

2h-landing

Landing page

Clear proposition value

Clean design

Call-to-Action

CRM first milestone

Landing page tools

lawnchrock

strikingly

 SQUARESPACE

 unbounce

Let's build it from scratch

<http://lewagon.github.io/landing>

Coding language

HTML



content
+ structure

CSS



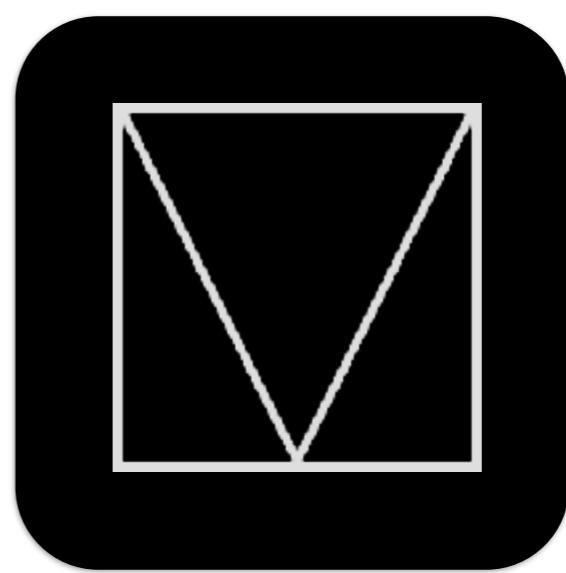
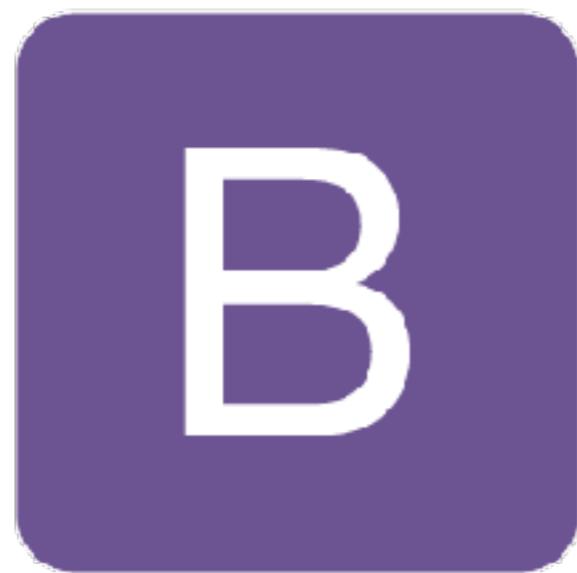
style

JS



dynamism
+ usability

CSS libraries



Workshop outline

Theoretical intros

Basic concepts to understand

Live-code demos

We code, you don't :)

Your turn

Take your time & have fun

Setup



1. Let's set up

Front-end languages

HTML



CSS



JS



Structure

HTML



Structure your content

Design

css



Design your content

Animation



Animate your content

HTML

Without structure, no design

Different contents

some text content..

some other content..

some third content..

Tag them

some text content..

h1

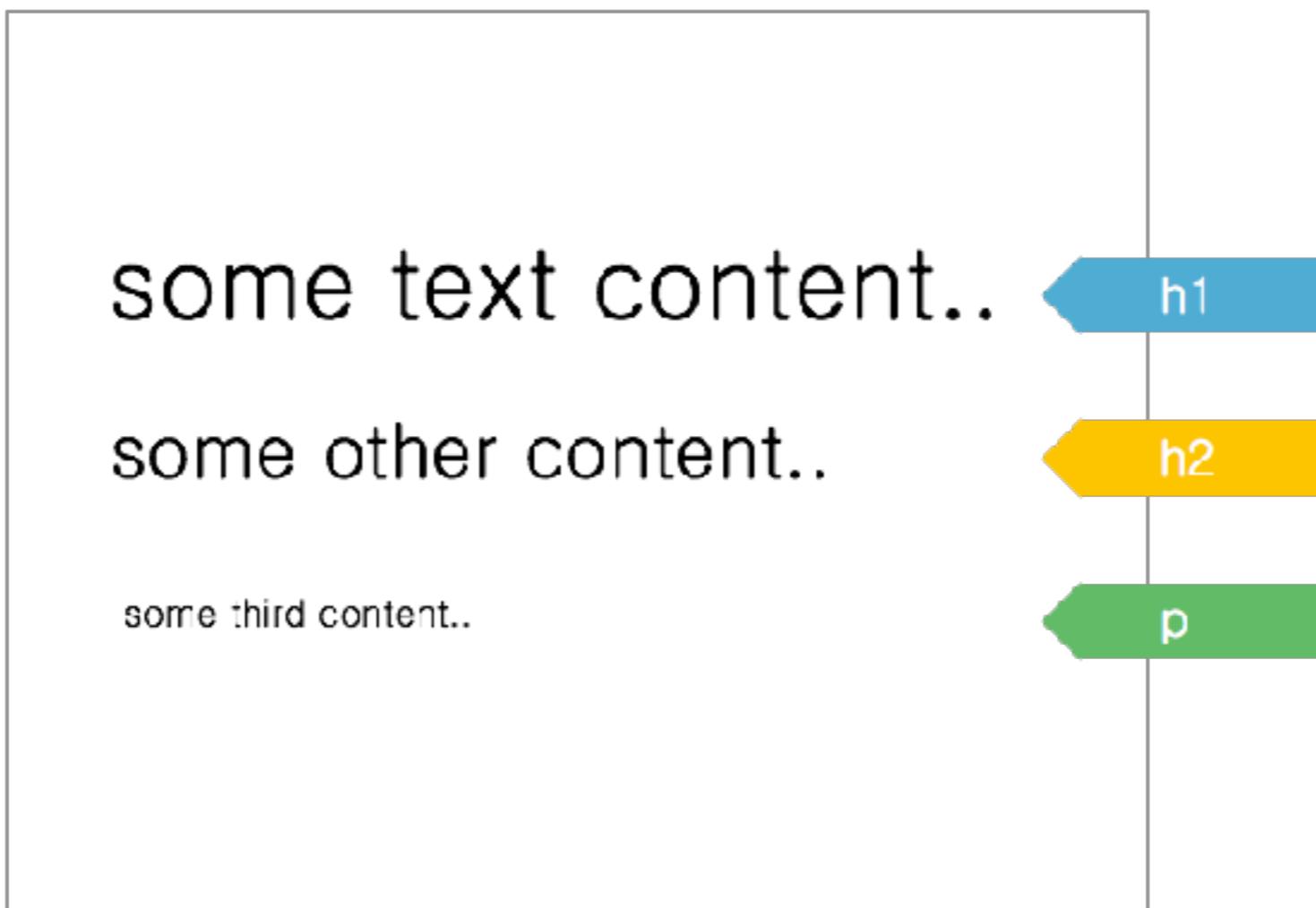
some other content..

h2

some third content..

p

Browser apply defaults



Over-ride with CSS

some text content..

h1

some other content..

h2

some third content..

p

Skeleton

<!DOCTYPE html>

<!-- end of file -->

Skeleton

```
<!DOCTYPE html>
```

```
<html>
```

```
<!-- html code -->
```

```
</html>
```

```
<!-- end of file -->
```

Head & body

```
<!DOCTYPE html>
<html>
  <head>
    <!-- Intelligence (meta-data) -->
  </head>
  <body>
    <!-- Stuff to display-->
  </body>
</html>
<!-- end of file -->
```

Title & utf-8

```
<!DOCTYPE html>
<html>
  <head>
    <title>Landing</title>
    <meta charset="utf-8">
  </head>
  <body>
    <!-- Stuff to display-->
  </body>
</html>
<!-- end of file -->
```

Head & google

```
<head>  
    <title>Le Wagon - Apprendre..</title>  
    <meta name="description" content="Le Wagon est la...">  
</head>
```

Le Wagon - Apprendre à coder - Bootcamp en Ruby on ...

www.lewagon.org/ ▾

Le Wagon est la meilleure formation au développement web en France. Allez voir par vous-même les projets codés par nos anciens élèves !

