Visualforce

📘 Salesforce Visualforce Web-to-Lead & Opportunity Details

Project Documentation (Visualforce-Based)

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1. Project Overview

This document explains a Salesforce solution built using **Visualforce pages, Salesforce Sites, Static Resources, and Apex**.

The solution covers two major flows:

- A **public Web-to-Lead flow** to capture customer enquiries
- An **internal Opportunity Details page** to view Opportunity and Opportunity Line Item information

The documentation is structured step by step to clearly explain **what is built, how it is built, and how data flows**.

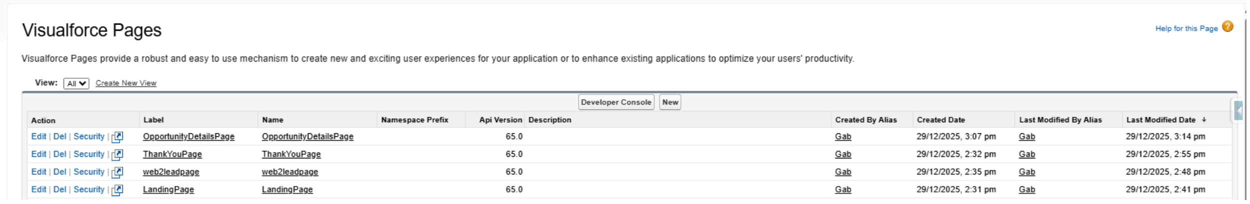
2. Core Concepts & Definitions

2.1 Visualforce Page

A **Visualforce page** is a Salesforce framework used to create custom user interfaces using HTML-style markup and Salesforce components.

In this project, Visualforce pages are used to:

- Build public web pages using Salesforce Sites
- Capture Lead information using Web-to-Lead
- Display Opportunity and Opportunity Line Item data inside Salesforce



Visualforce Pages

Visualforce Pages provide a robust and easy to use mechanism to create new and exciting user experiences for your application or to enhance existing applications to optimize your users' productivity.

View: All Create New View

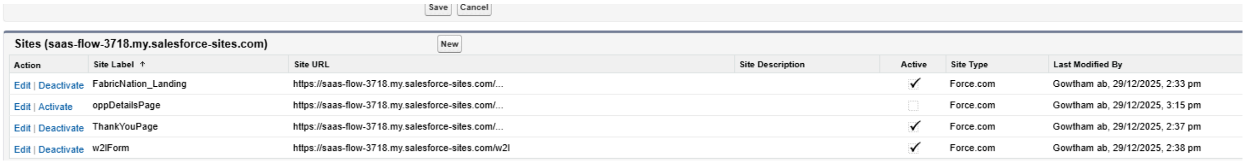
Action	Label	Name	Namespace Prefix	Api Version	Description	Created By Alias	Created Date	Last Modified By Alias	Last Modified Date ↓
Edit | Del | Security |	OpportunityDetailsPage	OpportunityDetailsPage		65.0		Gab	29/12/2025, 3:07 pm	Gab	29/12/2025, 3:14 pm
Edit | Del | Security |	ThankYouPage	ThankYouPage		65.0		Gab	29/12/2025, 2:32 pm	Gab	29/12/2025, 2:55 pm
Edit | Del | Security |	web2leadpage	web2leadpage		65.0		Gab	29/12/2025, 2:35 pm	Gab	29/12/2025, 2:48 pm
Edit | Del | Security |	LandingPage	LandingPage		65.0		Gab	29/12/2025, 2:31 pm	Gab	29/12/2025, 2:41 pm

2.2 Salesforce Site

A **Salesforce Site** allows Visualforce pages to be accessed **publicly without Salesforce login**.

