



PROJECT: Creating a Landing Page

“The one key feature of the online marketing landscape is the landing page—that (hopefully welcoming) doorway to your online storefront, which you present to your Web site visitors. —Martin Harwood



This chapter covers

- Planning and sketching your landing page
- Choosing fonts and colors for the page
- Understanding and implementing banded content
- Adding the images and text

Okay, you're nine chapters into this adventure, and you've come a long way. Here in Part 2 alone, you've mastered using images and media; making style sheets; using classes; floating elements; using absolute and relative positioning; and manipulating sizes, borders, and margins. That's a lot, and (most important) it's enough know-how to start building some amazing pages. As proof, in this project you'll be putting all those HTML and CSS skills to good use to create a professional-looking landing page for a marketing campaign for a product or service. If that project sounds out of your depth, not to worry: You know more than enough to ace this assignment, and I'll be building my own (rather silly, as you'll see) landing page right alongside you. If you get stuck, I (or, at least, my code) will be right there with you to help or give you a nudge in the right direction. Let's get started!



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What You'll Be Building

In its most general sense, a *landing page* is the page visitors first see when they navigate to (land on) your website. That's often your home page, but it could also be any page that the person comes across via a Google search or a link that someone else posts to social media.

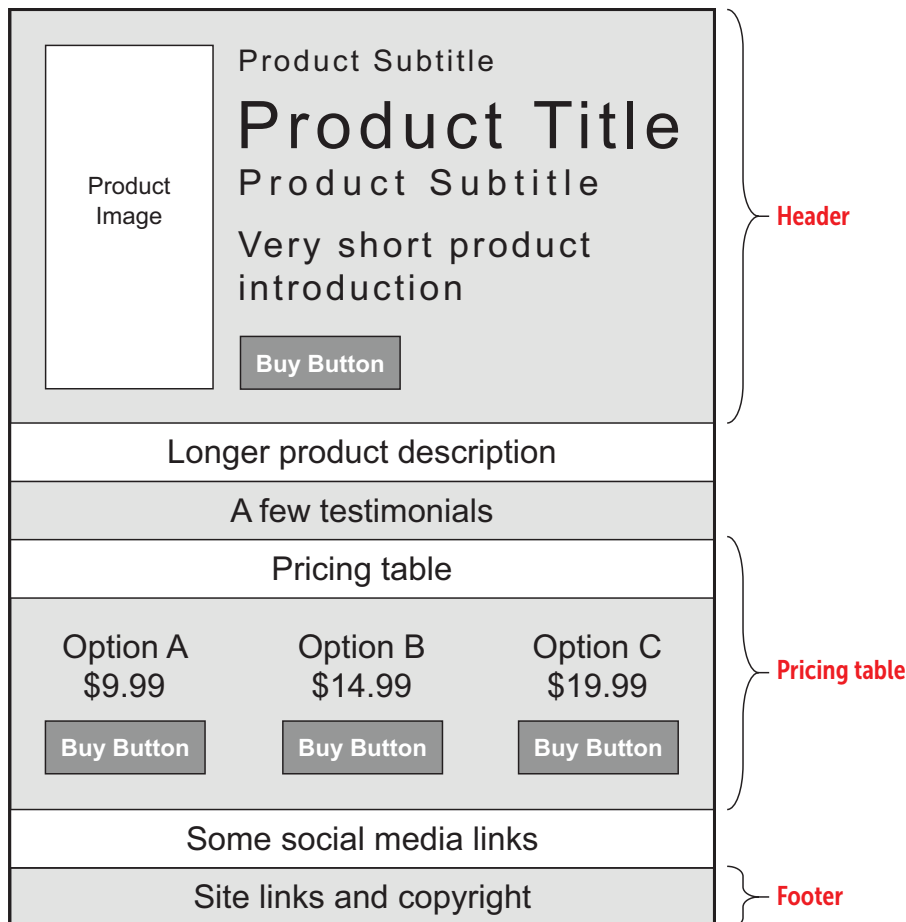
But a more specific sense of the term is relevant to this project. In this sense, a *landing page* is the first page that people see when they click a link in an ad, blog post, or social media update that's part of a marketing or awareness campaign for a specific product or service. The landing page's job is to explain the product or service and to induce the user to perform some action, such as buy the item, subscribe to the service, or sign up for a newsletter.

This project takes the HTML and CSS skills you learned in the preceding nine chapters and shows you how to use them to build a basic landing page for a product or service. It includes images, descriptive text, and "call-to-action" buttons that ask the reader to perform some action (such as buy or subscribe). The general structure of the pages uses a popular modern layout called *banded content*, in which the text and images appear in horizontal strips that run the full width of the browser window. As you go along, I'll build an example landing page based on a fictitious book that I'm "selling," but of course you'll want to build your own page with your own text and images.

Sketching the Layout

Because you've likely seen a landing page or two in your day, you may have a reasonable idea of what you want your landing page to look like. If so, great! You're way ahead of most people at this stage of the project. But believe me, a design that exists only in your head is hard to translate into HTML and CSS code. To make the transition from design to code much easier, you need to get that design out of your head and into concrete form. You can use a graphics program such as Adobe Photoshop or Illustrator for this purpose, but I prefer to sketch the basic components of the page with pencil and paper.

As Figure 10.1 shows, your sketch doesn't have to be a work of art or even all that detailed. Draw the main sections of the page and include some text that describes the content of each section.



► **Figure 10.1**

Before you begin coding, get a pencil and some paper and create a quick sketch of the page layout and content.

Your next page-planning task is deciding which typefaces you want to use for your landing page.

