

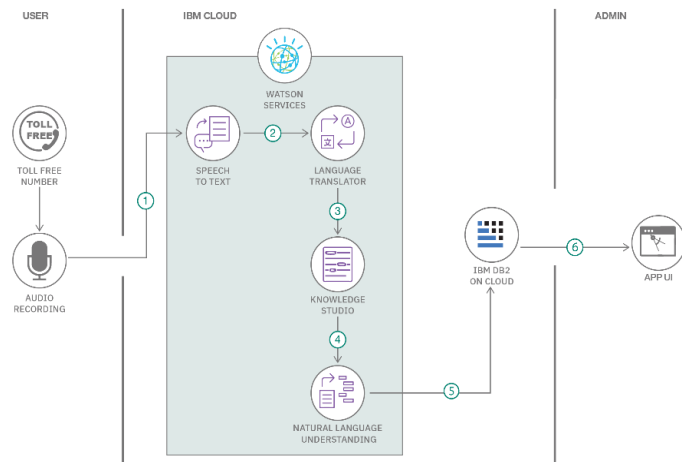
## Project Design Phase-II Technology Stack (Architecture & Stack)

Date	06 May 2023
Team ID	NM2023TMID04585
Project Name	How to Create a Landing Page in Hubspot

### Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2

### Example: Order processing during pandemics for offline mode



Tab

#### Guidelines:

- Include all the processes (As an application logic / Technology Block)
- Provide infrastructural demarcation (Local / Cloud)
- Indicate external interfaces (third party API's etc.)
- Indicate Data Storage components / services
- Indicate interface to machine learning models (if applicable)

S.No	Component	Description	Technology
1.	Header	The header is the top section of your landing page, typically containing your logo, navigation menu, and a strong headline.	Use HubSpot's drag-and-drop editor to add and customize the header. You can also include dynamic content, such as personalization tokens.

2.	Hero Section	The hero section is where you make your initial pitch. It includes a compelling headline, subheadline, and a visually appealing image or video.	You can use HubSpot's content modules to add and customize the hero section. HubSpot also supports background videos and images.
3.	Form	The form is the heart of your landing page. It collects user information, such as names and email addresses.	HubSpot's native form builder lets you create and embed forms easily. You can integrate the forms with HubSpot's CRM for lead management.
4.	Content Sections	These are the middle sections of your landing page, where you provide more information, benefits, or features of your offer.	Use HubSpot's drag-and-drop editor to create and customize content sections. You can add text, images, videos, and other elements.
5.	Testimonials/Reviews	Testimonials and reviews add credibility and trust to your landing page by showcasing positive experiences from previous customers or clients.	HubSpot allows you to add testimonials as text or use custom modules to display customer feedback.
6.	CTA (Call to Action)	A CTA is a button or link that encourages users to take the desired action, such as signing up or downloading a resource.	HubSpot provides CTA modules that allow you to create and customize CTAs easily. You can also track the performance of your CTAs.
7.	Footer	The footer typically contains contact information, links to privacy policies, and social media icons.	You can customize the footer using HubSpot's built-in footer editor and include links, icons, and other necessary information.
8.	Responsive Design	Ensure that your landing page is responsive, meaning it adapts to different screen sizes and devices for a seamless user experience.	HubSpot's design tools and templates are responsive by default. Make sure to preview and test your page on various devices.
9.	SEO Optimization	Optimize your landing page for search engines by including relevant keywords, meta tags, and a clear URL structure.	HubSpot provides SEO recommendations and tools to optimize your page for search engines.

10.	Analytics and Tracking	Monitor the performance of your landing page by tracking visitor behavior, conversion rates, and other metrics.	HubSpot offers built-in analytics and the ability to integrate with tools like Google Analytics for detailed tracking.
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**Table-2: Application Characteristics:**

S.No	Characteristics	Description	Technology
1.	User-Friendly Interface	The application should have an intuitive and easy-to-navigate interface, allowing users to create landing pages without extensive technical knowledge.	HubSpot provides a user-friendly drag-and-drop editor for creating landing pages.
2.	Responsive Design	The landing page should adapt and look visually appealing on various devices and screen sizes, including desktops, tablets, and mobile phones.	HubSpot employs responsive design principles to ensure landing pages are mobile-friendly.
3.	Customization Options	Users should have the ability to customize the layout, colors, fonts, and other design elements to align with their brand and campaign goals..	HubSpot offers a range of customization options within its editor, allowing users to personalize their landing pages.
4.	Pre-designed Templates	The application should provide a library of pre-designed templates that users can choose from, helping them kickstart their landing page creation process.	HubSpot offers a variety of professionally designed templates that can be easily customized.
5.	Integration with CRM and Marketing Automation	The application should seamlessly integrate with Customer Relationship Management (CRM) systems and marketing automation platforms for efficient lead management and nurturing.	HubSpot provides integrations with popular CRMs and marketing automation tools, streamlining data flow and lead tracking.