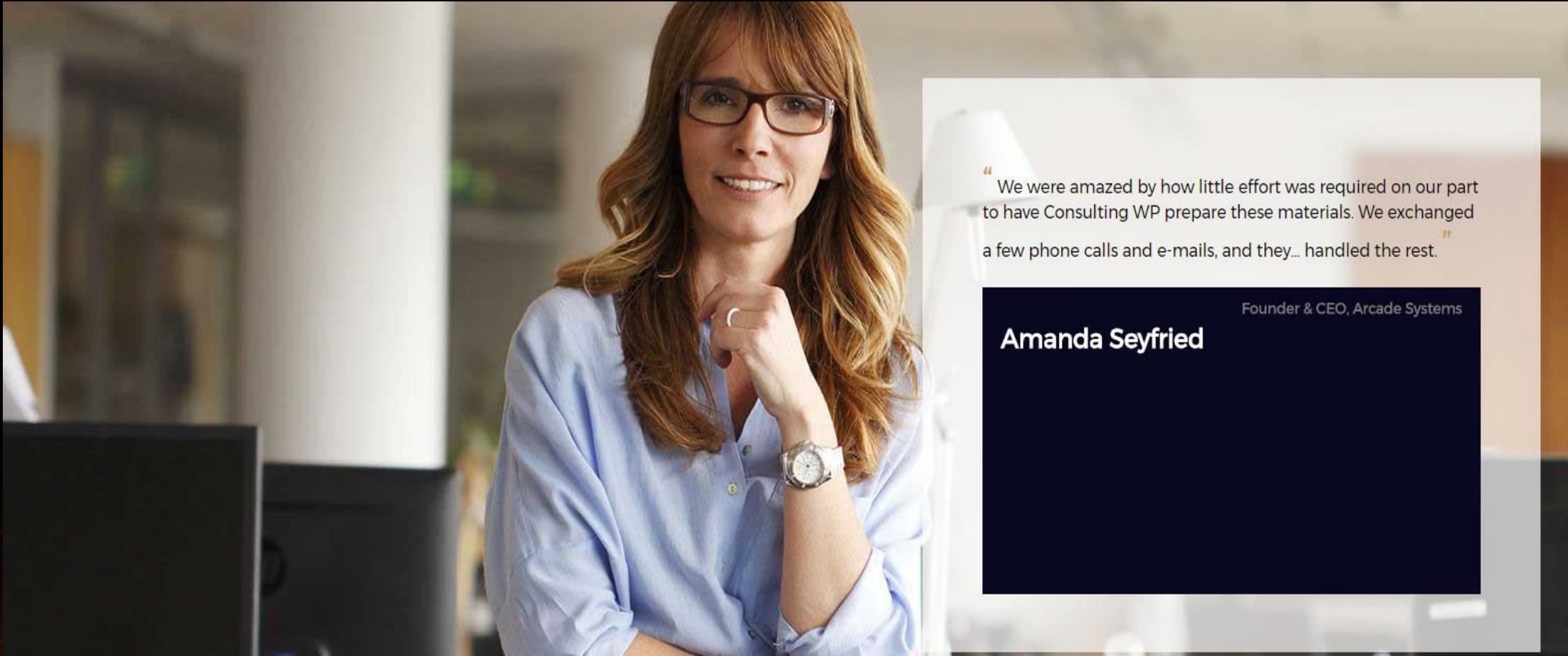
```
.consulting-woman {  
background-image: url("images/consulting-woman.jpg");  
background-size: cover;  
background-repeat: no-repeat;  
height: 600px;  
margin: 0;  
position: relative; }  
.testimonial-info {  
position: absolute;  
top: 70px;  
right: 40px;  
width: 500px;  
padding: 64px 60px 53px 60px;  
background: rgba(255, 255, 255, .7); }
```

Main CSS (.consulting-woman)

```
.testimonial-info > p::before,  
.testimonial-info > p::after {  
    content: open-quote;  
    color: #c79d63;  
    font-size: 32px; }  
.testimonial-info > p::after {  
    content: close-quote; }  
.testimonial-info footer {  
    margin-top: 20px;  
    text-align: left; }  
.testimonial-info footer h4 {  
    font-size: 24px;  
}
```

```
.testimonial-info footer p {  
    padding: 0;  
    margin-bottom: 0;  
    font-size: 14px;  
    color: #777777; }  
  
footer {  
    height: 280px;  
    background: rgb(9, 8, 33);  
    display: flex;  
    flex-direction: row;  
    justify-content: space-around;  
    color: #ffffff  
}
```