Choosing Typefaces

As a rule, landing pages shouldn't burden the user with tons of text. You want to highlight the key features of your product or service, give the users reasons why they should want it, and then give them the opportunity to get it. So if you're building a page without lots of body text, your typeface needs to be clean and legible, and it shouldn't call attention to itself (and thus take attention away from the product).



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REMEMBER

When you specify multiple typefaces in the font-family property, the web browser checks to see whether they're installed on each user's computer in the order in which they appear and uses the first typeface it finds.

In such cases, a sans-serif typeface is often the best choice, because the lack of serifs gives these fonts a clean appearance. Sans serifs also have a more modern feel than serifs, which gives you the added advantage of making your product look new and fresh.

One of my favorite system fonts is Optima, a gorgeous sans-serif designed by Hermann Zapf (whom you may know from the famous Zapf Dingbats typeface available on most PCs). Alas, although Optima is installed on all Mac computers, it's available on few Windows PCs. So as a backup font for Windows, I'll also specify the Calibri typeface, which has similar characteristics. In my CSS, I'll use the following rule to apply these families to all the page text:

```
body {  
    font-family: Optima, Calibri, sans-serif;  
}
```

With your page layout sketched and your typeface chosen, the next step is picking out a color scheme.

Choosing a Color Scheme

Because the landing page uses a single typeface, you need to turn to other page elements to add some dynamism and contrast. A good place to do that is the color scheme:

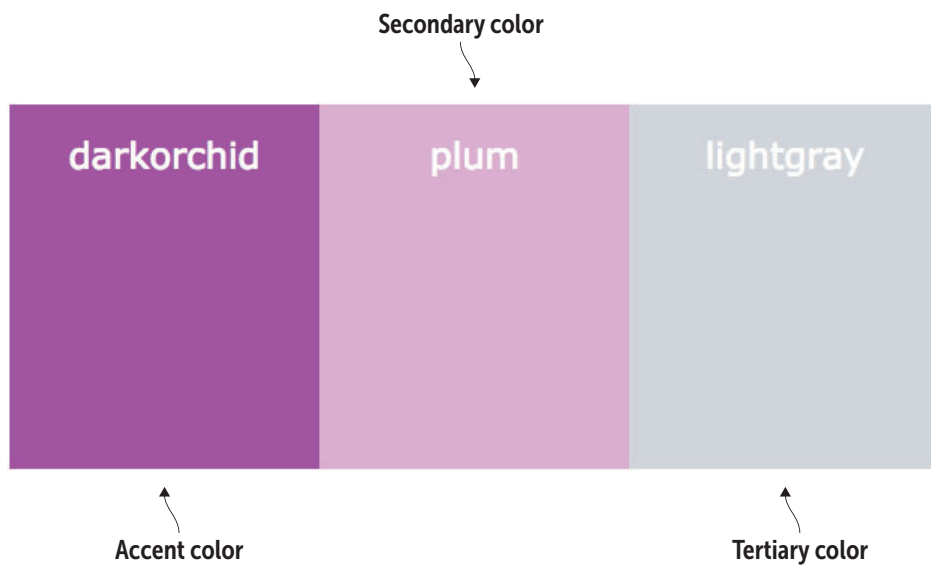
- **Accent color**—This color is used as the background for page elements such as the call-to-action buttons and text that you want to make sure the reader doesn't miss. As such, it should be a bold, unmistakable hue that stands out.
- **Secondary color**—This color is mostly used as the background for some of the content bands. It should be similar to the accent color: bold enough to tell the reader that the content is important but not so bold that it clashes with or overshadows the accent color.
- **Tertiary color**—This color is used as the background for content that's less important.

Figure 10.2 shows the colors I chose for my landing page. You, of course, should choose a color scheme that suits your style.

With the page layout in place and your fonts and colors chosen, it's time to bring everything together by slinging some HTML and CSS code.

LEARN

If you're not comfortable choosing colors, a great online tool called Palettable (<https://www.palettable.io>) can help. Enter your initial color, and Palettable suggests a compatible color. Click Like to keep it or Dislike to try another.



► **Figure 10.2**

The color scheme for my landing page

Building the Page

To construct your landing page, start with the skeleton code that I introduced in Chapter 1. From there, go section by section, adding text, HTML tags, and CSS properties.

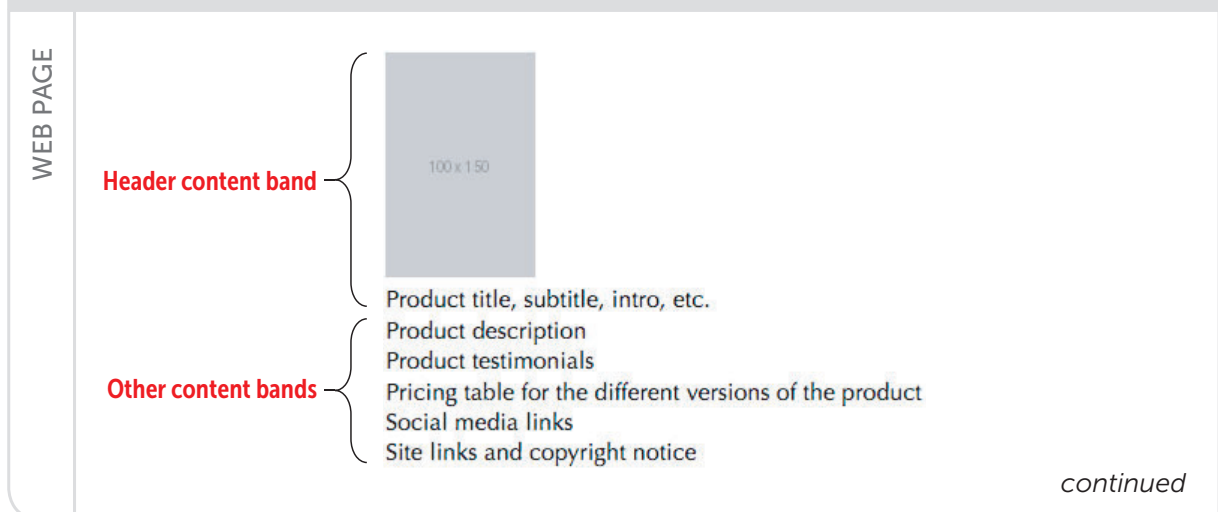
The Initial Structure

To get started, take the basic page structure from Chapter 1 and add the tags, a placeholder image, and some placeholder text for each of the page's main sections.