Vous avez consulté cette page de nombreuses fois. Date de la dernière visite : 12/10/14

Head & Facebook

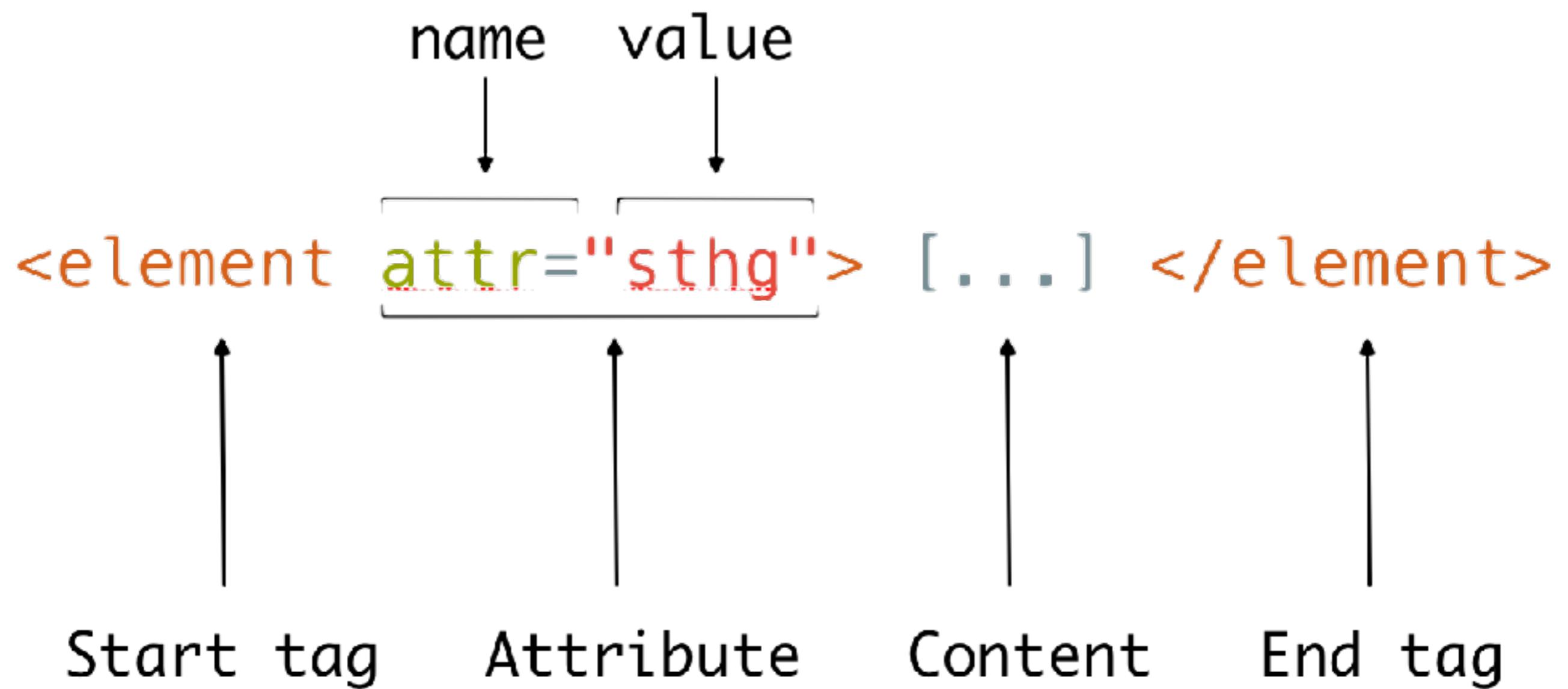
<head>

```
<meta property="og:title" content="le Wagon - The..">
<meta property="og:image" content="facebook-card.jpg">
<meta property="og:description" content="Le Wagon is the...">
```

</head>



Core syntax



Syntax example

```
<a href="http://lewagon.org" target="_blank">  
  Le Wagon  
</a>
```



Le Wagon

What is the **tag name**?
What is the **content**?
What are the two **attributes**?

HTML - titles

```
<h1>[...]</h1>
<h2>[...]</h2>
<h3>[...]</h3>
<h4>[...]</h4>
<h5>[...]</h5>
<h6>[...]</h6>
```

HTML - paragraph

```
<p>  
    Lorem ipsum dolor sit amet, consectetur  
    adipisicing elit.Veritatis laboriosam  
    autem at ab omnis iure quis  
</p>
```

HTML - emphasize

<p>

You can emphasise <**em**>some words</**em**>, and even <**strong**>more if needed</**strong**>

</p>

HTML - list

```
<h2>Shopping list</h2>
```

```
<ul>
```

```
    <li>Milk</li>
```

```
    <li> Butter </li>
```

```
</ul>
```

```
<h2>World Cup 2014</h2>
```

```
<ol>
```

```
    <li>Germany</li>
```

```
    <li>Argentina</li>
```

```
</ol>
```

HTML - image

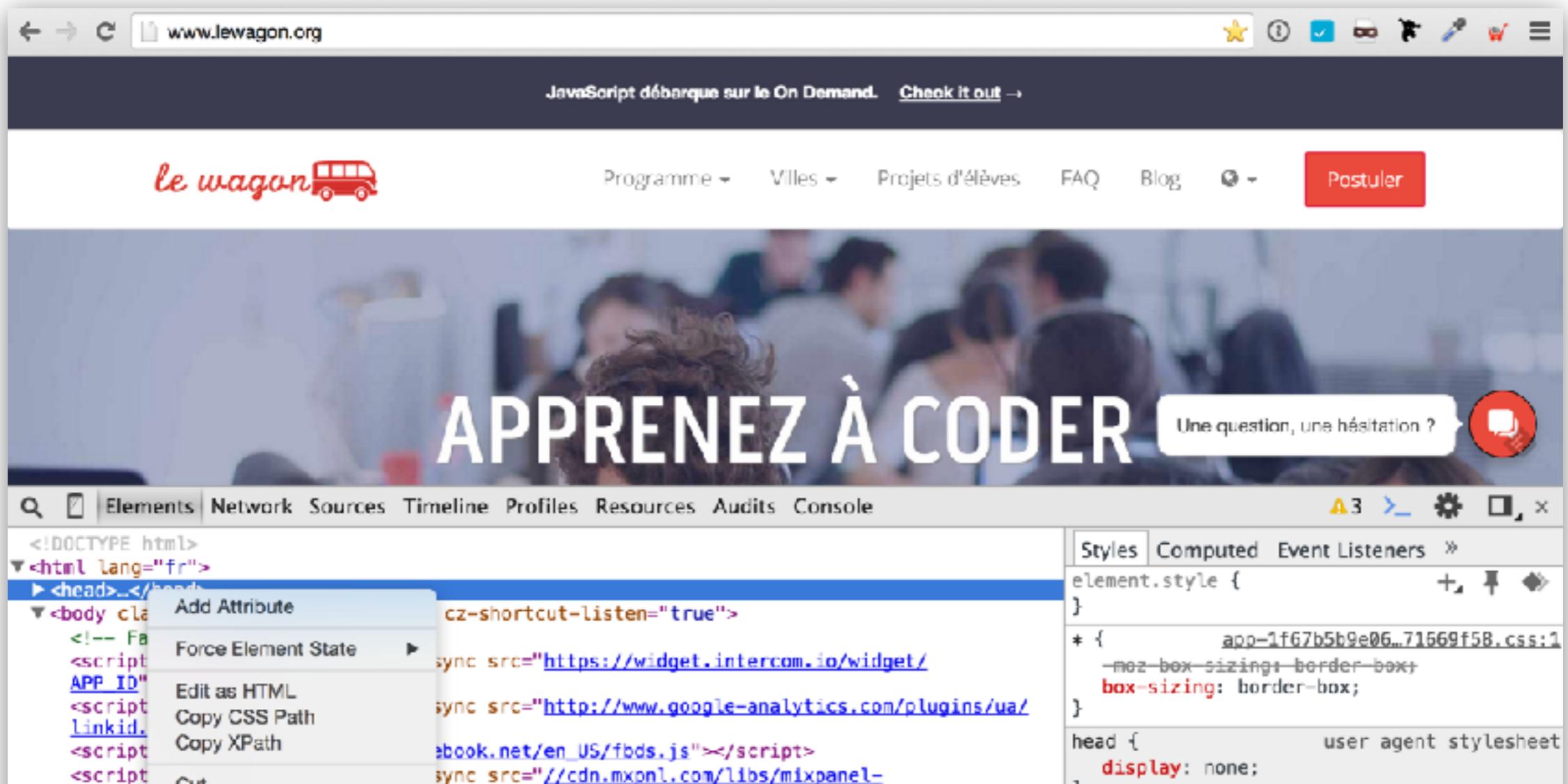
```

```

2. Let's add HTML content

CSS

Web without CSS ?
Let's find a page and cut its head!



