

**A Project Report on**

**PRODUCT LANDING PAGE**

**A Dissertation submitted in partial fulfillment of the academic requirements for the  
award of the degree.**

**Bachelor of Technology**

**In**

**Computer Science and Engineering**

**Submitted by**

**Malkanolla Snehitha (18H51A05K4)**

**Under the esteemed guidance of**

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**Assistant Professor Department of CSE**



**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**

**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**

**(An Autonomous Institution under UGC & JNTUH, Approved by AICTE, Permanently  
Affiliated to JNTUH, Accredited by NBA.)**

**KANDLAKOYA, MEDCHAL ROAD, HYDERABAD-501401**

**2020-2021**

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**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**



**CERTIFICATE**

This is to certify that the Mini Project-2 report entitled " **PRODUCT LANDING PAGE** " being submitted by **M. Snehitha (18H51A05K4)** in partial fulfillment for the award of **Bachelor of Technology in Computer Science and Engineering** is a record of bonafide work carried out his/her under my guidance and supervision.

The results embodies in this project report have not been submitted to any other University or Institute for the award of any Degree.

**N. Lavanya**

Assistant professor

**Dr. VIJAYA KUMAR KOPPULA**

HOD, CSE Department

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**Submitted for viva voice Examination held on \_\_\_\_\_**

**External Examiner**

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Ultimately, we own all our success to our beloved parents, whose vision, love and inspiration has made us to reach out for these glories.

**SIGNATURE**

**Malkanolla Snehitha**

**(18H51A05K4)**

## **DECLARATION**

We hereby declare that results embodied in this Report of Mini Project on “**Product Landing Page**” are from work carried out by using partial fulfillment of the requirements for the award of B. Tech degree. We have not submitted this report to any other university/institute for the award of any other degree.

**SIGNATURE**

**Malkanolla Snehitha**

**(18H51A05K4)**

**DATE:**

## **ABSTRACT**

A product landing page is a post-click page created specifically to convince a visitor to convert on a product-related offer. Design-wise, it's similar to a traditional landing page. It features conversion-centric elements, like a magnetic headline, benefit-oriented copy, hero images, social proof and more, to compel visitors to click the Image. The visitor is searching intently for a specific product. It keeps the visitor focused on the offer with a 1:1 conversion ratio. It matches the message of the referring advertisement. Every ad needs a dedicated post-click page.

To fulfill the promise of head, and to let visitors know they're in the right place. It maintains personalization through the second half of the campaign. The first half of the campaign is called the pre-click experience. Whatever Targeting you use on the ad in the pre-click experience, you must use it on your product landing page in the post-click landing page. If you don't, you're delivering an inconsistent user experience. Post-click automation allows advertisers to create product landing pages as efficiently as they create ads. It highlights the benefits of the software, quickly. It boosts trust with authority signals, like the logos of popular users.

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# **CHAPTER 1:**

## **1.1. INTRODUCTION**

In this web development project, we will learn about how to create a product landing page. A landing page is quite similar to the homepage of a website but it is more accessible through keywords. So, we will see how a landing page reaches more people than a typical homepage. A homepage for a website consists of different links to the other web pages whereas landing pages are often created to campaign some specific product. It helps in getting more people on your page.

A webpage for the same is created using languages that are HTML, CSS, and JavaScript. While creating a product landing page we have to make sure that a good CTA button is created. A CTA or Call to Action button is created to bring the users directly to the official website. A CTA looks attractive and is quick to take the user instantly on the webpage. Video landing pages are what they sound like, landing pages that use video in some capacity to persuade the audience. Sometimes a video will be the centrepiece of your page, and sometimes it'll work quietly alongside copy and images to win over visitors.

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. The aim of the landing page is to stimulate a predetermined action using targeted copy to connect with a user and persuade them to act.

## **1.2. OBJECTIVE**

The objective of the Product Landing Page project is to build a website. A landing page is a page on your site that is designed to convert visitors into leads. It is different from other pages on your website in that it captures a visitor's information in exchange for a desired offer. The sole purpose of the landing page is to convert visitors into leads. This project is built using HTML, CSS and Javascript.