► Try This

⇒ Online: wdpg.io/projects/landing-page/1

Here are the elements that make up the landing page's initial structure.





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HTML

```
<div class="header">
  <div class="header-image">
    
  </div>
  <div class="header-info">
    Product title, subtitle, intro, etc.
  </div>
</div>
<div class="description">
  Product description
</div>
<div class="testimonials">
  Product testimonials
</div>
<div class="product-versions">
  Pricing table for the different versions of the product
</div>
<div class="social">
  Social media links
</div>
<div class="footer">
  Site links and copyright notice
</div>
```

Header content band

Description content band

Testimonials content band

Pricing table content band

Social media content band

Footer content band

Here are a few things to note about the HTML tags used in the initial structure:

- The page is divided into six sections: header, description, testimonials, pricing table, social media, and footer.
- Each section is embedded within a `<div></div>` block.
- Each `div` element is assigned a class, which enables you to apply CSS properties to everything within that section.

The Header

The header is probably the most important section of the landing page, because it's the first section that visitors see when they arrive. You want the header not only to have an impact, but also to start the job of selling your product. The project's header accomplishes these goals by including the following features:

- **Hero background image**—This image should be visually striking or should tell a story that's relevant to your product. Either way, be sure that the image doesn't interfere with the readability of the header text.
- **Product image**—This image should be a simple illustration or photo that enables the would-be buyer to see what the product looks like.



- *Product info*—At a minimum, this info should include the product name or title, a short (two or three sentences) introduction, and the price. I've also chosen to include a surtitle (which could be something like Available Now! or Special Offer!) and a subtitle.
- *Call-to-action button*—The user clicks this button to perform the action you want, such as buying, subscribing to, or downloading the product.

Because the header is so crucial to the success of a landing page, take it slow and build the header one feature at a time, beginning with the hero background.

The Hero Background Image

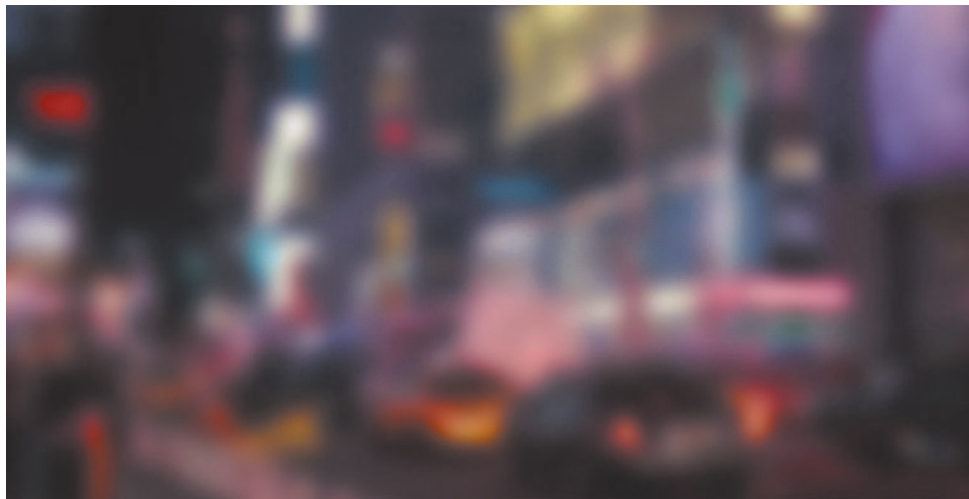
You may recall from Chapter 6 that a hero image is an eye-catching photo or illustration that takes up the entire width, and often the entire height, of the browser window when you first land on a page. The following example shows the header for my fictitious product with a hero background image applied.

► **Try This**

⇒ Online: wdpg.io/projects/landing-page/2

This example shows a landing page header's hero background.

WEB PAGE



continued



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CSS

```
.header {  
  background: url(/images/landing-page-header-bg.jpg);  
  background-attachment: fixed;   
  background-position: right center;  
  background-size: cover;  
  padding-bottom: 1em;  
  width: 100vw;  
  height: 100vh;  
}
```

Prevent the hero image from scrolling with the content.

HTML

```
<div class="header">  
</div>
```

REMEMBER

I added the height: 100vh definition to give the header some height, because it has no content. Later, after I add the header content, I'll take out that definition.

This photo (which you'll barely recognize as a blurred image of a nighttime city scene) uses the standard code for a hero image that you learned in Chapter 6. I added the property `background-attachment: fixed` to prevent the image from scrolling with the rest of the page, which is a nice effect.

The Product Image

Next, add the photo or illustration that shows the user the product. This image should be a decent size, big enough to give the reader a good idea of what the product looks like but not so big that it overwhelms your hero background. Following is an example.

► Try This

➡ Online: wdpg.io/projects/landing-page/3

This example adds the product image to the landing-page header.

WEB PAGE





CSS	<pre>.header-image { float: left; width: 33%; margin-top: 3em; padding-right: 3em; text-align: right; }</pre>	<p>The CSS code for the image</p>
HTML	<pre><div class="header"> <div class="header-image"> </div> </div></pre>	<p>The image is added as a standard HTML <code>img</code> element.</p>

The image is floated to the left and given some margins and padding to provide some separation from the rest of the content.