Important Caution:

- A **Developer Org allows only one active Salesforce Site**
- If a Site already exists:
    - Use a Sandbox, or
    - Deactivate the existing Site before activating a new one
- Activate Sites **one at a time**



Sites (saas-flow-3718.my.salesforce-sites.com)

Action	Site Label ↑	Site URL	Site Description	Active	Site Type	Last Modified By
Edit | Deactivate	FabricNation_Landing	https://saas-flow-3718.my.salesforce-sites.com/...		✓	Force.com	Gowtham ab, 29/12/2025, 2:33 pm
Edit | Activate	oppDetailsPage	https://saas-flow-3718.my.salesforce-sites.com/...		□	Force.com	Gowtham ab, 29/12/2025, 3:15 pm
Edit | Deactivate	ThankYouPage	https://saas-flow-3718.my.salesforce-sites.com/...		✓	Force.com	Gowtham ab, 29/12/2025, 2:37 pm
Edit | Deactivate	w2lForm	https://saas-flow-3718.my.salesforce-sites.com/w2l		✓	Force.com	Gowtham ab, 29/12/2025, 2:38 pm

2.3 Static Resource

A **Static Resource** is used to store reusable files such as **images, CSS, or JavaScript**.

In this project:

- Static Resources are used only for **images**
- These images are referenced inside Visualforce pages

3. Architecture & Components

Components Used:

- 4 Visualforce Pages
- 1 Apex Controller
- Static Resources (Images)
- Salesforce Site (Public Access)

4. Static Resource Setup

Purpose

To store and reuse images inside Visualforce pages.

Steps

1. Go to **Setup → Static Resources**
2. Click **New**
3. Upload the image file
4. Name the resource (example: `thankYou`)
5. Save

This Static Resource is used in the **Thank You page**.

---

5. Visualforce Pages

5.1 Landing Page (Public Entry Point)

Visualforce Page Name:

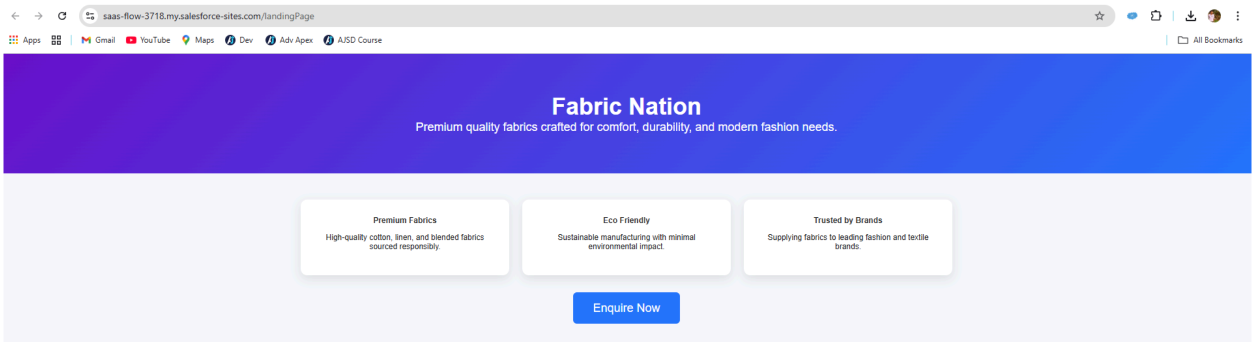
`Web2Lead_LandingPage`

Purpose:

- Acts as the public landing page
- Displays product or service information
- Provides navigation to the Web-to-Lead form
- Accessible through Salesforce Site
- `/w2l` maps to the Web-to-Lead Visualforce page exposed via Site

Navigation Logic:

```
<ahref="/w2l">Enquire Now</a>
```



Fabric Nation

Premium quality fabrics crafted for comfort, durability, and modern fashion needs.

Premium Fabrics

High-quality cotton, linen, and blended fabrics sourced responsibly.

Eco Friendly

Sustainable manufacturing with minimal environmental impact.

Trusted by Brands

Supplying fabrics to leading fashion and textile brands.

5.2 Web-to-Lead Form Page

Visualforce Page Name:

`Web2Lead_FormPage`

Purpose:

- Captures Lead details
- Submits Lead data into Salesforce CRM
- Publicly accessible via Salesforce Site

Important Configuration:

Organization ID (OID):