## **1.3. LITERATURE STUDY**

Creating a website or an application, people usually have different and sometimes numerous goals. Some of them in case of conversion give real or virtual money, some provide signups and others persuade your target customer to decide on a free trial. In all cases, nobody starts the venture without any thoughts what they want to get: money, popularity, pitch for self-expression, power and so on and so forth. Therefore, in all cases the producers and advertisers of any web and mobile product sell something, although the payment can go far beyond users' money, concentrating on some other feedback and respond. That is why, actually, analyzing the efficiency of a website or mobile app we talk about conversions rather than purchases.



## **CHAPTER 2:**

### **2.1. HARDWARE REQUIREMENTS**

- Processor: Pentium
- RAM: 4GB
- Hard Disk: 1 TB
- Speed: 1.1 GHz
- Operating System: Windows

### **2.2. TECHNOLOGIES USED**

#### **CSS(Cascading Style Sheet)**

CSS is a style sheet language used for describing the look and formatting of a document written in a markup language. While most often used to style web pages and interfaces written in HTML and XHTML, the language can be applied to any kind of XML document. One of the favored features is its ability to allow the sorting of document content written in markup languages (like HTML) from document presentations written in CSS.

CSS helps Web developers create a uniform look across several pages of a Web site. Instead of defining the style of each table and each block of text within a page's HTML, commonly used styles need to be defined only once in a CSS document. Once the style is defined in a cascading style sheet, it can be used by any page that references the CSS file. Plus, CSS makes it easy to change styles across several pages at once. For example, a Web developer may want to increase the default text size from 10pt to 12pt for fifty pages of a Web site. If the pages all reference the same style sheet, the text size only needs to be changed on the style sheet and all the pages will show the larger text.

While CSS is great for creating text styles, it is helpful for formatting other aspects of Web page layout as well. For example, CSS can be used to define the cell padding of table cells, the style, thickness, and color of a table's border, and the padding around images or other objects. CSS gives Web developers more exact control over how Web pages will look than HTML does. This is why most Web pages today incorporate cascading style sheets.

#### **Advantages of CSS**

- Easier to maintain and update.
- Greater consistency in design.
- More formatting options.
- Lightweight code.
- Faster download times.
- Search engine optimization benefits.
- Ease of presenting different styles to different viewers.
- Greater accessibility.

## **HTML(Hyper Text Markup Language)**

HTML stands for Hypertext Markup Language, and it is the most widely used language to write Web Pages.

- Hypertext refers to the way in which Web pages (HTML documents) are linked together. Thus, the link available on a webpage is called Hypertext.
- As its name suggests, HTML is a Markup Language which means you use HTML to simply "mark-up" a text document with tags that tell a Web browser how to structure it to display.

Originally, HTML was developed with the intent of defining the structure of documents like headings, paragraphs, lists, and so forth to facilitate the sharing of scientific information between researchers.

Now, HTML is being widely used to format web pages with the help of different tags available in HTML language. HTML refers to the Hypertext Markup Language. HTML is used to create web pages. It uses many tags to make a webpage. So it is a tag based language. The tags of HTML are surrounded by angular brackets. It can use wide ranges of colors, objects and layouts. Very useful for beginners in the web designing field.

Originally, HTML was developed with the intent of defining the structure of documents like headings, paragraphs, lists, and so forth to facilitate the sharing of scientific information between researchers. Now, HTML is being widely used to format web pages with the help of different tags available in HTML language. HTML is the markup language for encoding Web pages. It was designed by the British scientist Sir Tim Berners-Lee at the CERN nuclear physics laboratory in Switzerland during the 1980s. HTML markup tags specify document elements such as headings, paragraphs, and tables. They mark up a document for display by a computer program known as a Web browser. The browser interprets the tags, displaying the headings, paragraphs, and tables in a layout that is adapted to the screen size and fonts available to it.