The Product Info

Now it's time to add the product info to the header. Again, this info needs to include at least the product title and a brief introduction, but feel free to add elements such as a surtitle and subtitle, as shown in the following example.

► Try This

➡ Online: wdpg.io/projects/landing-page/4

This example adds the product info to the landing-page header.

WEB PAGE	 <p>COMING SOONISH!</p> <h2>The Web Designer</h2> <p>A story of HTML, CSS, and the big city</p> <p>She knew HTML. She knew CSS. But did she know love? Read this destined-to-be-remaindered novel that <i>The New York Times Book Review</i> described as "reasonably grammatical" and the <i>Times Literary Supplement</i> called "bathroom-worthy." Pre-order your paperback copy now for just \$14.99.</p>	<p>continued</p>
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CSS	<pre>.header-info { float: right; width: 67%; margin-top: 4em; color: white; }</pre> <p>The CSS code for the product info div</p>
HTML	<pre><div class="header"> <div class="header-image"> </div> <div class="header-info"> <div class="surtitle">Coming Soonish!</div> <h1 class="title">The Web Designer</h1> <h3 class="subtitle"> A story of HTML, CSS, and the big city</h3> <p class="intro"> She knew HTML. She knew CSS. But did she know love? Read this destined-to-be-remaindered novel that The New York Times Book Review described as &ldquo;reasonably grammatical&rdquo; and the Times Literary Supplement called &ldquo;bathroom-worthy.&rdquo; Pre-order your paperback copy now for just \$14.99. </p> </div> </div></pre> <p>The info is added within a div element.</p>

The div element that holds all the product info is floated to the right and given some margins. The various bits of product info—the surtitle, title, subtitle, and intro—appear in their own block-level elements. To save space, I haven't shown the CSS properties applied to these block-level elements, but they include styles such as margins and font sizes. (See the online version of the example for the complete code.)

The Call-to-Action Button

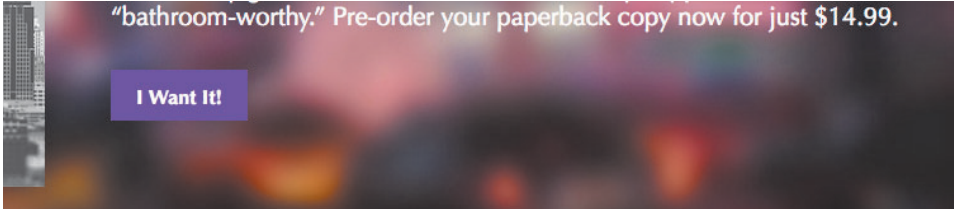
The final piece of the header puzzle is the call-to-action button that the reader can click to order, subscribe, download, or do whatever your preferred action is for the landing page. This button should be easy to find, so make it visible and bold, as shown in the following example.



► Try This

⇒ Online: wdpg.io/projects/landing-page/5

This example adds the call-to-action button to the landing-page header.

WEB PAGE	
CSS	<pre>.btn { max-height: 2.5em; border: none; padding: .75em 1.25em; font-family: inherit; font-size: 1em; font-weight: bold; color: white; background-color: darkorchid; }</pre> <p>The CSS code for the button</p>
HTML	<pre><button class="btn" type="button">I Want It!</button></pre> <p>The button element</p>

I use the `<button>` tag to create the button, and then I apply various styles to make the button stand out, including my accent color (darkorchid) as the background and bold white text as the foreground.

The Product Description

The next element of the landing page is a brief description of the product, which is your first chance to try to sell the user on your product or service. How you go about that depends on the product and on your comfort level when it comes to playing the huckster, but here are a few ideas:

- A simple paragraph that explains the product
- A bulleted list of the product's main features
- A paragraph or list that tells the user why the product is right for her
- A paragraph or list that briefly outlines a series of problems and explains how the product solves them

For my landing page, I went with a short recap of the book's plot, as shown in the following example.



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► Try This

➡ Online: wdpg.io/projects/landing-page/6

This example shows the product description added to the landing page.

WEB PAGE	 <p>A story of HTML, CSS, and the big city</p> <p>She knew HTML. She knew CSS. But did she know love? Read this destined-to-be-remaindered novel that <i>The New York Times Book Review</i> described as “reasonably grammatical” and the <i>Times Literary Supplement</i> called “bathroom-worthy.” Pre-order your paperback copy now for just \$14.99.</p> <p>I Want It!</p> <p>At High Falutin High, the arts high school in her home town, Daisy Fontana fell in love. Not with a boy, or even with a girl, for that matter, but with something altogether more interesting: web design. Instead of a BFF, she had CSS. Instead of singing and dancing with the other kids, she spent her time coding alone. But when she graduated and moved to the city to find a job, she knew everything about HTML, but nothing about life. Will the town eat her alive, or will she survive and rise to the top of the cutthroat world of coding websites? Daisy Fontana is a nerd heroine for our times, and <i>The Web Designer</i> tells her gripping tale.</p>
CSS	<pre>.description { width: 100%; padding: 1em 0; font-size: 1.25em; background-color: white; }</pre> <p>The CSS code for the description class</p>
HTML	<pre><div class="description"> At High Falutin High, the arts high school in her home town, Daisy Fontana fell in love. Not with a boy, or even with a girl, for that matter, but with something altogether more interesting: web design. Instead of a BFF, she had CSS. Instead of singing and... </div></pre>

Setting Up the Content Bands

At this point in the construction of your landing page, you've run into a problem. In the preceding example, the text in the description extends across the entire width of the browser window, which makes the line lengths too long for comfortable reading. The solution is to structure the landing page by using horizontal bands of content that have two characteristics:

- A background color or image that extends across the entire browser window.
- Foreground content that's given a maximum width to retain readability. This content usually appears in the center of the browser window.



