

Project Design Phase-I  
Proposed Solution

Team ID	NM2023TMID04585
Project Name	How to Create a Landing Page in HubSpot

Proposed Solution Template:

S.No	Parameter	Description
1.	User ID, Password	Implement user authentication to ensure that only authorized team members can access and edit the landing page within HubSpot. This will provide security and control over who can make changes.
2.	Logo, Color Scheme, Typography	Allow users to customize the landing page's appearance by uploading the company logo, setting the color scheme, and choosing typography. This ensures brand consistency.
3.	Text, Images, Forms, Widgets	Provide an intuitive, drag-and-drop editor that allows users to easily add, edit, and arrange text, images, forms, and various widgets on the landing page. This eliminates the need for technical coding skills.
4.	Form Fields, Validation	Include a form builder with options to define form fields, validation rules, and submission actions. Users can create lead capture forms with ease.

5.	Contact Fields, Lead Storage	Ensure seamless integration with HubSpot's CRM system. Collected lead information from landing page forms should be automatically stored in the CRM, providing easy access for sales and marketing teams
6.	Screen Sizes, Responsive Design	Ensure that the landing page is responsive to various screen sizes and devices. Test and optimize for mobile responsiveness to enhance the user experience.
7.	Page Views, Conversion Rates	Implement analytics tracking to monitor page performance. Provide data on page views, conversion rates, and other relevant metrics to help refine the landing page's content and design.