HTML documents also contain anchors, which are tags that specify links to other Web pages. An anchor has the form `<A HREF= "http://www.britannica.com"> Encyclopædia Britannica</A>`, where the quoted string is the URL (universal resource locator) to which the link points (the Web "address") and the text following it is what appears in a Web browser, underlined to show that it is a link to another page. What is displayed as a single page may also be formed from multiple URLs, some containing text and others graphics.

### **Advantages of HTML**

- First advantage is that it is widely used.
- Every browser supports HTML language.
- Easy to learn and use.
- It is by default in every window so you don't need to purchase extra software.

## JavaScript

JavaScript is a dynamic computer programming language. It is lightweight and most commonly used as a part of web pages, whose implementations allow client-side script to interact with the user and make dynamic pages. It is an interpreted programming language with object-oriented capabilities.

JavaScript was first known as LiveScript, but Netscape changed its name to JavaScript, possibly because of the excitement being generated by Java. JavaScript made its first appearance in Netscape 2.0 in 1995 with the name LiveScript. The general-purpose core of the language has been embedded in Netscape, Internet Explorer, and other web browsers.

The ECMA-262 Specification defines a standard version of the core JavaScript language.

- JavaScript is a lightweight, interpreted programming language.
- Designed for creating network-centric applications.
- Complementary to and integrated with Java.
  - Complementary to and integrated with HTML.
  - Open and cross-platform

## Client-Side JavaScript

Client-side JavaScript is the most common form of the language. The script should be included in or referenced by an HTML document for the code to be interpreted by the browser. It means that a web page need not be a static HTML, but can include programs that interact with the user, control the browser, and dynamically create HTML content.

The JavaScript client-side mechanism provides many advantages over traditional CGI server-side scripts. For example, you might use JavaScript to check if the user has entered a valid e-mail address in a form field. The JavaScript code is executed when the user submits the form, and only if all the entries are valid, they would be submitted to the Web Server.

JavaScript can be used to trap user-initiated events such as button clicks, link navigation, and other actions that the user initiates explicitly or implicitly.

## Advantages of JavaScript

The merits of using JavaScript are –

- Less server interaction – You can validate user input before sending the page off to the server. This saves server traffic, which means less load on your server.
- Immediate feedback to the visitors – They don't have to wait for a page reload to see if they have forgotten to enter something.
- Increased interactivity – You can create interfaces that react when the user hovers over them with a mouse or activates them via the keyboard.
- Richer interfaces – You can use JavaScript to include such items as drag-and-drop components and sliders to give a Rich Interface to your site visitors.

## **CHAPTER 3:**

### **3.1. MODULES OF PROPOSED SYSTEM**

As you might have guessed from the name, a product landing page is a web page designed to promote or sell a product. Visitors come across your product landing pages after clicking on a paid ad, through a link in your email newsletter, by clicking on one of your social media posts, or after clicking on a search result.

Product landing pages work great for selling:

- Physical products, like an ecommerce store or subscription service
- Digital products, like an online course or software tool
- Memberships, like an online community or subscription service

Think of your product landing page as a virtual elevator pitch for your product. Each landing page should contain everything a visitor needs to know to make a purchasing decision.

Product landing pages and their traditional lead-focused counterparts are very similar, with a few key differences.

Both begin with a clear understanding of your audience—their goals, pain points, and desires. Most elements you'll find on a product landing page will also overlap with their more traditional lead-generating counterparts. For example, both product landing pages and lead gen landing pages will often include elements of social proof, answers to frequently asked questions, and a strong call-to-action (CTA).

But product landing pages have a few key differences that are worth noting:

- Product landing pages tend to be more actionable than educational. Many product landing pages tend to be shorter than lead generation landing pages. Instead of teaching visitors about something that might be beneficial, product landing pages generally focus more on leading the audience toward purchasing your product.
- Product landing pages sometimes highlight several offers at once. Unlike a lead gen landing page, a product landing page will often include more than one Click. For example, an ecommerce store might offer multiple variants of a physical product, like sizing or color for a T-shirt.
- Product landing pages primarily sell goods (both physical and digital) over services. Most product landing pages are optimized for making sales immediately. Traditional lead-gen landing pages, on the other hand, focus on getting users to fill out a

lead generation form so the transaction can be completed later.