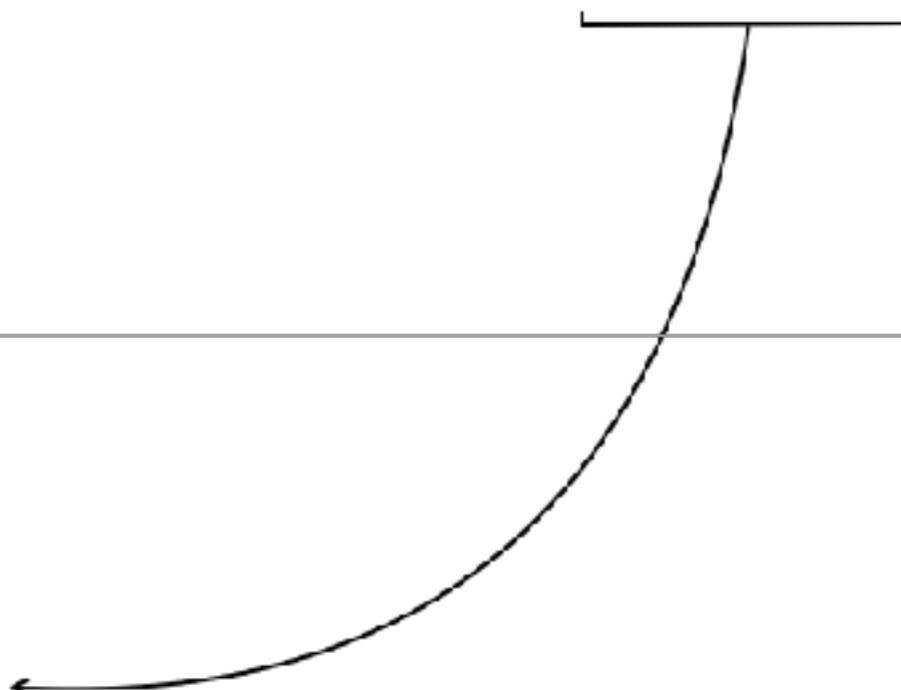
Linking stylesheets

index.html

```
1 <head>
2   <link rel="stylesheet" href="style.css">
3 </head>
4 <body>
5   <h1>Hello</h1>
6 </body>
```

style.css

```
1 h1 {
2   color: red;
3 }
```



CSS syntax

```
1 selector {  
2   property: value;  
3   property: value;  
4   property: value;  
5 }
```

selection of one or more elements of the page..

..on which we define style rules

CSS vocabulary

```
1 selector {  
2   property: value;  
3   property: value;  
4   property: value;  
5 }
```

↓

CSS selector

← **style rules**

↑

style properties

Use the good **keywords** on Google

CSS example



we select
all <h2> of the page

```
1 h2 {  
2   color: red;  
3   font-size: 20px;  
4   font-family: arial;  
5 }
```

Colors

```
h2 {  
    color: orange;  
    color: #FF530D;  
    color: rgb(255, 83, 13);  
    color: rgba(255, 83, 13, 1.0);  
}
```



RGB tips



Text vs. Background

```
1 body {  
2   color: orange;  
3   background-color: yellow;  
4 }
```

text color

background color

Background images

```
1 body {  
2   color: orange;  
3   background-image: url("background.jpg");  
4 }
```

background-image



Font family

A

serif

font-family

font-size

line-height

font-weight

letter-spacing

color

text-decoration

text-align

font-style

text-transform

Font family

A

sans-serif

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

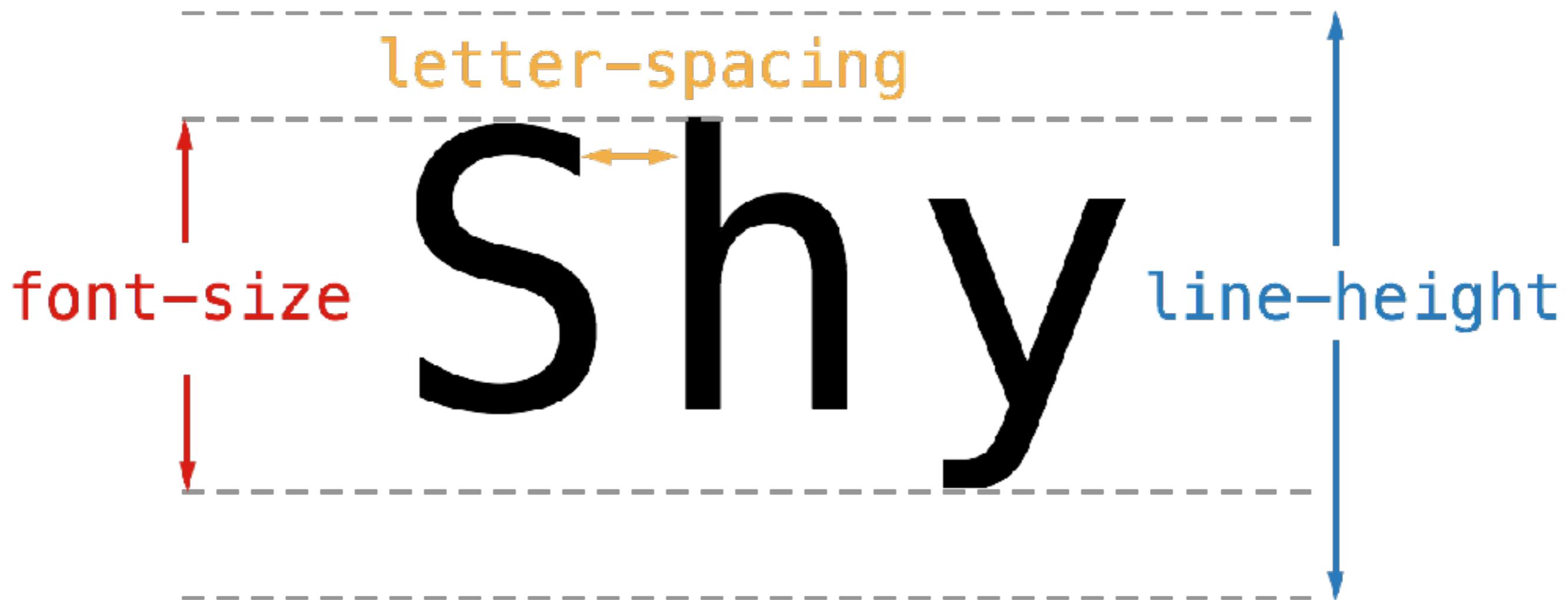
Font family

a b

monospace

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

Font size & spacing



Font color

ab

color: green;

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

Font decoration

ab

text-decoration: underline;

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

Font alignment

this is a
paragraph
centered with **text-align**

text-align: center;

font-family
font-size
line-height
font-weight
letter-spacing
color
text-decoration
text-align
font-style
text-transform

Font weight

Helvetica Neue 25 Ultra Light

Helvetica Neue 35 Thin

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

Helvetica Neue 65 Medium

Helvetica Neue 75 Bold

Helvetica Neue 85 Heavy

Helvetica Neue 95 Black

3. CSS for Fonts & Colors

Div & Box model

Real-life...

The screenshot shows the Airbnb website interface. At the top left is the Airbnb logo and a search bar with "Paris". To the right are user profile icons for "Boris" and "AIDE", and a yellow button for "PUBLIEZ VOTRE ANNONCE".

Map: A map of the Paris region with numerous pink location pins. Labels include: Achères, Poissy, Nanterre, Le Chesnay, Versailles, Clamart, Robins, Antony, Massy, Palaiseau, Gif-sur-Yvette, Les Ulis, Limours, Forges-les-Bains, Argenteuil, Asnières-sur-Seine, Ivry-sur-Seine, Saint-Denis, La Villette, Bobigny, Montreuil, Ivry-sur-Seine, Pontault-Combault, Creteil, Orly, Athis-Mons, Savigny-sur-Orge, Viry-Châtillon, Forêt de Sénart, Saint-Michel-sur-Orge, Évry, Moissy-Cramayel, and Corbeil-Essonnes.

Listing 1: **Chambre d'étudiant, vue tour eiffel** (Student room, view of the Eiffel Tower). Logement entier (Entire place) in Tour Eiffel - Champ de Mars, Paris. Price: 36€ Par nuit. Description: "Logement entier à Paris, vue sur la tour Eiffel et le Champ de Mars. Idéal pour les étudiants ou ceux qui cherchent un logement pas cher mais avec tout le confort nécessaire." (Entire place in Paris, view of the Eiffel Tower and the Champ de Mars. Ideal for students or those looking for a cheap place but with all the necessary comfort.)