Main CSS (.consulting-woman)



Main HTML (.partners)

```
<section class="partners">
  <ul>
    <li>
      <a href="#">
        
      </a>
    </li> <!--TODO put the
rest list items here...-->
  </ul>
</section>
</main>
```



Main CSS (.partners)

```
.partners {  
    height: 90px;  
    margin-top: 45px; }  
.partners ul {  
    display: flex;
```

```
justify-content: center; }  
.partners img {  
    width: 135px;  
    height: 60px;  
}
```



Founder & CEO, Arcade Systems

Amanda Seyfried



Volker Stevin
Construction

Footer Section HTML (info-social-container)



```
<footer class="footer">
<div class="info-socials-container">
  <h2>Consulting</h2>
  <ul class="info">
    <li><i class="fa fa-map-marker"></i>1010 Avenue of ...</li>
    <li><i class="fa fa-clock-o"></i>Mon-Sat 8.00-18.00...</li>
    <li><i class="fa fa-phone"></i>212 386 5578 Free call</li>
```

A screenshot of a footer section. At the top, there are five company logos: TVC Marketing, FAST BROTHERS, arcade, KPHONE, and EDGE EDTECH. Below them is a dark blue bar containing the word "Consulting" in white. Underneath the bar is a white box with the address "1010 Avenue of the Moon New York, NY 10018 US.", operating hours "Mon - Sat 8.00 - 18.00 Sunday CLOSED", and phone number "212 386 5578 Free call". To the right of the phone number are social media icons for Facebook, YouTube, LinkedIn, and Google+. The background of the entire footer section features a dark blue gradient with a subtle circuit board pattern.

Footer Section HTML (info-social-container)



```
<li>
<ul class="socials">
<li><a href="#"><i class="fa fa-facebook"></i></a></li>
<li><a href="#"><i class="fa fa-twitter"></i></a></li>
<li><a href="#"><i class="fa fa-linkedin"></i></a></li>
<li><a href="#"><i class="fa fa-youtube"></i></a></li>
</ul>
</li>
</ul>
</div>
```

Consulting

📍 1010 Avenue of the Moon New York, NY 10018 US.
🕒 Mon - Sat 8.00 - 18.00 Sunday CLOSED
📞 212 386 5578 Free call

[f](#)
[t](#)
[in](#)
[y](#)

Footer Section CSS (info-social-container)

```
footer h2 {  
    color: #ffffff;  
    margin-left: 20px;  
    padding-top: 10px;  
}  
.info li {  
    color: #ffffff;  
    width: 180px;  
    margin-top: 20px;  
    margin-left: 20px; }  
.info li i {  
    font-size: 16px; }  
.socials {  
    display: flex;
```

```
justify-content: center;  
width: 153px; }  
.socials li {  
    width: 200px; }  
.socials a {  
    display: block;  
    width: 32px;  
    font-size: 18px;  
    line-height: 32px;  
    text-align: center;  
    border-radius: 50%;  
background: rgb(131,131,143);  
color: #090821;  
}
```

Footer Section CSS (info-social-container)



A row of six company logos: TVC Marketing (a mountain range icon), FAST BROTHERS (two stylized 'F' icons), arcade (a flame icon), KPHONE (a phone receiver icon), EDG3 EDETECH (a gear icon), and Volker Stevin Construction (a geometric hexagon icon).

Consulting

📍 1010 Avenue of the Moon
New York, NY 10018 US.

⌚ Mon - Sat 8.00 - 18.00
Sunday CLOSED

📞 212 386 5578 Free call

Footer Section HTML (extra-links)

```
<div class="extra-links">
<h2>Extra Links</h2>
<ul>
  <li><a href="#">About</a></li>
  <li><a href="#">Contacts</a></li>
  <li><a href="#">Typography</a></li>
  <li><a href="#">Careers</a></li>
  <li><a href="#">Shop</a></li>
<!--TODO put the rest list items here-->
</ul>
</div>
```

Extra Links

[About](#)
[Contacts](#)
[Typography](#)
[Careers](#)
[Shop](#)
[News](#)
[Testimonials](#)
[Services](#)
[Our team](#)
[Our approach](#)