Depending on the width of the browser window and the maximum width you assign to the content block, however, that block takes up only part of the window width. The problem, then, is how to get the background to extend across the entire width of the window while restricting the content to some subset of that width.

The answer is to structure each content band with two `div` elements:

- An outer `div` element that spans the width of the browser window and is styled with the background color or image you want to use with the band
- A nested `div` element that contains the content, is given a maximum width, and is centered horizontally within the browser window

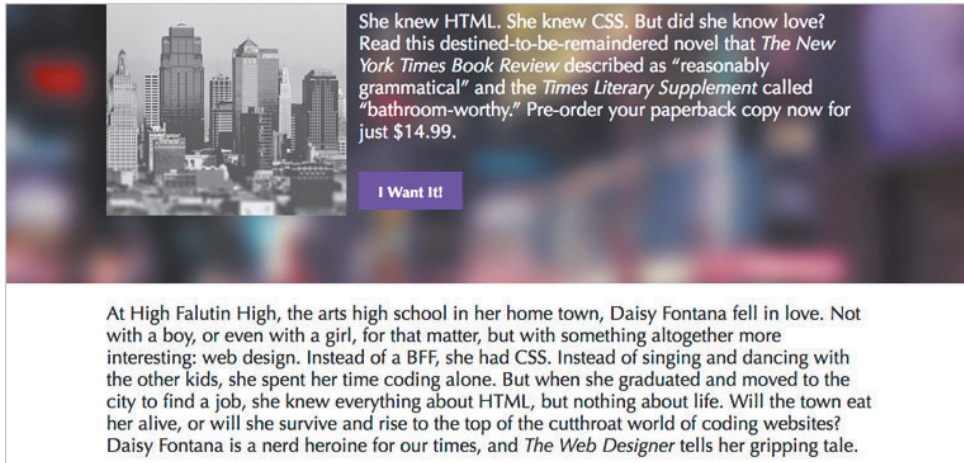
In the following example, I've applied the nested `div` (using a class named `container`) to both the header and the product description.

► Try This

⇒ Online: wdpg.io/projects/landing-page/7

This example shows the nested `div` element that will hold the content within each content band.

WEB PAGE



continued



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CSS

```
.container {  
  max-width: 800px;  
  margin: 0 auto;  
  clear: both;  
}
```

The CSS code for the content container

```
.container::after {  
  content: "";  
  display: block;  
  clear: both;  
}
```

This CSS enables the container to clear its own floats.

HTML

```
<div class="header">  
  <div class="container">  
    ...  
  </div>  
</div>  
...  
<div class="description">  
  <div class="container">  
    ...  
  </div>  
</div>
```

The nested div elements that hold the band content

The container class does three things:

- It uses `max-width` to set a maximum width of 800 pixels for the content.
- It uses the `margin: 0 auto` shorthand to center the element horizontally. This declaration sets the top and bottom margins to 0 and the left and right margins to `auto`. The latter tells the web browser to set the margins automatically based on the element width. Because both left and right are set together, the browser parcels out the same margin size to each, thus centering the element.
- It uses `clear: both` to place the element after any floated elements that come before it in the document flow.

The `container::after` pseudo-element uses the clearfix trick that you learned about in Chapter 8, enabling the element to clear any floated elements that it contains and preventing the container from collapsing.




The Product Testimonials

It's always a good idea to add some third-party positivity to your landing page, such as glowing reviews from the media, favorable user ratings from another site, or positive feedback you've received directly from product testers or users. The following example shows my landing page with a few reviews added, as well as a related illustration.

► Try This

➡ Online: wdpg.io/projects/landing-page/8

This example adds the testimonials section to the landing page.

WEB PAGE	<p>Daisy Fontana is a nerd heroine for our times, and <i>The Web Designer</i> tells her gripping tale.</p> <div> <p>"I've never seen a novel with so much HTML and CSS code. I mean there is a <i>lot</i> of code in this book! So much code. Code, code, code." —T. J. Murphy, Nowhere, OK</p> <p>"I particularly loved the scenes where Daisy is by herself in her room writing HTML and CSS. It's hard to make writing tags and properties interesting, and the author almost does it." —M. Dash, Tightwad, MO</p> <p>"I couldn't put it down. No, really, I could <i>not</i> physically put this book down. Thanks to the cheap cover stock, the book was literally glued to my hands. I had to go to the emergency room to get the thing off me." —A. Pendergast, Walla Walla, WA</p> </div> 
CSS	<pre> .testimonials { width: 100%; padding: 1em 0; font-size: 1.25em; background-color: plum; } .testimonials-text { float: left; width: 75%; } .testimonial { margin-bottom: .75em; } .testimonials-image { float: right; } </pre> <div> <p>The CSS code for the testimonials content band</p> <p>The CSS code for the testimonials text container</p> <p>The CSS code for an individual testimonial</p> <p>The CSS code for the testimonials image</p> </div> <p style="text-align: right;">continued</p>



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HTML

```
<div class="testimonials">
  <div class="container">
    <div class="testimonials-text">
      <p class="testimonial">"I've never seen a novel with so much HTML
      and CSS code. I mean there is a <em>lot</em> of code in this book!
      So much code. Code, code, code." -T. J. Murphy, Nowhere, OK</p>
      <p class="testimonial">"I particularly loved the scenes where
      Daisy is by herself in her room writing HTML and CSS. It's hard
      to make writing tags and properties interesting, and the author
      almost does it." -M. Dash, Tightwad, MO</p>
      <p class="testimonial">"I couldn't put it down. No, really, I
      could <em>not</em> physically put this book down. Thanks to the
      cheap cover stock, the book was literally glued to my hands. I
      had to go to the emergency room to get the thing off me." -A.
      Pendergast, Walla Walla, WA</p>
    </div>
    <div class="testimonials-image"
      alt="Illustration of people talking">
      
    </div>
  </div>
</div>
```

The testimonials content
band element

The testimonials text container

The testimonials
image

An individual
testimonial

In this example, the content band is a div element with a class named testimonials, which is styled with a plum background color. Within the content container are a testimonials-text element that's floated left and a testimonial-image element that's floated right.