Listing 2: **Very COOL flat // Heart of Paris.** Logement entier (Entire place) in Invalides - Ecole Militaire, Paris. Price: 160€ Par nuit. Description: "Logement entier dans un très beau appartement dans le coeur de Paris. Situé dans le quartier des Invalides, à proximité de l'École Militaire et de la Tour Eiffel. L'appartement est très lumineux et offre une belle vue sur la ville. Il dispose d'une grande terrasse privative avec une belle vue sur la Seine et les quais. L'intérieur est très bien aménagé et moderne. Il comprend une chambre à coucher, une salle de bain, une cuisine équipée et un salon-salle à manger. Il est idéal pour une escapade à Paris ou pour un séjour en famille." (Entire place in a very nice apartment in the heart of Paris. Located in the Invalides quarter, near the Military School and the Eiffel Tower. The apartment is very bright and offers a beautiful view of the city. It has a large private terrace with a nice view of the Seine and the quays. The interior is well-furnished and modern. It includes a bedroom, a bathroom, a fully equipped kitchen, and a living-dining room. It is ideal for a weekend in Paris or a family stay.)

Div & Box model

...is made of div

The image illustrates the Box Model by overlaying large red 'div' text on various parts of the Airbnb and Div websites. The left section shows the Airbnb search interface with a map of Paris and surrounding areas. The right section shows the Div website interface with two listing cards for apartments.

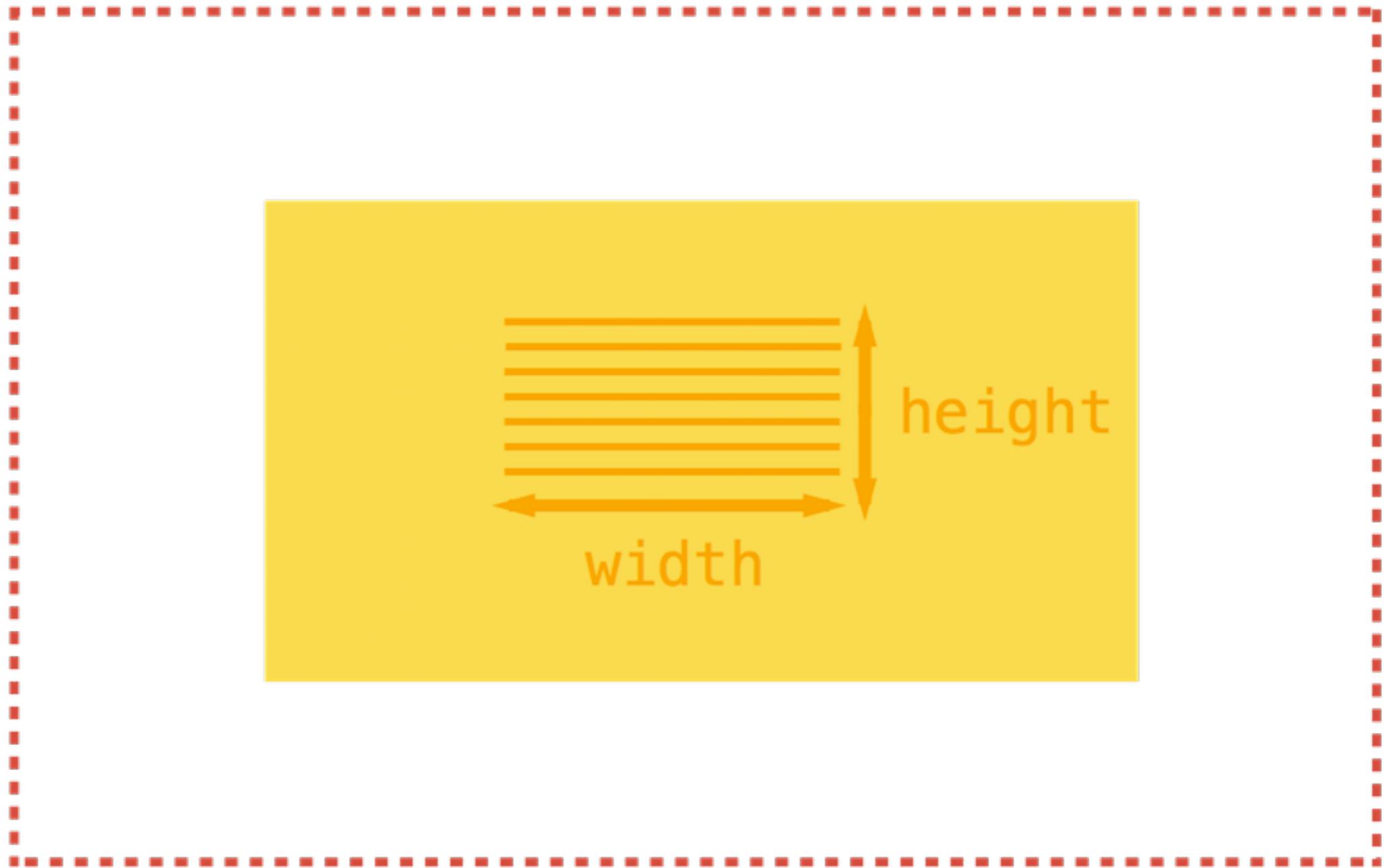
Airbnb Interface:

- Header: airbnb logo, search bar (Paris), search button.
- Map: Shows the Paris area with several pink location pins. A legend at the top left says "Rechercher quand je déplace la carte".
- Bottom: A sidebar with links like "Chambres à louer à Paris", "Locations de vacances à Paris", and "Logements à Paris".

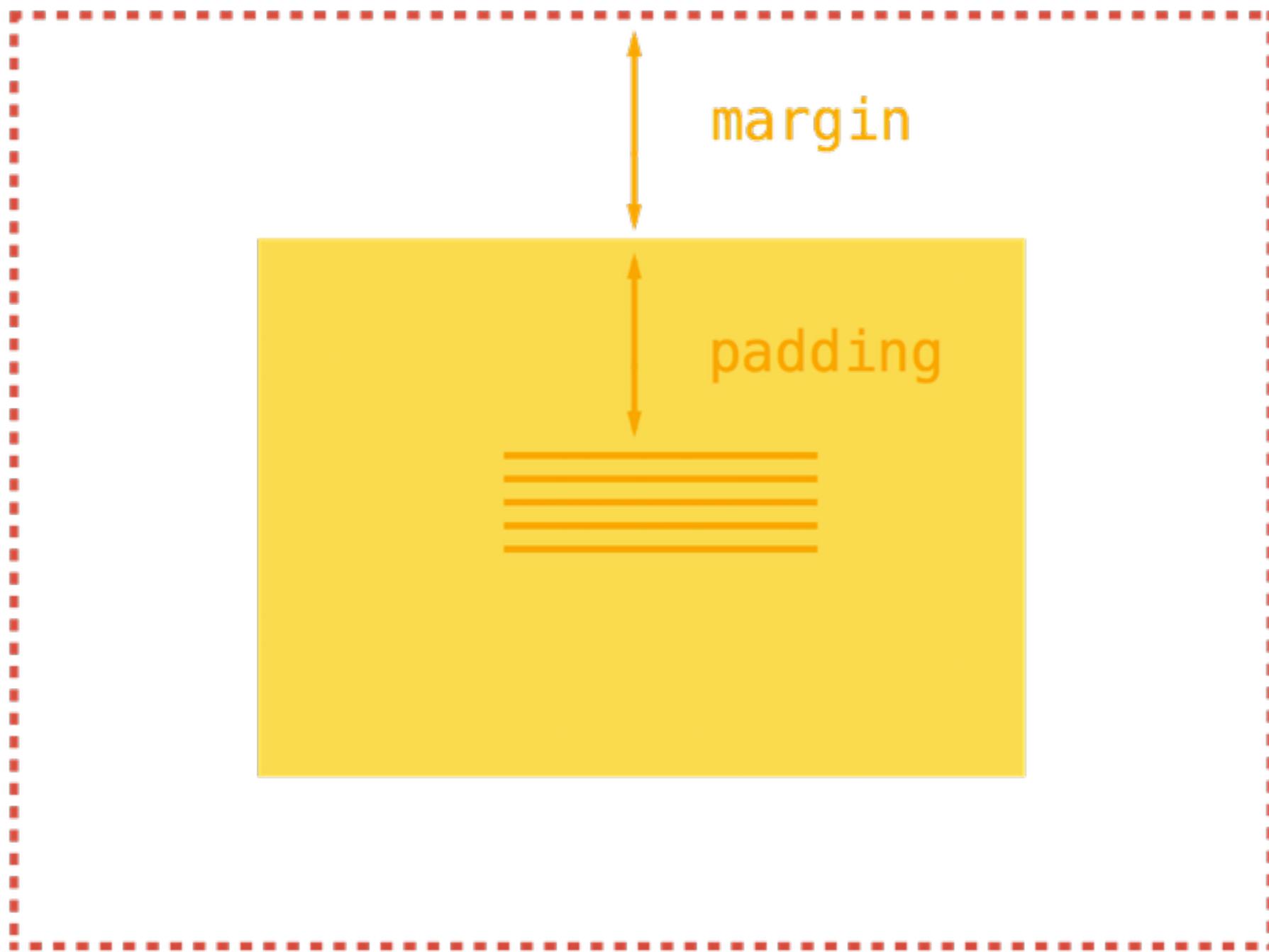
Div Interface:

- Header: div logo, user profile (Boris), notifications (3), aide link, publish button.
- Left Listing: "Chambre d'étudiant, vue tour eiffel" - Logement entier, Tour Eiffel - Champ de Mars, ... - 36€ Par nuit.
- Right Listing: "Very COOL flat // Heart of Paris." - Logement entier, Invalides - Ecole Militaire, Paris - 160€ Par nuit.
- Bottom: A sidebar with links like "Locations de vacances à Paris", "Logements à Paris", and "Chambres à louer à Paris".

Box model - content



Box model - margins



Box model - border



Box model - border

```
h2 {  
    border: 1px solid green;  
    border: 2px dashed #FF530D;  
}
```

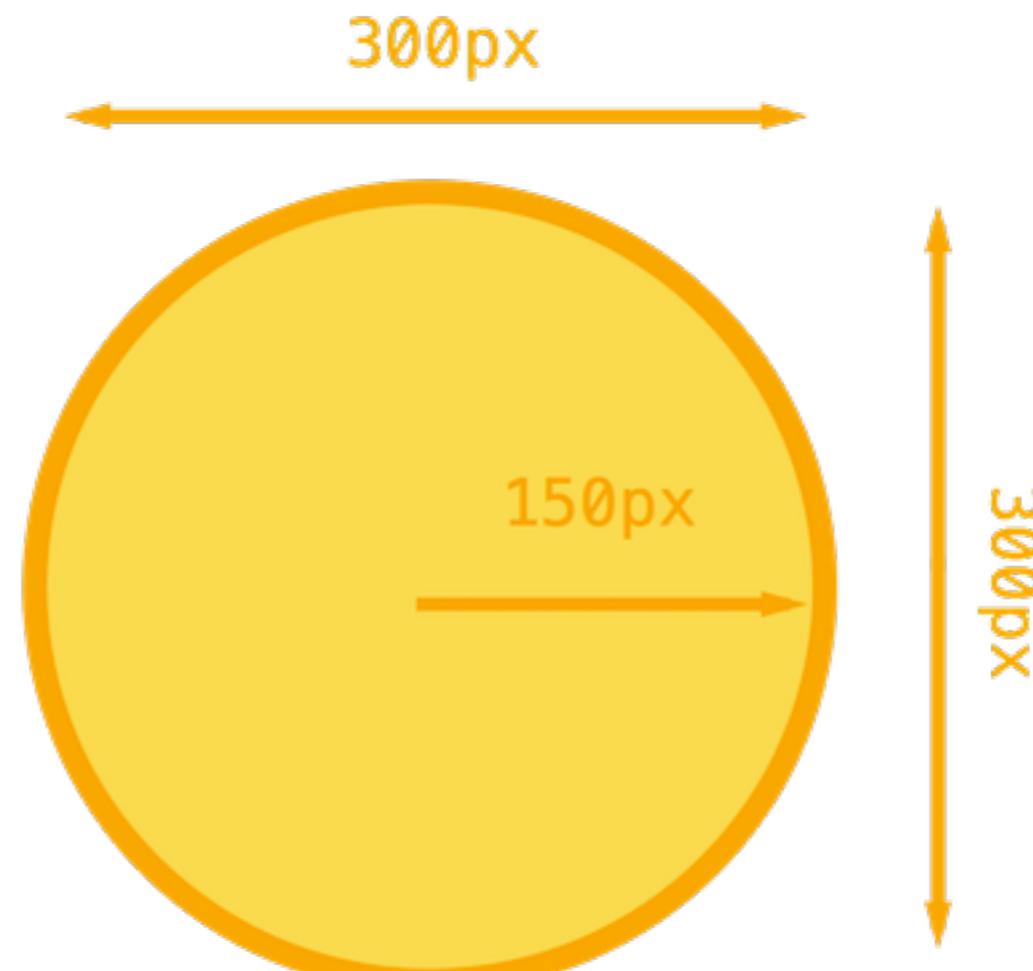


Box model - radius



`border-radius: 5px;`

Box model - radius



```
width: 300px;  
height: 300px;  
border-radius: 150px;
```

Box model - shadow



`box-shadow: 2px 2px 3px blue;`

4. Wrap with div

id & class

how do you resize the logo only?

HTML

```
1 
2
3 <ul>
4   <li></li>
5   <li></li>
6   <li></li>
7   <li></li>
8 </ul>
```

CSS

```
1 img {
2   width: 40px;
3 }
```



how do you resize the logo **only**?

HTML

```
1 
2
3 <ul>
4   <li></li>
5   <li></li>
6   <li></li>
7   <li></li>
8 </ul>
```

CSS

```
1 #logo {
2   width: 40px;
3 }
```



how do you style staff pictures only?

```
1 
2
3 <ul>
HTML 4   <li></li>
5   <li></li>
6   <li></li>
7   <li></li>
8 </ul>
```

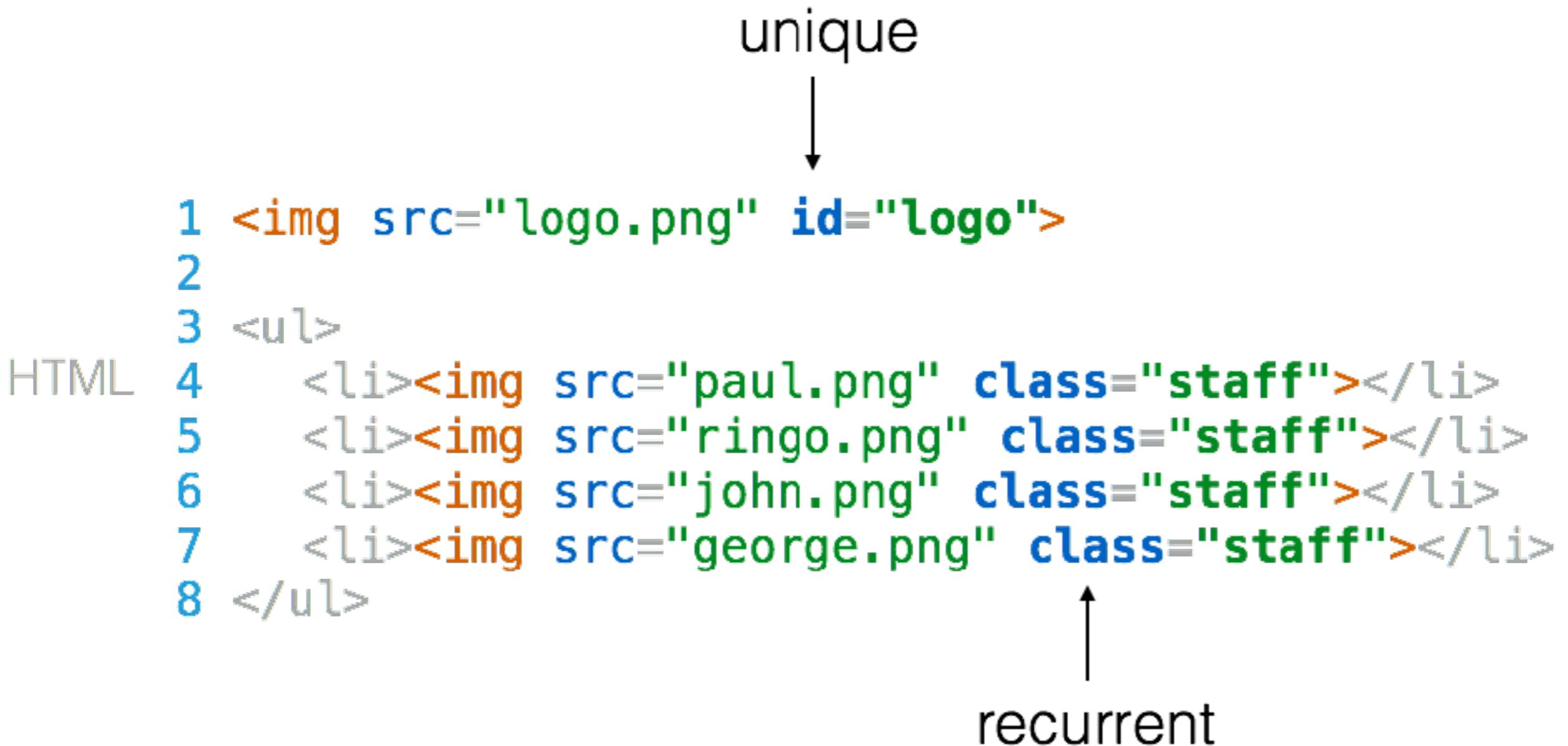
how do you style staff pictures only?

```
1   
2  
3 <ul>  
HTML 4   <li></li>  
5   <li></li>  
6   <li></li>  
7   <li></li>  
8 </ul>
```

```
CSS 1 .staff {  
2   border-radius: 50%;  
3 }
```