Footer Section CSS (extra-links)



```
.extra-links ul {  
    display: flex;  
    flex-wrap: wrap;  
    flex-direction: column;  
    height: 148px;  
    width: 200px; }
```

```
.extra-links ul li {  
    display: block;  
    padding: 5px;}  
.extra-links ul li a {  
    color: #c79d63;  
    text-decoration: none; }
```

Consulting

1010 Avenue of the Moon
New York, NY 10018 US.

Mon - Sat 8.00 - 18.00
Sunday CLOSED

212 386 5578 Free call



Extra Links

About	News
Contacts	Testimonials
Typography	Services
Careers	Our team
Shop	Our approach

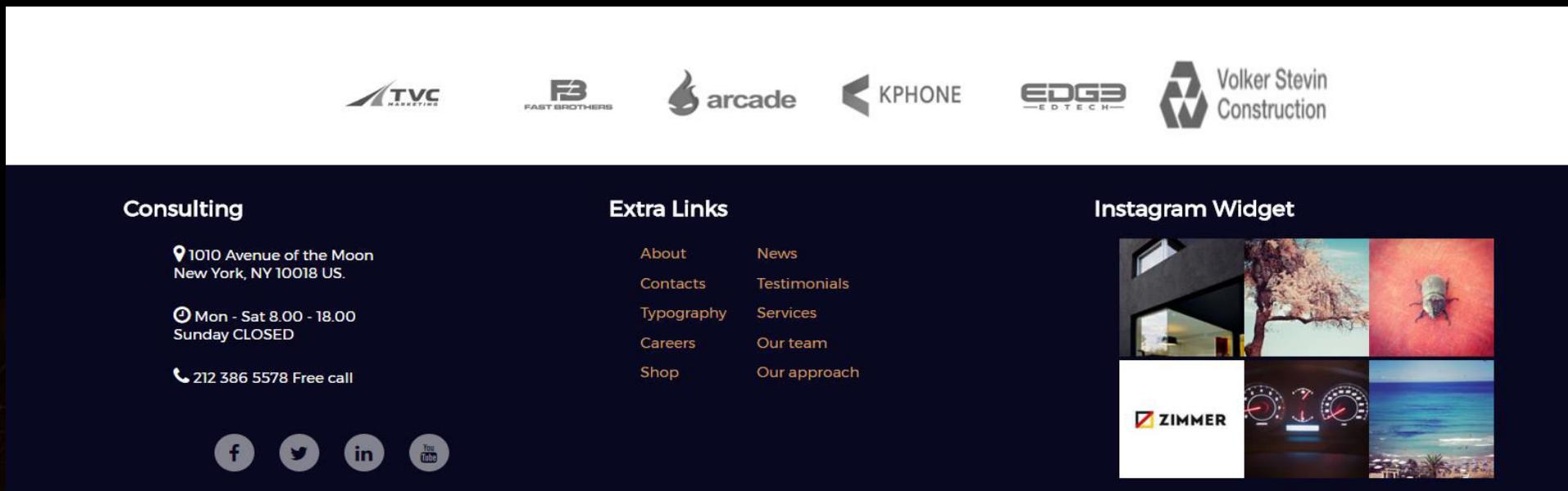
Footer Section HTML (instagram-widget)

```
<div class="instagram-widget">
<h2>Instagram Widget</h2>
<ul>
  <li><a href="#"></a></li>
  <li><a href="#"></a></li>
  <li><a href="#"></a></li>
  <li><a href="#"></a></li>
  <li><a href="#"></a></li>
  <li><a href="#"></a></li>
</ul>
</div>
```

Footer Section CSS (instagram-widget)

```
.instagram-widget ul {  
    display: flex;  
    flex-direction: row;  
    flex-wrap: wrap;  
    width: 300px; }
```

```
.instagram-widget img {  
    width: 100px;  
    height: 100px;  
}
```



Consulting

📍 1010 Avenue of the Moon
New York, NY 10018 US.