- What types of products can you sell with a product landing page?
- Product landing pages work well for both digital products, like an online course or software tool, or physical products or subscriptions from an ecommerce store. Let's take a look at a few product landing page examples from each category to see how different companies sell their products.

## 3.2. WORKING

- Start building the core of the webpage with the help of HTML. HTML will help in creating a page that is both responsive and good.
- Then with the use of CSS, we will style the sheets in a unique way. A CTA button is created on the web page which will be linked to the page where all the details will be listed.
- The linking of the CTA (call to action) button is linked to a direct page that gives more details about the product or program. The linking is important and it should be properly linked to other webpages.
- To make the page more dynamic and be fluent with the clicks, we will use JavaScript. JavaScript helps in creating a page which can easily be optimized.

## 3.3. SOURCE CODE

```
<!DOCTYPE html>

<html>

<head>

  <meta charset="UTF-8">

  <meta name="viewport" content="width=device-width, initial-scale=1.0">

  <meta http-equiv="X-UA_Comaptible" content="ie=edge">

  <link rel="stylesheet" href="dist/css/simplelightbox.min.css">

  <link rel="stylesheet" href="dist/css/style.css">

  <link href="https://fonts.googleapis.com/css2?family=Catamaran:wght@100&display=swap"
rel="stylesheet">

  <title>Product Landing Page</title>

</head>

<body>

<nav class="navbar">

  <div class="container">
```

```

<h1 class="logo">CMRCET BOOKS</h1>
<ul class="nav">
  <li><a href="#home">Home</a></li>
  <li><a href="#about">About</a></li>
  <li><a href="#contact">Contact</a></li>
  <li><a href="https://www.cmrcet.ac.in/">College Info</a></li>
  <!-- <li><a href="#specs">Specs</a></li>
        <li><a href="#contact">Contact</a></li> -->
</ul> </div>
</nav>
<!-- Showcase -->
<section class="section-a">
  <div class="container">
    <div>
      <h1>A Way Towards your Future...</h1> <p>
        There is something magical about reading books...<br>
        Whether you like fiction or non-fiction, fantasy or sci-fy, there
        are many books in this website.
        Still, it isn't always easy to make a trip to the bookstore or library to find
        that specific book that you are looking for...
        Who doesn't love books? </p>
      <a href="#gal" class="btn">Buy Now</a> </div>
       </div>
    </section>
    <!-- Large Text -->
    <section id="about" class="section-b">
      <div class="overlay">
        <div class="section-b-inner py-5">
          <h3 class="text-2">Calm & Focus</h3>
          <h2 class="text-5 mt-1">Meet Your Next Favorite Book</h2>

```

```

<p class="mt-1">
    Travel without moving your feet. The best advice I ever got was that knowledge is
    Power and to Kepp reading.
</p></div></div> </section>

<br>
<h1>Computer Science And Engineering</h1><br>
<!-- Gallery -->
<section class="section-c" id="gal">
    <div class="gallery">
        <a href="b1.html" class="big"
            ></a>
        <a href="b2.html" class="big"
            ></a>
        <a href="b3.html" class="big"
            ></a>
        <a href="b4.html" class="big"
            ></a>
        <a href="b5.html" class="big">
            </a>
        <a href="b6.html" class="big" ></a>
    </div> </section>

<br><br>
<h1>Electronics And Communication Engineering</h1><br>
<section class="section-d" >
    <div class="gallery">
        <a href="e1.html" class="big"
            ></a>
        <a href="e2.html" class="big"