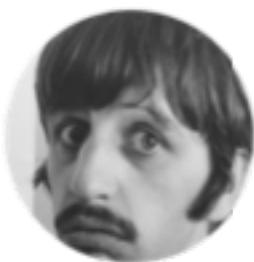


id or class?



Combine

HTML 1



CSS

```
1 .staff {  
2   border-radius: 50%;  
3 }
```



Combine

HTML 1

CSS

```
1 .staff {  
2   border-radius: 50%;  
3 }  
4  
5 .shadow {  
6   box-shadow: 5px 5px 3px black;  
7 }
```



Combine

HTML 1

```
1 .staff {  
2   border-radius: 10px;  
3 }  
4
```



CSS

```
5 .shadow {  
6   box-shadow: 5px 5px 3px black;  
7 }  
8  
9 #lead {  
10  border: 5px solid red;  
11 }
```



5. Name your tags

Fontawesome

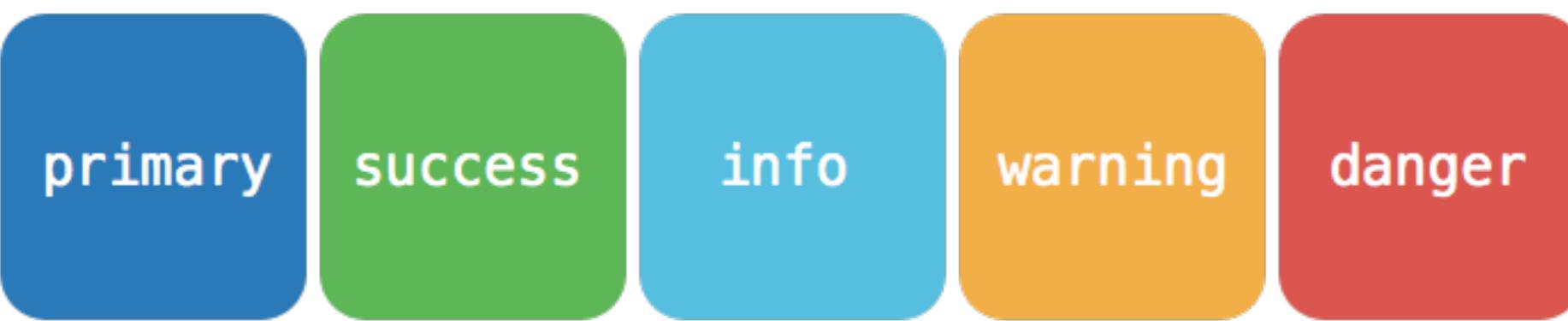
You **don't want** .png or .jpg files
You **want** a font of icons

6. Fontawesome



7. Let's setup

Semantic scheme



Text classes



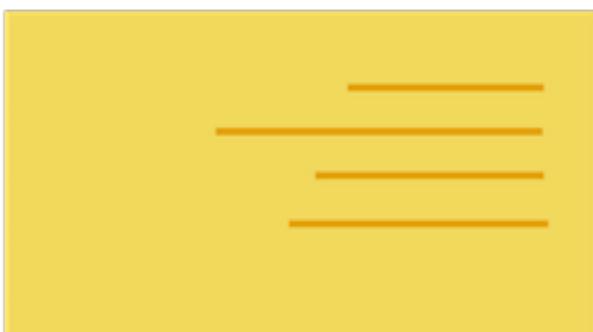
```
<div class='text-justify'></div>
```



```
<div class='text-left'></div>
```



```
<div class='text-center'></div>
```



```
<div class='text-right'></div>
```

Button classes

Go

```
<a class='btn btn-primary' href='#'>Go</a>
```

Go

```
<a class='btn btn-warning' href='#'>Go</a>
```

Go

```
<a class='btn btn-danger' href='#'>Go</a>
```

Go

```
<a class='btn btn-info' href='#'>Go</a>
```

Go

```
<a class='btn btn-success' href='#'>Go</a>
```

List classes

```
<ul class='list-inline'>
  <li>
    <a href='http://twitter.com/lewagonparis'>
      <i class='fa fa-twitter'></i>
    </a>
  </li>
  <li>
    <a href='http://facebook.com/lewagonformation'>
      <i class='fa fa-facebook'></i>
    </a>
  </li>
  <!-- etc.. -->
</ul>
```