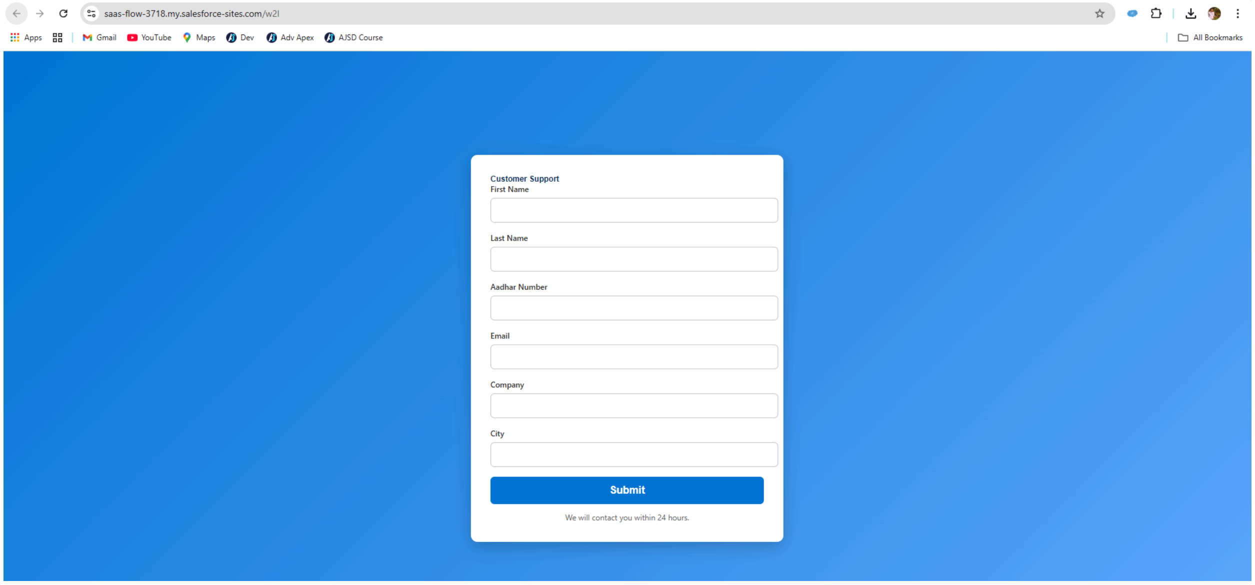
```
<inputtype="hidden"name="oid"value="00DXXXXXXXXXXXX" />
```

Custom Field Caution:

- Custom fields generate random IDs
- Always verify field `name` values before deployment

Redirect URL:

```
<inputtype="hidden"name="retURL"value="https://yourSiteURL/apex/ThankYouPage" />
```



Customer Support
First Name

Last Name

Aadhar Number

Email

Company

City

We will contact you within 24 hours.

5.3 Confirmation Page / Thank You

Visualforce Page Name:

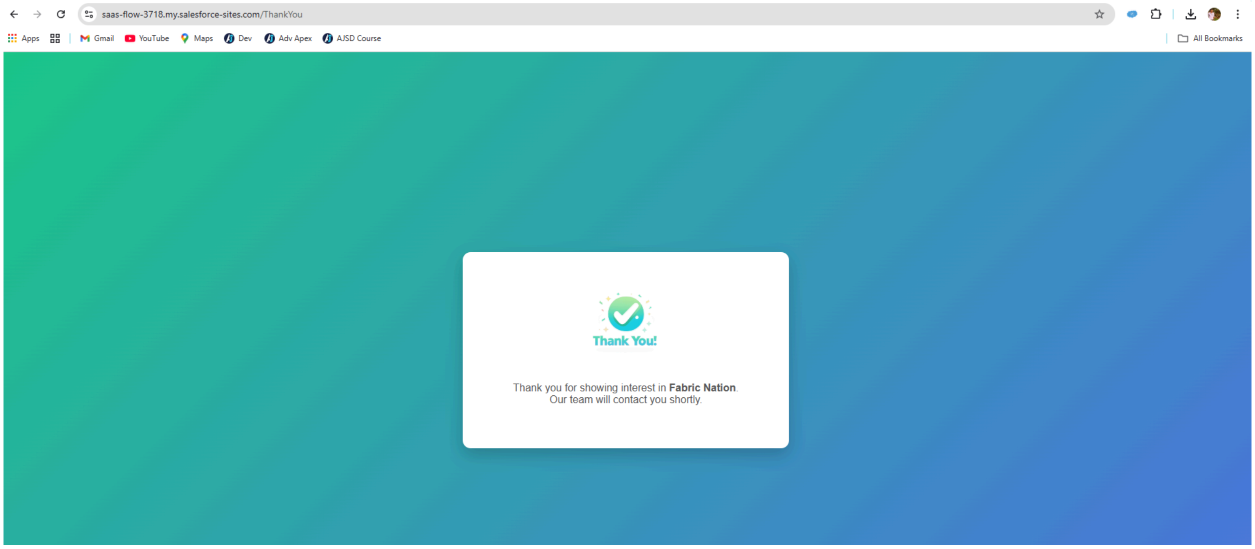
`ThankYouPage`

Purpose:

- Displays confirmation after successful Lead submission
- Shows a thank-you message with image

Static Resource Mapping:

```
<img style="width: 50%;" src="{!URLFOR($Resource.thankYou)}" />
```



Thank You!

Thank you for showing interest in **Fabric Nation**.
Our team will contact you shortly.

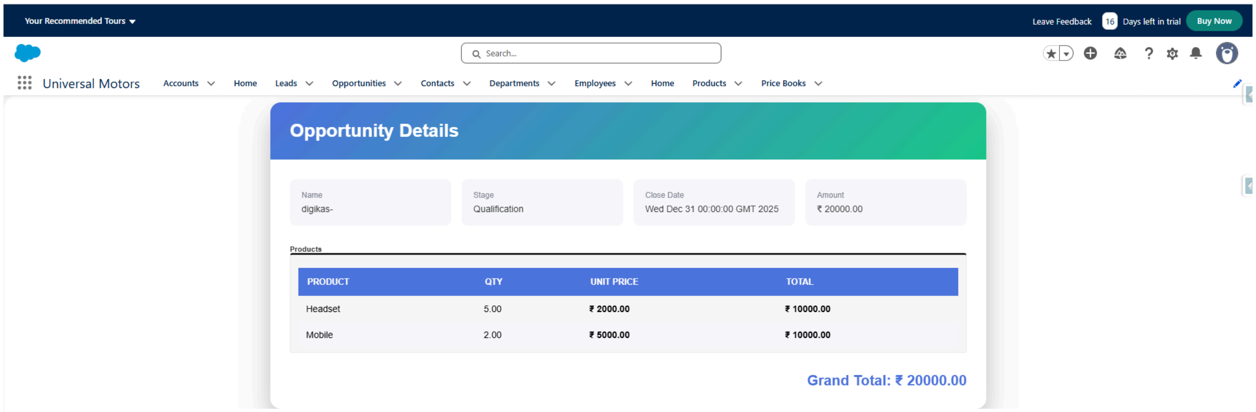
5.4 Opportunity Details Visualforce Page

Visualforce Page Name:

`OpportunityDetailsPage`

Purpose:

- Displays Opportunity details
- Displays related Opportunity Line Item details
- Used **inside Salesforce org only**
- Not exposed publicly



Opportunity Details

Name digikas-	Stage Qualification	Close Date Wed Dec 31 00:00:00 GMT 2025	Amount ₹ 20000.00

Products

PRODUCT	QTY	UNIT PRICE	TOTAL
Headset	5.00	**₹ 2000.00**	**₹ 10000.00**
Mobile	2.00	**₹ 5000.00**	**₹ 10000.00**

Grand Total: ₹ 20000.00

6. Apex Controller Overview

Controller Name:

`OpportunityDetailsController`

Responsibilities:

- Accept Opportunity Id as URL parameter
- Fetch Opportunity record
- Fetch related Opportunity Line Items

Controller Binding:

```
<apex:pagecontroller="OpportunityDetailsController"
showHeader="false"
sidebar="false"
docType="html-5.0">
```

7. Opportunity Button / Link Configuration

Purpose:

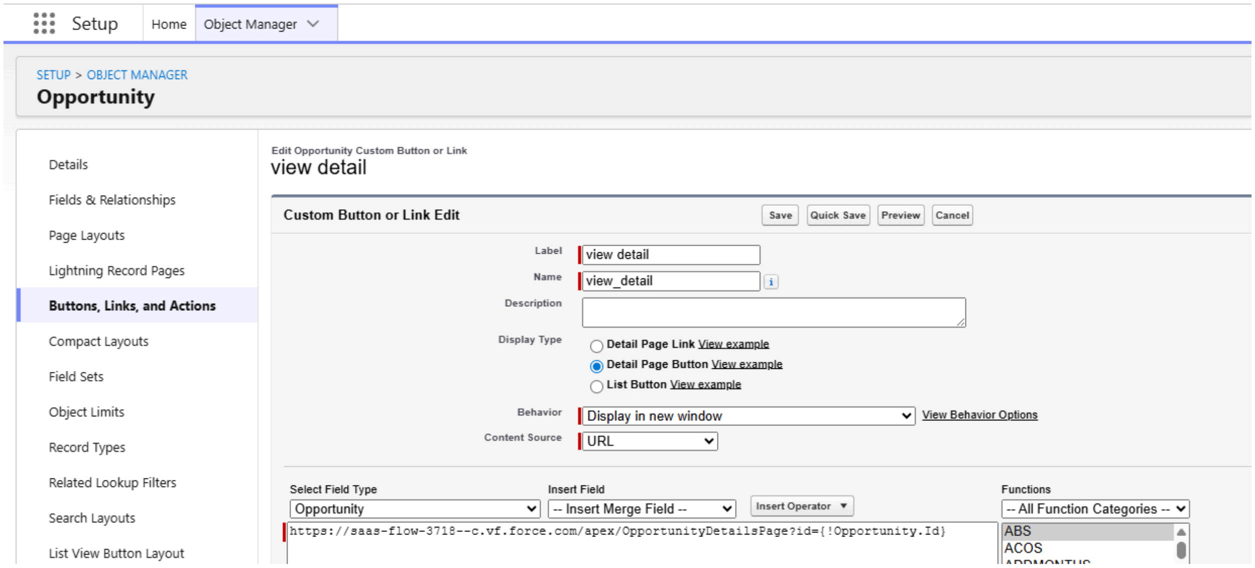
To open the Opportunity Details Visualforce page from an Opportunity record.

Steps:

1. Go to **Object Manager → Opportunity**
2. Open **Buttons, Links, and Actions**
3. Create **New Button or Link**
4. Display Type: Detail Page Button
5. Behavior: Display in new window
6. Content Source: URL

URL Example:

```
https://yourDomain--c.vf.force.com/apex/OpportunityDetailsPage?id={!Oppor
tunity.Id}
```



Edit Opportunity Custom Button or Link

view detail

Custom Button or Link Edit

Label: view detail

Name: view_detail

Description:

Display Type:
○ Detail Page Link View example
● Detail Page Button View example
○ List Button View example

Behavior: Display in new window — View Behavior Options

Content Source: URL

Select Field Type: Opportunity

Insert Field: -- Insert Merge Field --

Insert Operator

Functions: -- All Function Categories --

ABS
ACOS

```
https://saas-flow-3718--c.vf.force.com/apex/OpportunityDetailsPage?id={!Opportunity.Id}
```

8. Salesforce Site Configuration

Steps:

1. Go to **Setup → Sites**
2. Register a Site domain
3. Create a new Site
4. Assign Visualforce pages:
   - Web2Lead_LandingPage
   - Web2Lead_FormPage
   - ThankYouPage
5. Set Landing Page
6. Activate the Site

10. End-to-End Application Flow

10.1 Public Web-to-Lead Flow Diagram

```
PublicUser
   |
   v
LandingPage
   |
   | (Enquire Now)
   v
Web-to-LeadForm
   |
   | (Submit)
   v
ThankYouPage
   |
   v
LeadCreatedinSalesforce
```

10.2 Internal Opportunity Details Flow Diagram

```
SalesforceUser
|
v
OpportunityRecord
|
|(ViewDetailsButton)
v
OpportunityDetailsVisualforcePage
|
v
Opportunity+LineItemDataDisplayed
```

11. Important Notes & Cautions

- Only one Salesforce Site can be active in a Developer Org
- Always verify custom field IDs in Web-to-Lead forms
- Use Site URLs for all public navigation
- Opportunity Details page is **internal only**

12. References & Assets

- Static Resource images available in Git repository
- Visualforce pages and Apex controller included in source code

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