```

```

    ></a>
<a href="e3.html" class="big"
    ></a>
<a href="e4.html" class="big"
    ></a>
<a href="e5.html" class="big">
    </a>
<a href="e6.html" class="big"
    ></a>
</div></section>
<!-- Footer -->
<footer class="section-footer py-4 bg-primary" id="contact">
<div class="container">
<div>
<h2 class="text-2 mb-1"></h2>
<a href="http://twitter.com">
    <i class="fab fa-twitter fa-2x"></i> </a>
<a href="http://facebook.com">
    <i class="fab fa-facebook fa-2x"></i>
</a>
<a href="http://youtube.com">
    <i class="fab fa-youtube fa-2x"></i>
</a>
</div>
<div>
<h3>College Info</h3>
<ul>

```



```

<li><a href="#">All Books</a></li>
<li><a href="#">About Us</a></li>
<li><a href="#">Privacy Policy</a></li>
<li><a href="#">Terms of Service</a></li>
</ul>
</div>
<div>
<h3>Blog Posts</h3>
<ul>
<li><a href="#">Thank you very much.</a></li>
<!--<li><a href="#">Thank you very much.</a></li>
<li><a href="#">Thank you very much.</a></li>
<li><a href="#">Thank you very much.
</a></li>-->
</ul>
</div>
<div>
<h3>Contact us</h3>
<ul>
<li><a href="#">+918790033962
</a></li>
<li><a href="#"><u>www.cmrcet.ac.in</u>
</a></li>
</ul>
<p>
</p>
<form
class="mt-1"
name="email-form"
method="POST"

```

```

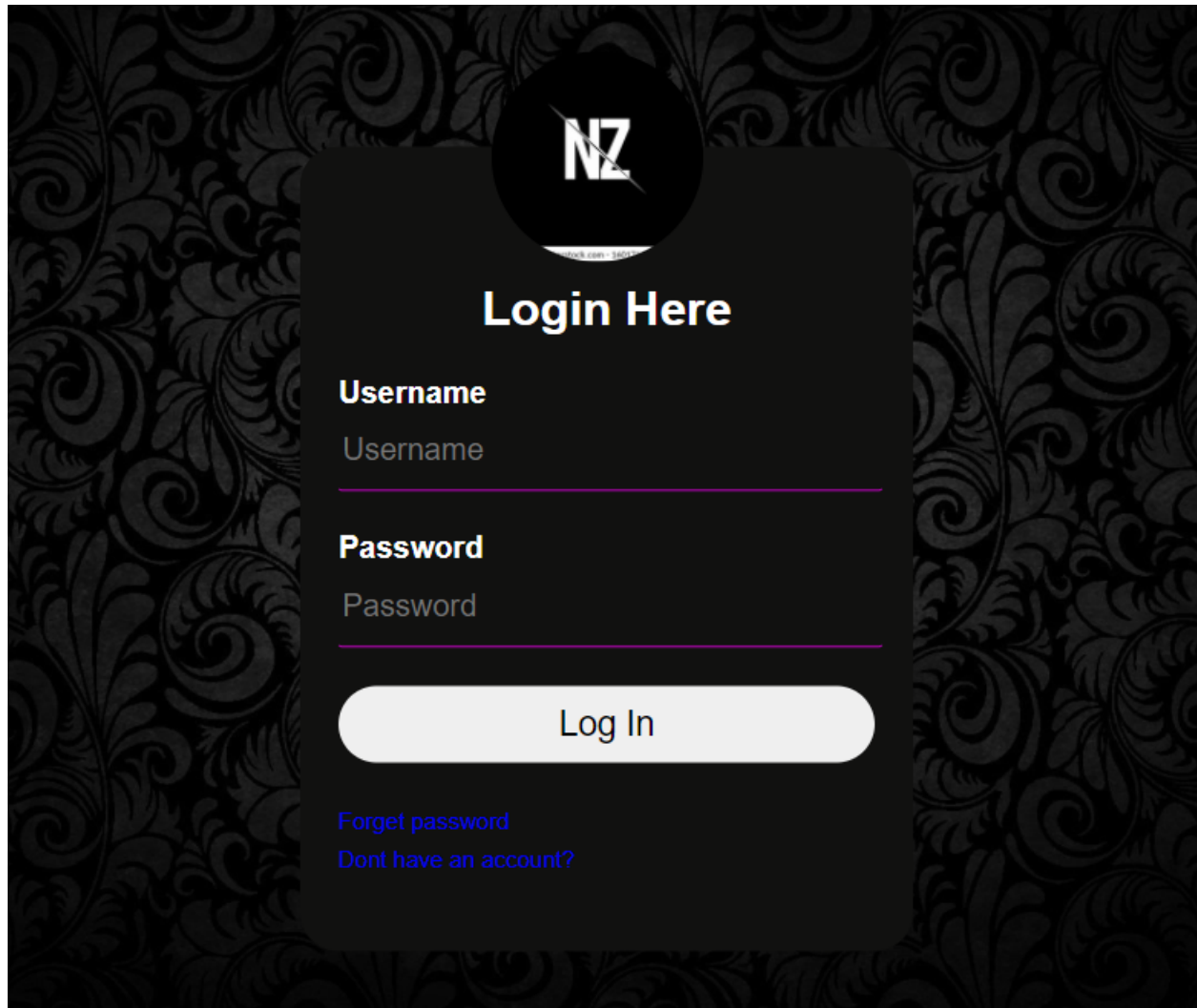
    data-netlify="true" >
    <div class="email-form">
        <span class="form-control-wrap" >
            <input
                type="email"
                name="email"
                id="email"
                size="40"
                class="form-control"
                placeholder="E-mail"/>
            </span>
            ><button type="submit" value="Submit" class="form-control submit">
                <i class="fas fa-chevron-right">
            </i>
            </button></div></form>
        </div>
    </div>
</footer>
<script src="https://ajax.googleapis.com/ajax/libs/jquery/2.2.4/jquery.min.js">
</script>
<script src=dist/js/simple-lightbox.min.js>
</script>
<script>
    $(function() {
        const $gallery = $('gallery a').simpleLightbox();
    });
</script>
</body>
</html>