USE IT

On most landing pages, the preferred option is the one that returns the seller the highest net profit. You can use other criteria to determine which option you want to feature, such as most popular, most cost-effective, and best overall value.

The Pricing Table

In your ideal world, someone visiting your landing page will be so enamored of your product or service that he'll click the call-to-action button that you've placed in the page header. Failing that, you need to give the person a second chance to purchase or subscribe. One of the best ways to do that is to create a *pricing table*, which outlines the versions of your product that are available and the pricing for each version. If your product doesn't have versions (or even if it does), you can create packages that include other items, such as a companion e-book, a newsletter subscription, a discount coupon for future purchases, and so on.



The pricing table should have at least two versions or packages but generally not more than four. One of those versions should be your preferred version—the one you ideally want each person to choose. That version may be the one that nets you the most money, offers the best value to the user, or has some other advantage over the others. This preferred version should stick out from the others in some way. You could add a Best Value! heading over it, for example, or use one of the bold accent colors in your color scheme.

On my own landing page, I precede the pricing table with a content band that acts as a kind of title but is in fact an exhortation to the user to choose a package, as you can see in the following example.

► **Try This** ➞ Online: wdpg.io/projects/landing-page/9
 This example adds a content band before the pricing table.

WEB PAGE	 <h2 style="margin: 0;">Select the version that's right for you!</h2>
CSS	<pre>.product-versions-title { padding: 1em 0; font-size: 2em; text-align: center; }</pre> <div style="border-left: 1px solid #f00; padding-left: 10px; margin-left: 20px;"> <p style="color: #f00;">The CSS code for the content band</p> </div>
HTML	<pre><div class="container"> <h2 class="product-versions-title">Select the version that's right for you!</h2> </div></pre> <div style="border-left: 1px solid #f00; padding-left: 10px; margin-left: 20px;"> <p style="color: #f00;">The HTML code for the content band</p> </div>

For the pricing table itself, the standard format is to place each version or package in a vertical column that tells the reader everything she needs to know: the title, price (if any), and features. Then you add a call-to-action button at the bottom of the column. The following example shows one column from the pricing table on my fictitious landing page.



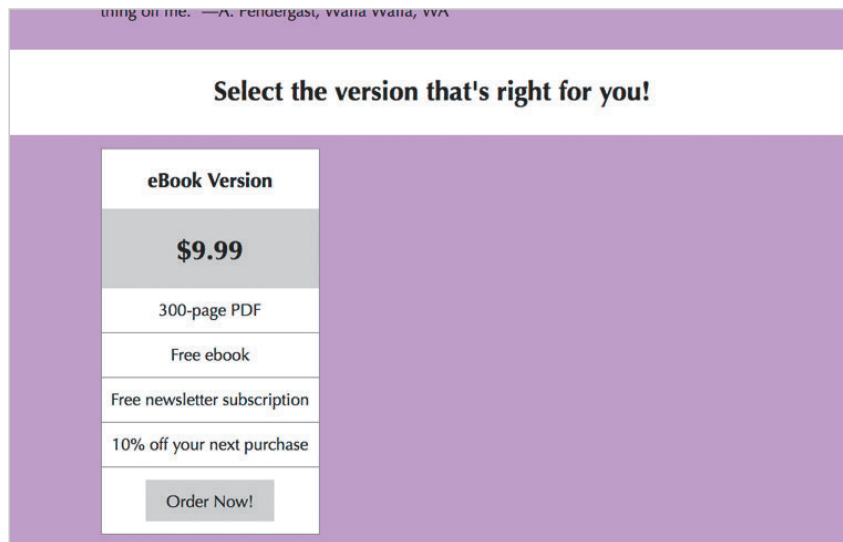
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► Try This