⌚ Mon - Sat 8.00 - 18.00
Sunday CLOSED

📞 212 386 5578 Free call

[f](#) [t](#) [in](#) [YouTube](#)

Extra Links

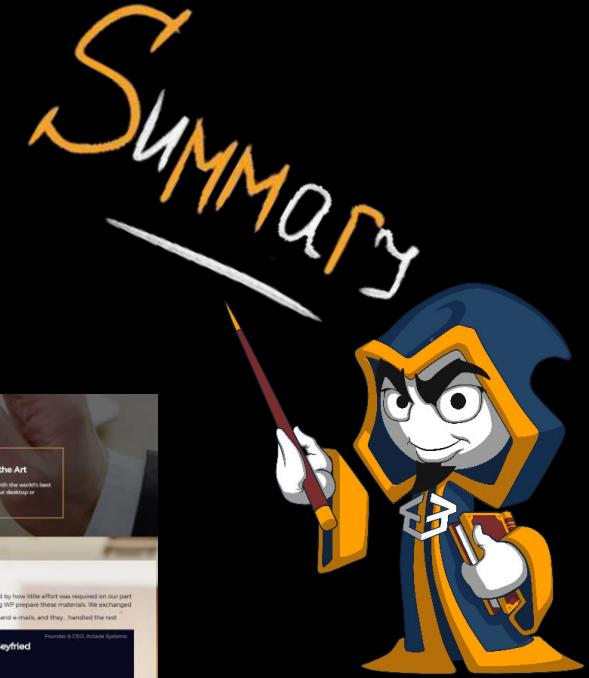
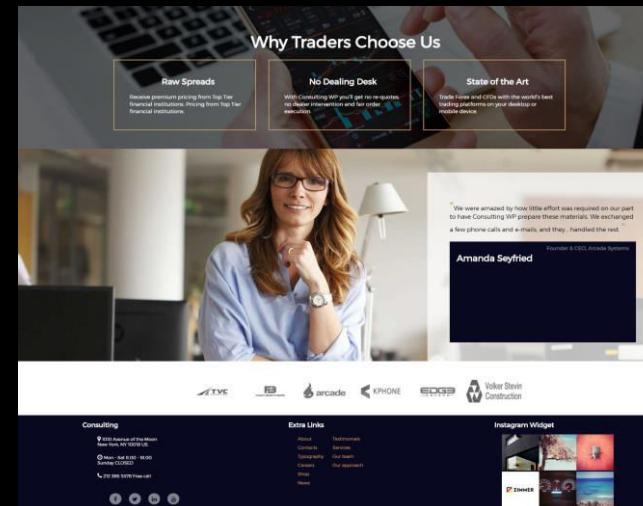
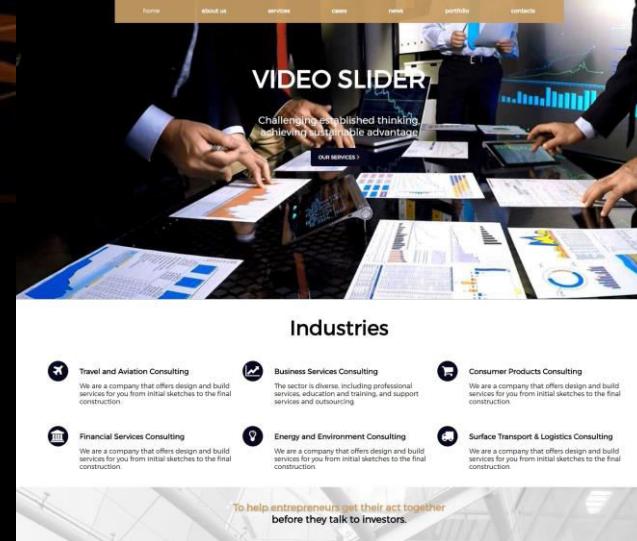
About	News
Contacts	Testimonials
Typography	Services
Careers	Our team
Shop	Our approach

Instagram Widget



Summary

- What is a Landing Page?
 - Entry point for a website
 - Landing Page Objectives
 - Types of Landing Pages
- Building a landing page
 - Using HTML5 & CSS3
 - Building each element separately



Web Fundamentals – Course Introduction



Questions?



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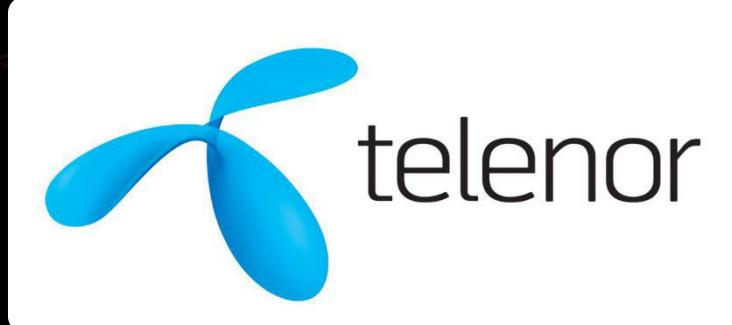
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