

Project Development Phase

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

Project Demonstration link:

https://drive.google.com/file/d/1_u61309gSLG1kl5GZRjLzQKyujUr6iCx/view?usp=sharing

The screenshot shows the HubSpot interface for a landing page titled "Coffeeshop (Copy 02)". The left sidebar contains navigation links: Create, Campaigns, Automations, Audience, Analytics, Website, Content, and Integrations. The main content area displays the following information:

- Audience:** coffeeshop
- Published:** Thu, Oct 19, 2023 6:27 am
- Tag:** Add tags to contacts who sign up
- URL:** <https://mailchi.mp/0a982c245d49/5c60y5i80e>

Below this information is a table showing performance metrics:

3 Visits	N/A Unique Visits	2 Clicks	1 Subscribes	N/A Conversion Rate
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A tip box below the table states: "Tip: To view unique visits and conversion rate, enable Track with Matching in your landing page settings." At the bottom of the page, there is a cookie consent banner with a "Customize settings" button.