```

### 3.4. RESULT

#### SNAP SHOTS OF OUR WEB APPLICATION

##### Login Page



The screenshot shows a login page with a dark, ornate background. At the top center is a circular logo with the letters 'NZ' and a diagonal line through it. Below the logo, the text 'Login Here' is displayed in a bold, white font. Underneath this, there are two input fields: one for 'Username' and one for 'Password', both with placeholder text of the same name. Below the password field is a white, rounded rectangular button labeled 'Log In'. At the bottom of the login form, there are two links in blue text: 'Forget password' and 'Dont have an account?'.

**NZ**

**Login Here**

**Username**  
Username

**Password**  
Password

**Log In**

[Forget password](#)  
[Dont have an account?](#)

### CMRCET BOOKS

[Home](#) [About](#) [Contact](#) [College Info](#)

# A Way Towards your Future...

There is something magical about reading books...

Whether you like fiction or non-fiction, fantasy or sci-fy, there are many books in this website. Still, it isn't always easy to make a trip to the bookstore or library to find that specific book that you are looking for... Who doesn't love books?

[Buy Now](#)



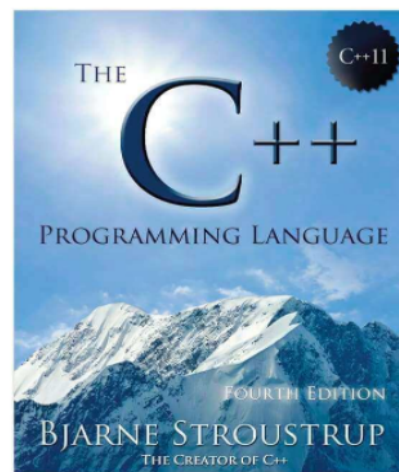
## Selecting a Book:

### Computer Science And Engineering



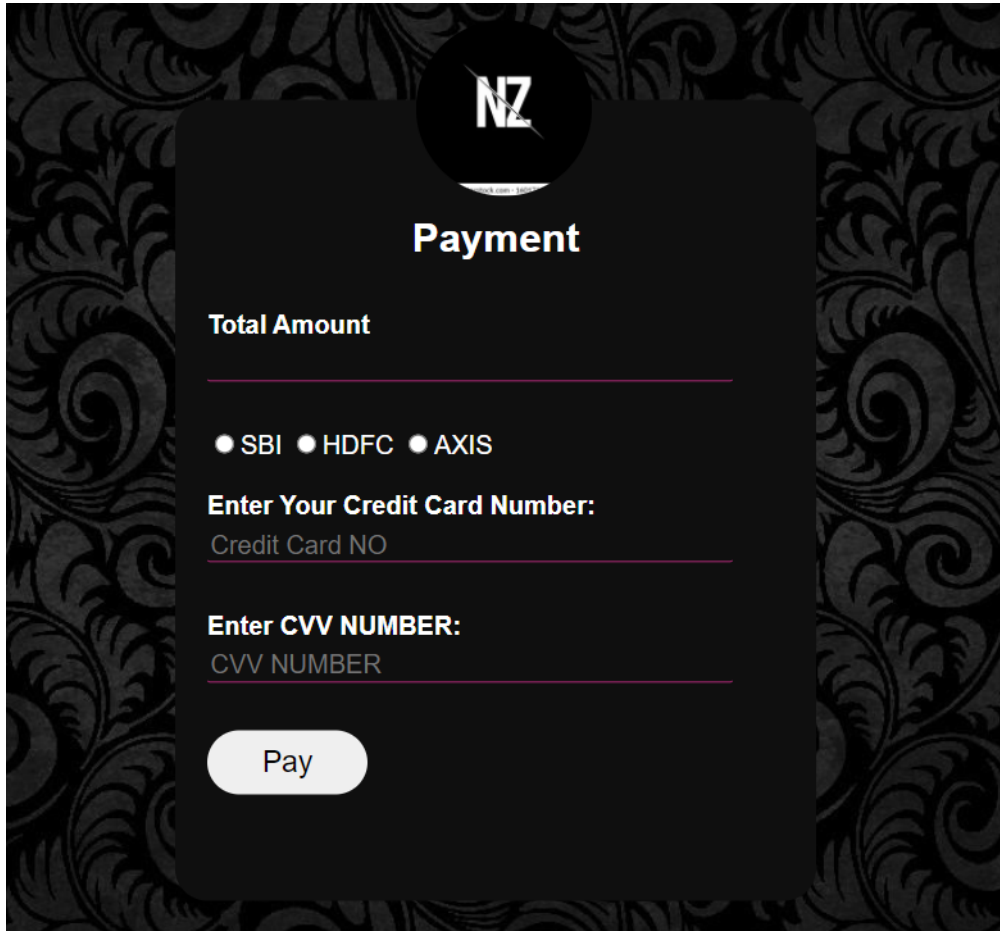
# C++ Programming.

The C++ Programming Language, Fourth Edition, delivers meticulous, richly explained, and integrated coverage of the entire language- its facilities, abstraction mechanisms, standard libraries, and key design techniques. To promote deeper understanding, the author provides extensive cross-references, both within the book and to the ISO standard.



Buy Now / Rs.399

## Payment Page:

A payment page UI mockup with a dark background and a repeating floral pattern. At the top center is a circular logo with the letters 'NZ' and a small tagline 'Your Best Choice' below it. Below the logo, the word 'Payment' is displayed in a large, bold, white font. Underneath, the text 'Total Amount' is followed by a horizontal line. Below this line are three radio button options: 'SBI', 'HDFC', and 'AXIS'. The next section is labeled 'Enter Your Credit Card Number:' followed by a text input field containing the placeholder 'Credit Card NO'. Below this is another section labeled 'Enter CVV NUMBER:' followed by a text input field containing the placeholder 'CVV NUMBER'. At the bottom of the form is a white, rounded rectangular button with the text 'Pay' in black.