Image classes

140x140

```
<img class='img-rounded' src='ex.png'>
```

140x140

```
<img class='img-circle' src='ex.png'>
```

140x140

```
<img class='img-thumbnail' src='ex.png'>
```

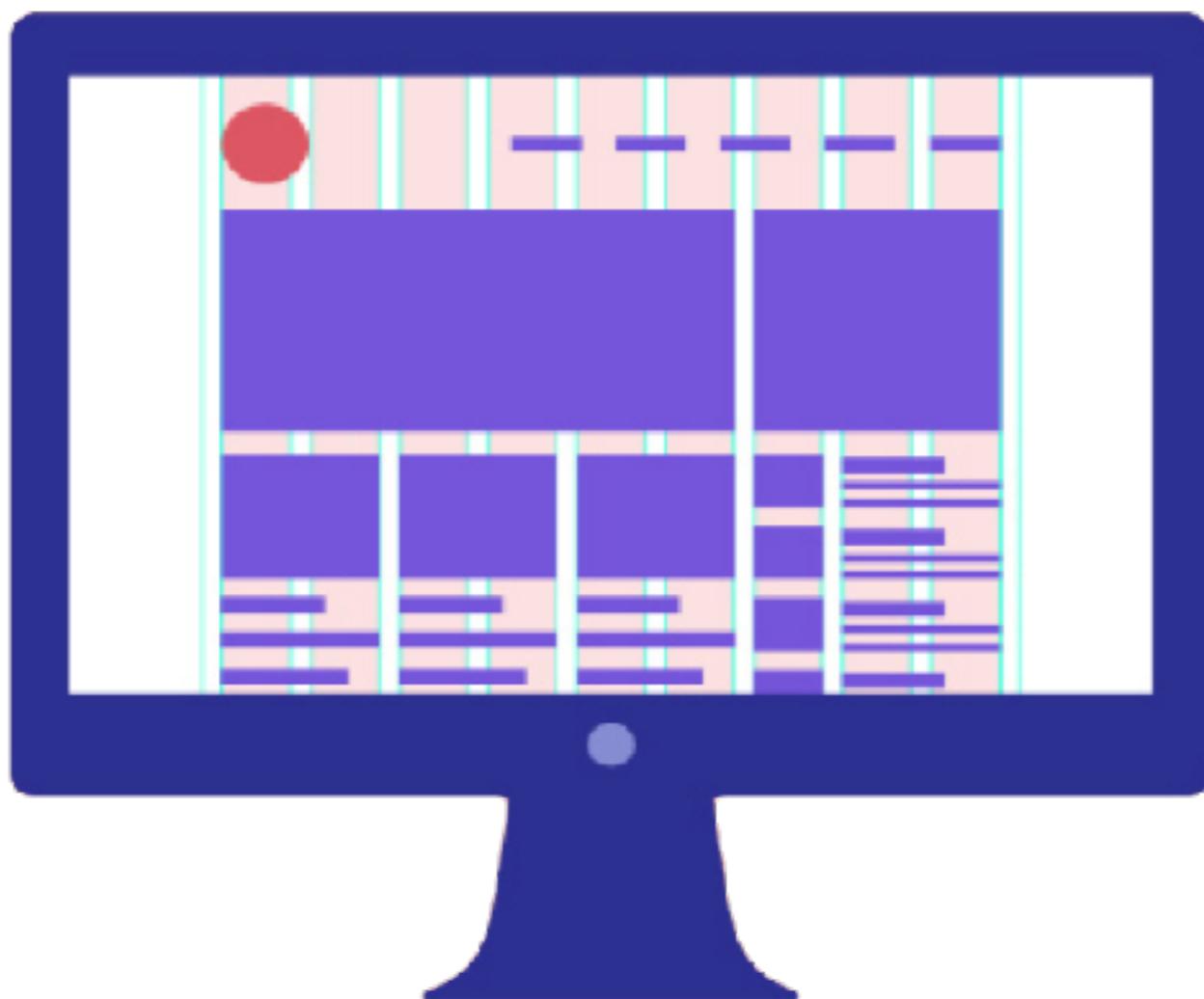
Your turn

“text-center” on your paragraphs

“list-inline” on your social list

“btn btn-primary” for your subscribe button

Grid system



Responsive



Mobile first

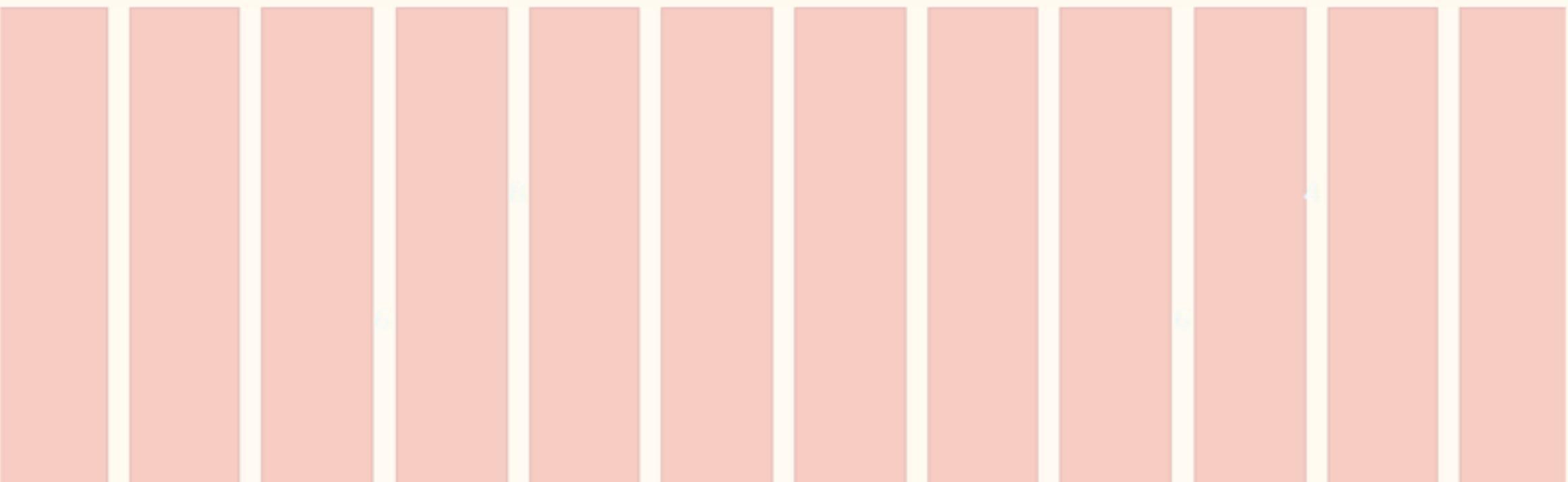


How does it work?

Container

always start with a **container**

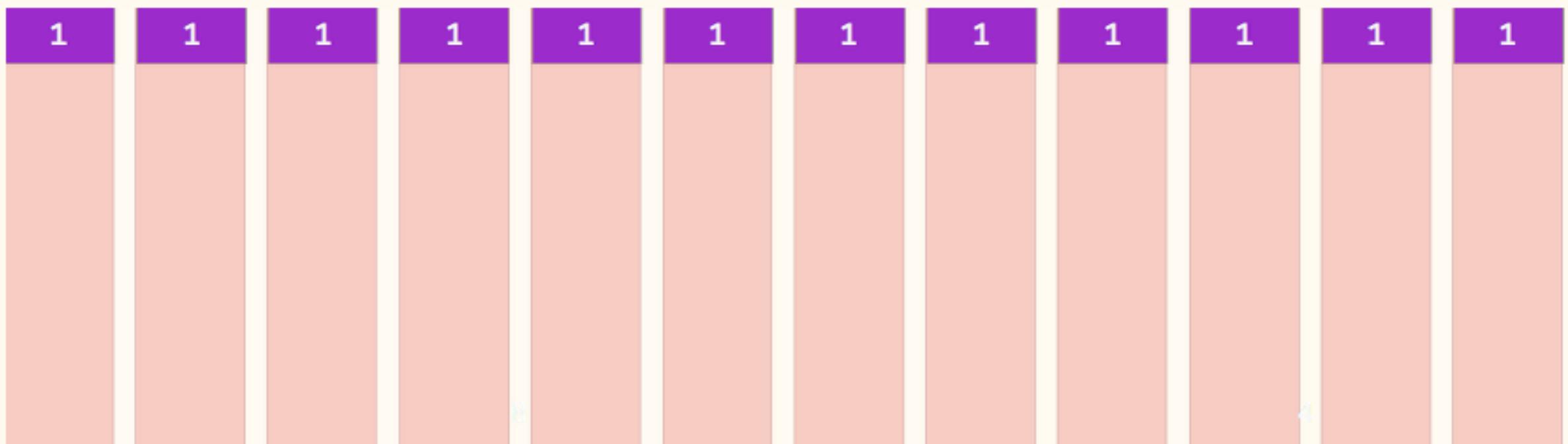
```
<div class="container">  
    <!--Define a container-->  
</div>
```



Rows

then insert rows

```
<div class="container">  
  
  <div class="row">  
    <!-- First row -->  
  </div>  
  
</div>
```



Rows

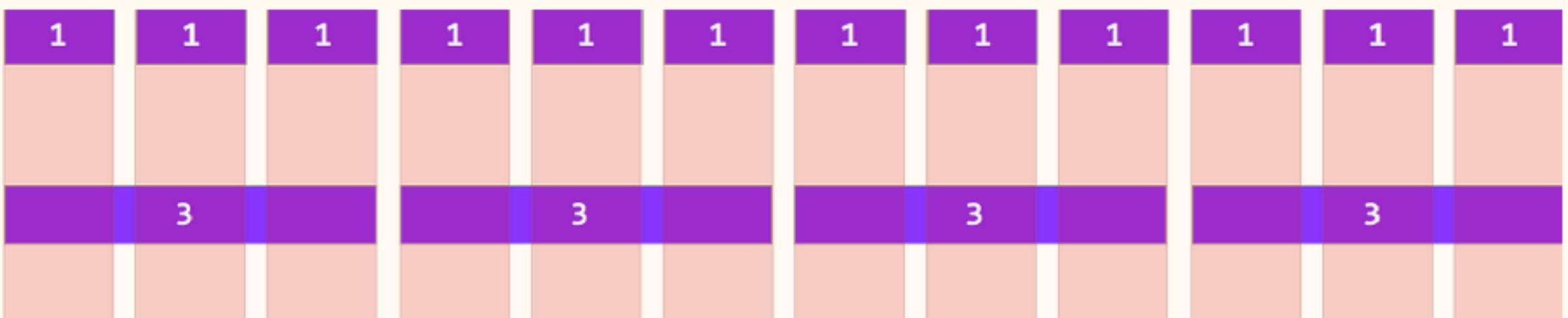
then insert rows

```
<div class="container">

  <div class="row">
    <!-- First row -->
  </div>

  <div class="row">
    <!-- Second row -->
  </div>

</div>
```