➡ Online: wdpg.io/projects/landing-page/10

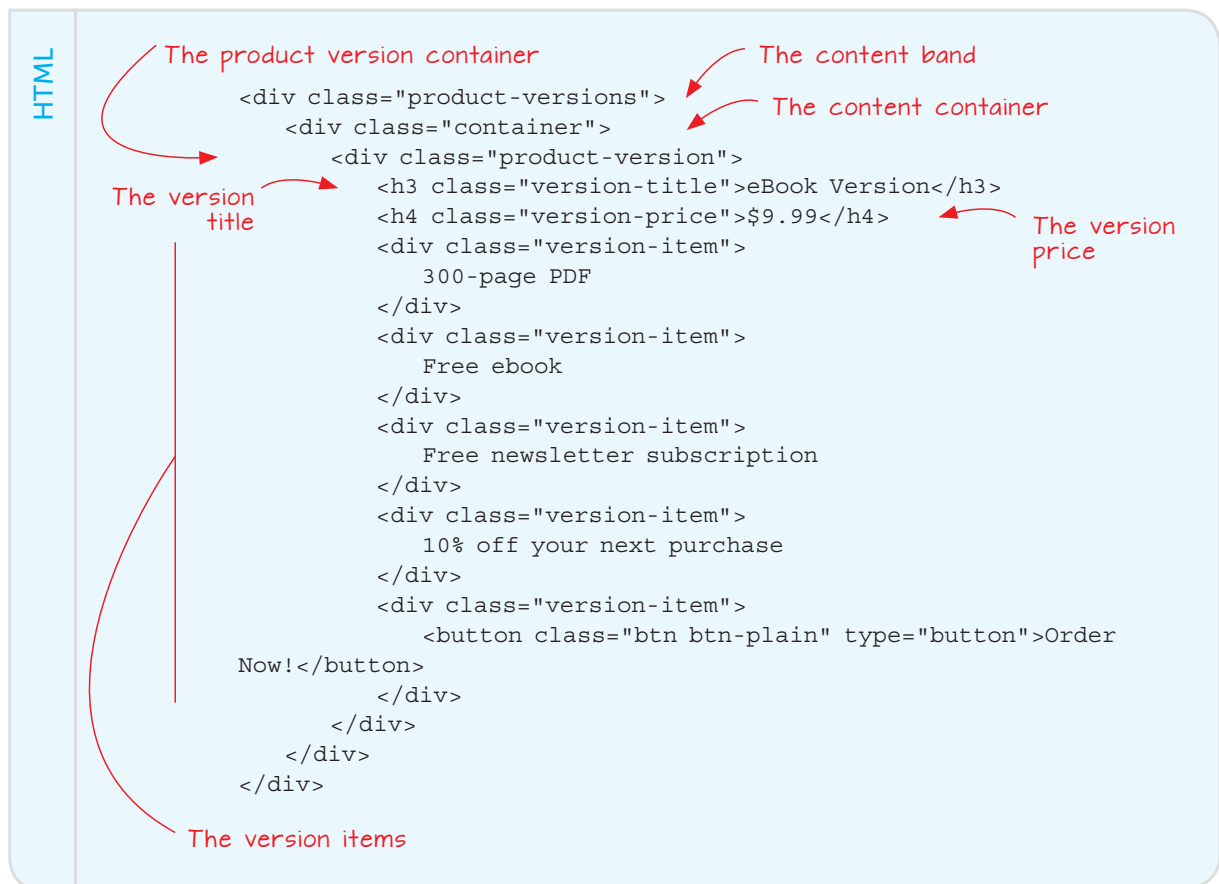
This example adds the first column of the pricing table.

WEB PAGE



CSS

```
.product-versions {
  padding: 1em 0;
  background-color: plum;}
.product-version {
  float: left;
  width: 33.33%;
  border: 1px solid gray;
  text-align: center;
  background-color: white;}
.version-title {
  padding: .75em 0;
  font-size: 1.5em;}
.version-price {
  padding: .75em 0;
  font-size: 2em;
  background-color: lightgray;}
.version-item {
  border-bottom: 1px solid gray;
  width: 100%;
  padding: .75em 0;
  font-size: 1.25em;}
.version-item:last-child {
  border-bottom: 0;}
.btn-plain {
  font-weight: normal;
  color: black;
  background-color: lightgray;}
```



Seven classes are used here, and this is what they do:

- `product-versions`—This outer div creates the content band. It's given a plum background.
- `container`—This class is the content div.
- `product-version`—This div creates the column for a single version or package. It's floated left and, because there are three columns, is given a 33.33 percent width.
- `version-title`—This div holds the title of the version or package.
- `version-price`—This div holds the price of the version or package. For most of the versions, the price is given a plain gray background.



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REMEMBER

When you specify two classes on an element—as I do in the following example in the second `h4` element—the web browser applies the properties of both classes to the element.

- `version-item`—This class holds the rest of the items in the version or package, with one `div` for each feature plus another at the bottom for the call-to-action button.
- `btn-plain`—This class is used for call-to-action buttons that you don't want to highlight. The text is given a normal weight; the text color reverts to black; and the background is set to light gray.

To complete the pricing table, you add the versions or packages, using the same styles as before, but styling your optimum version in a way that highlights it for the reader, as shown in the next example.

► Try This

➡ Online: wdpg.io/projects/landing-page/11

This example completes the pricing table, including one column that highlights a version for the reader.

WEB PAGE

eBook Version	Print Version	eBook+Print Bundle
\$9.99	\$14.99	\$19.99
300-page PDF	300-page paperback	PDF and paperback versions
Free ebook	Free ebook	Free ebook
Free newsletter subscription	Free newsletter subscription	Free newsletter subscription
10% off your next purchase	10% off your next purchase	15% off your next purchase
Order Now!	Order Now!	Order Now!

CSS

```
.version-price-featured {  
  color: white;  
  background-color: darkorchid;  
}
```

The CSS code
for highlighting
an item price



HTML

```

<div class="product-version">
  <h3 class="version-title">Print Version</h3>
  <h4 class="version-price">$14.99</h4>
  <div class="version-item">
    300-page paperback
  </div>
  <div class="version-item">
    Free ebook
  </div>
  <div class="version-item">
    Free newsletter subscription
  </div>
  <div class="version-item">
    10% off your next purchase
  </div>
  <div class="version-item">
    <button class="btn btn-plain" type="button">Order Now!</button>
  </div>
</div>
<div class="product-version">
  <h3 class="version-title">eBook+Print Bundle</h3>
  <h4 class="version-price version-price-featured">$19.99</h4>
  <div class="version-item">
    PDF <em>and</em> paperback versions
  </div>
  <div class="version-item">
    Free ebook
  </div>
  <div class="version-item">
    Free newsletter subscription
  </div>
  <div class="version-item">
    15% off your next purchase
  </div>
  <div class="version-item">
    <button class="btn" type="button">Order Now!</button>
  </div>
</div>

```

The HTML code
for the highlighted
price

MASTER

If your CSS specifies two classes on an element, and those classes have one or more properties in common, the properties in the second class (that is, the class that appears later in the CSS file) take precedence.