**NZ**  
Your Best Choice

### Payment

**Total Amount**

---

☐ SBI ☐ HDFC ☐ AXIS

**Enter Your Credit Card Number:**

Credit Card NO

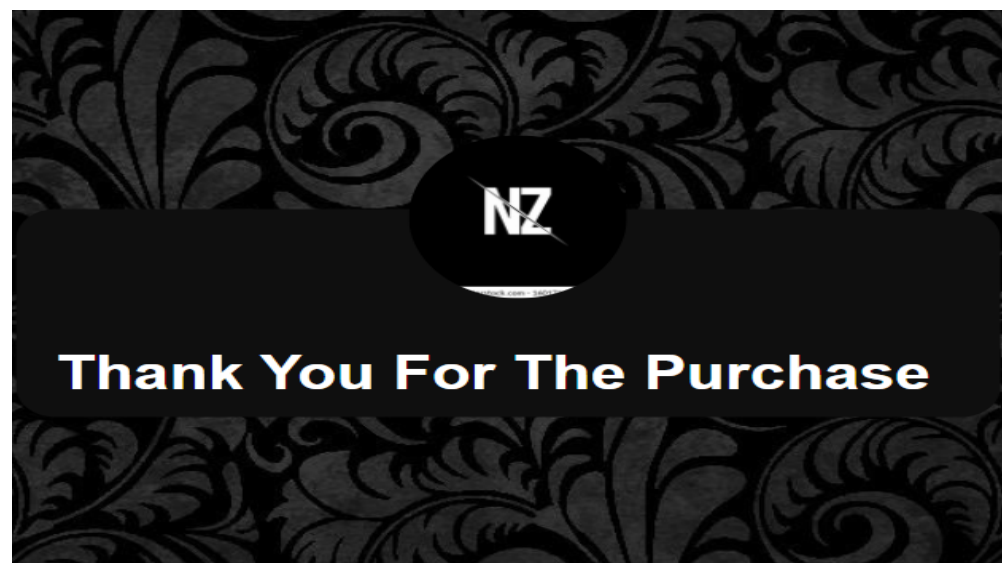
---

**Enter CVV NUMBER:**

CVV NUMBER

---

Pay



## **CHAPTER 4:**

### **4.1. BENEFITS**

- **New Experience to Audience** – Interactive Landing Pages-Offer a fresh and transformed experience to the users, which invites them to engage more with the brand than before.
- **High Response Rate** – By instilling a communicative tone to the brand-user interaction, interactive landing pages make the affair more personal. In this way, they also lead to higher response rates in comparison to the traditional landing pages.
- **High Social Validity** – Regular interactions between a brand and its user base develop a deeper relationship which also imparts greater social validity. In doing so, brands grow their social media following and benefit from increased recommendations.
- **Strengthens Brand Reputation and Loyalty** – When a brand allows the potential customer to participate in the campaign actively, its reputation is significantly strengthened. After all, who doesn't respect the one who validates her? In return, the brand is also more likely to benefit from the customer's loyalty.
- **Search Engine Optimization (SEO)** – Google and other search engines judge a website's value based on the time users spend therein. Moreover, they also take into account factors like engagement and user satisfaction. Interactive content, in general, and interactive landing pages, in particular, are highly beneficial in this regard.

### **4.2. CONCLUSION**

Landing pages are destinations for marketing or advertising campaigns, helping businesses to generate leads or sales. Each landing page focuses on visitors. So, by this you can have your own website. A campaign-specific page with just one click and no website navigation. Unlike web pages, which typically have many goals and encourage exploration, landing pages are designed with a single focus or goal. It's this focus that makes landing pages the best option for increasing the conversion rates of your marketing campaigns and lowering your cost of acquiring a lead or sale. Landing pages are an extremely important part of any marketing strategy.

## **CHAPTER 5:**

### **REFERENCES**

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- <https://codepen.io/bradtraversy/pen/MNEgoJ>
- <https://www.wordstream.com/blog/ws/2015/04/20/landing-page-ideas>
- <https://www.behance.net/search/projects/?search=landing+page&sort=recommended&time=month>