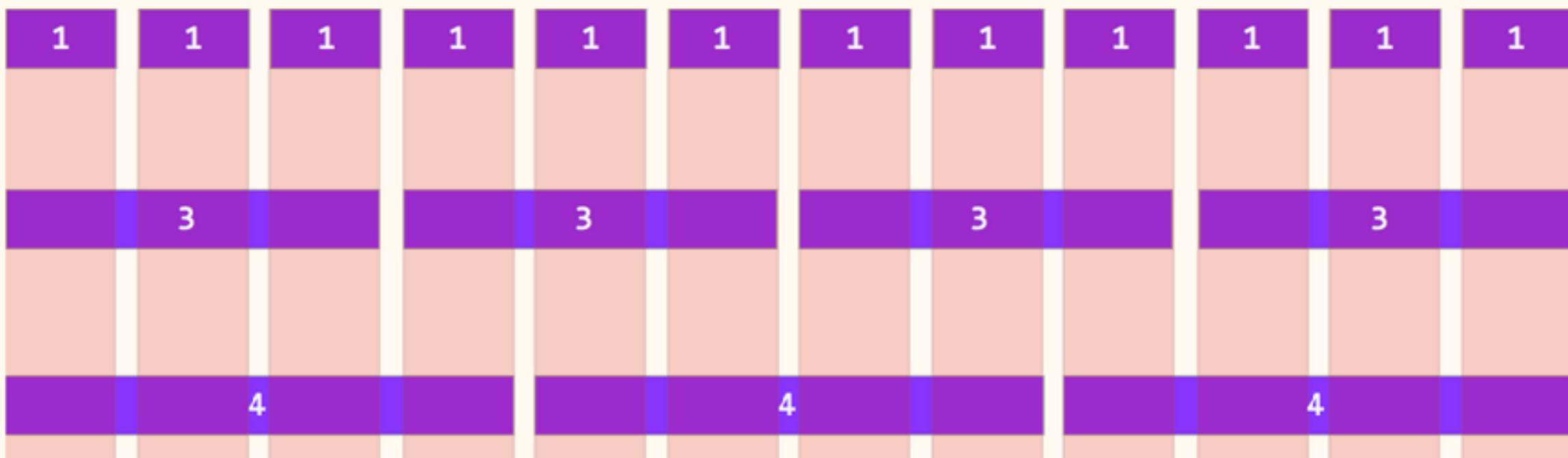
Rows

```
<div class="container">

  <div class="row">
    <!-- First row -->
  </div>

  <div class="row">
    <!-- Second row -->
  </div>

  <div class="row">
    <!-- Third row -->
  </div>
```



How do we fill rows?

Cols

the elementary block

```
<div class="col-xs-6">  
</div>
```

- **col**: because it fits a number of columns
- **xs**: screen width
- **6**: number of columns taken by the block (**max 12**)

Media

xs: Extra small devices (Phones < 768px)

sm: Small devices (Tablets > 768px)

md: Medium devices (> 992px)

lg: Large devices (Desktops > 1200px)

Example - 2 cols



Example - 2 cols

.col-xs-6 will apply on larger screens

```
<div class="container">
  <div class="row">

    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>

  </div>
</div>
```

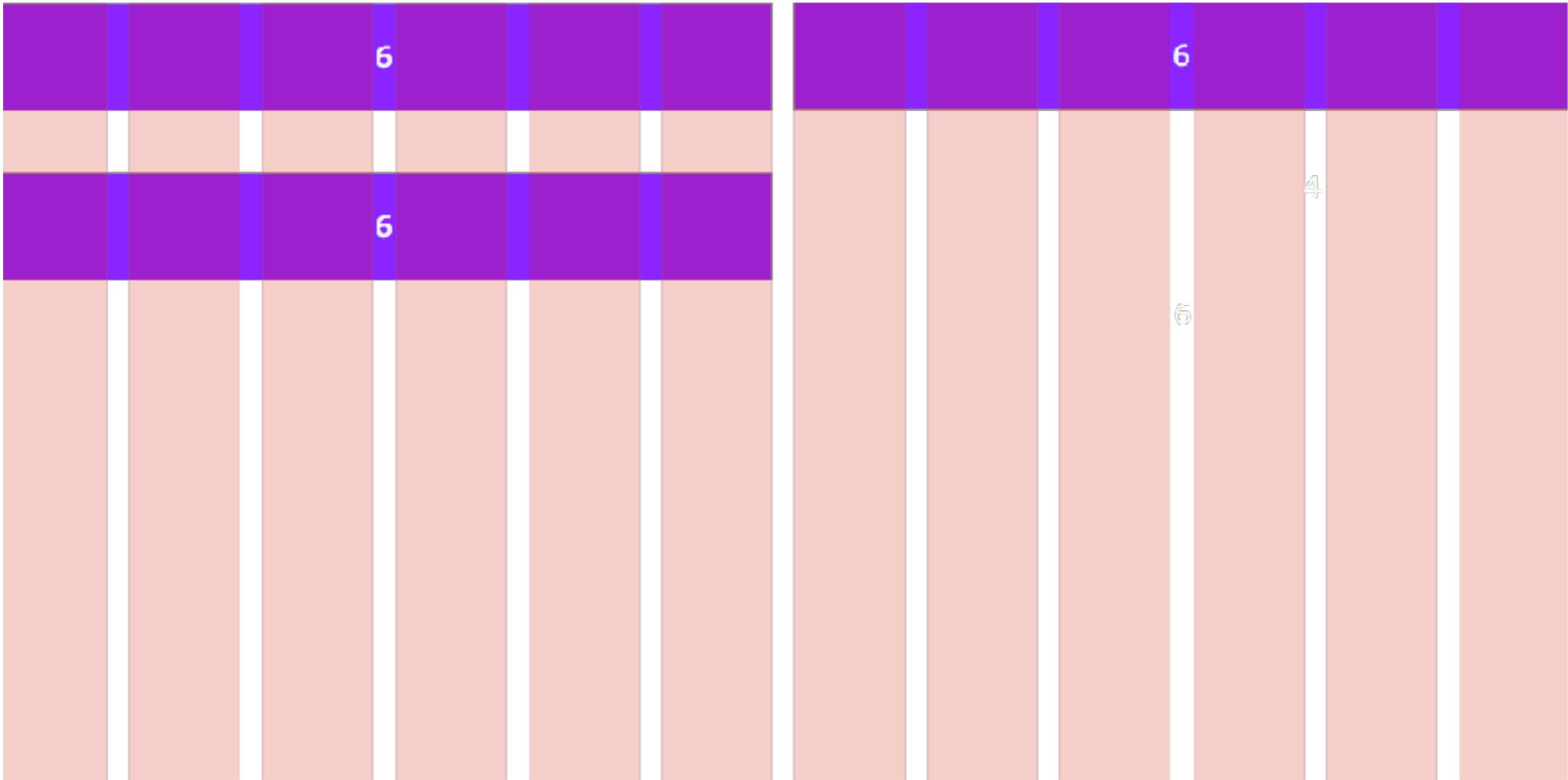
What happens?

```
<div class="container">
  <div class="row">

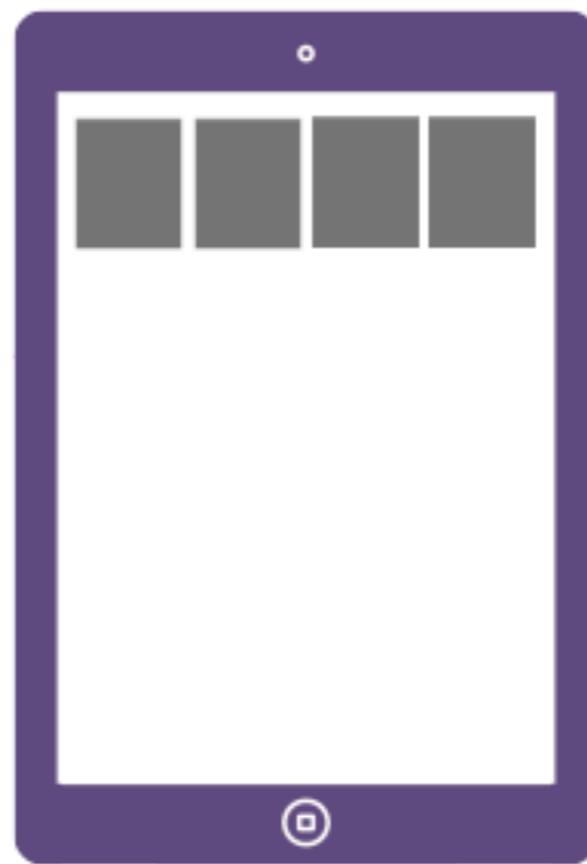
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>
    <div class="col-xs-6"></div>

  </div>
</div>
```

Return on new line



Responsive example



Responsive example

```
<div class="container">
  <div class="row">
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
    <div class="col-xs-6 col-sm-3"></div>
  </div>
</div>
```

8. The grid

Go further

[https://www.lewagon.com/learn-to-](https://www.lewagon.com/learn-to-code)

code

Thank you!