PROJECT: Creating a Landing Page

The Social Media Links

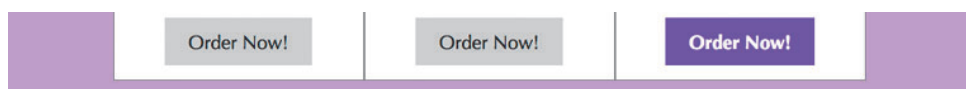
The next content band on the landing page is a collection of social media links, which appear centered on the page, with each social network's icon used as the link. The following example shows the links I set up for my landing page.

► Try This

➡ Online: wdpg.io/projects/landing-page/12

This example adds the social media links content band to the landing page.

WEB PAGE



Follow Logophilia Books on social media:



CSS

```
.social {  
  padding: 1em 0;  
  font-size: 1.5em;  
  text-align: center;  
}  
#A  
.social-links {  
  margin-top: .75em;  
}  
.social-link {  
  margin: 0 .25em;  
}
```

The CSS code
for the social
media links

HTML

```
<div class="social">  
  <div>  
    Follow Logophilia Books on social media:  
  </div>  
  <div class="social-links">  
    <a href="#" class="social-link"></a>  
    <a href="#" class="social-link"></a>  
    <a href="#" class="social-link"></a>  
    <a href="#" class="social-link"></a>  
  </div>  
</div>
```

The HTML
code for
the social
media links



Three classes are used here:

- **social**—This outer div creates the content band. It's given a white background, and the text-align property is set to center.
- **social-links**—This div creates the container for all the links.
- **social-link**—This class is used to style the individual links.

Note that you don't need a container element in this content band because the text and links are centered on the page.

The Page Footer

The final element of the landing page is the footer. As you can see in the following example, I used the footer to display a copyright notice and my contact information (which consists of my email address). Feel free to use the footer to add any other information you see fit, such as a "thank you for reading" message, a slogan or favorite epigram, or extra contact details.

► Try This

⇒ Online: wdpg.io/projects/landing-page/13

This example separates the footer text from the body text by styling the footer with a light gray background color, a smaller font size, and italics.

WEB PAGE



CSS

```
.footer {
  padding: 1em 0;
  font-variant: small-caps;
  text-align: center;
  background-color: lightgray;
}

.footer-links {
  margin-bottom: .75em;
  font-size: 1.5em;
}

.footer-link {
  margin: 0 .5em;
}

.copyright {
  font-style: italic;
  font-size: 1em;
}
```

The CSS code
for the footer

continued



PROJECT: Creating a Landing Page

HTML

```
<div class="footer">
  <div class="footer-links">
    <a href="#" class="footer-link">About</a>
    <a href="#" class="footer-link">Contact</a>
    <a href="#" class="footer-link">Site Map</a>
    <a href="#" class="footer-link">Privacy</a>
  </div>
  <div class="copyright">
    Copyright 2018 Logophilia Books
  </div>
</div>
```

The HTML
code for
the footer

Four classes are used here:

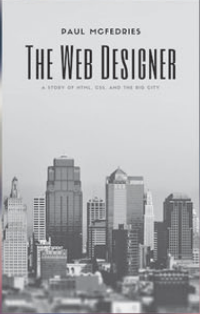
- **footer**—This outer div creates the content band. It's given a lightgray background, and the text-align property is set to center.
- **footer-links**—This div creates the container for all the footer links. Note that each link URL points to #, which is a placeholder that, when clicked, takes the user to the top of the page. In a production landing page, you'd replace each # with the URL of an file on your site.
- **footer-link**—This class styles the individual footer links.
- **copyright**—This class styles the copyright notice.

Again, you don't need a container element in this band because the content is already centered on the page.

From Here

Considering that you're only halfway through the book, I have to say that the final version of the landing page (mine is shown in Figure 10.3) is a fine-looking web page. It's easy to read, easy to understand, and isn't boring. (If you're as pleased with your landing page as I think you ought to be and are looking forward to getting your code online, check out Appendix A to get the details.)





COMING SOONISH!

The Web Designer

A story of HTML, CSS, and the big city

She knew HTML. She knew CSS. But did she know love? Read this destined-to-be-remaindered novel that *The New York Times Book Review* described as "reasonably grammatical" and the *Times Literary Supplement* called "bathroom-worthy." Pre-order your paperback copy now for just \$14.99.


[I Want It!](#)

At High Falutin High, the arts high school in her home town, Daisy Fontana fell in love. Not with a boy, or even with a girl, for that matter, but with something altogether more interesting: web design. Instead of a BFF, she had CSS. Instead of singing and dancing with the other kids, she spent her time coding alone. But when she graduated and moved to the city to find a job, she knew everything about HTML, but nothing about life. Will the town eat her alive, or will she survive and rise to the top of the cutthroat world of coding websites? Daisy Fontana is a nerd heroine for our times, and *The Web Designer* tells her gripping tale.

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► **Figure 10.3**

The landing home page for my book



PROJECT: Creating a Landing Page

If there's a problem with the landing page, it's that we had to use lots of padding and margin fiddling (among other CSS hacks) to get things to line up somewhat neatly. That fussing happened because we're not using a true page layout. With our elements floated here and there we're almost in layout land, but not quite. But that's no problem because page layouts are the topic of Part 3, so you'll soon learn all you need to know to create rock-solid layouts for your landing pages and all your other pages.

Summary

- Sketch out the page you want to build.
- Choose the typeface for the text.
- Choose a color scheme.
- Build the initial page structure: the barebones HTML tags and the global CSS properties.
- Fill in and style each section one by one: header, description, testimonials, pricing table, social media links, and footer.