



Tech et Cie.

PRESENTATION LANDING PAGE



summary:

I. What Is a Landing Page?

III. Components of a Landing Page

II. Difference Between a Homepage and a Landing Page

Chronologie du Projet

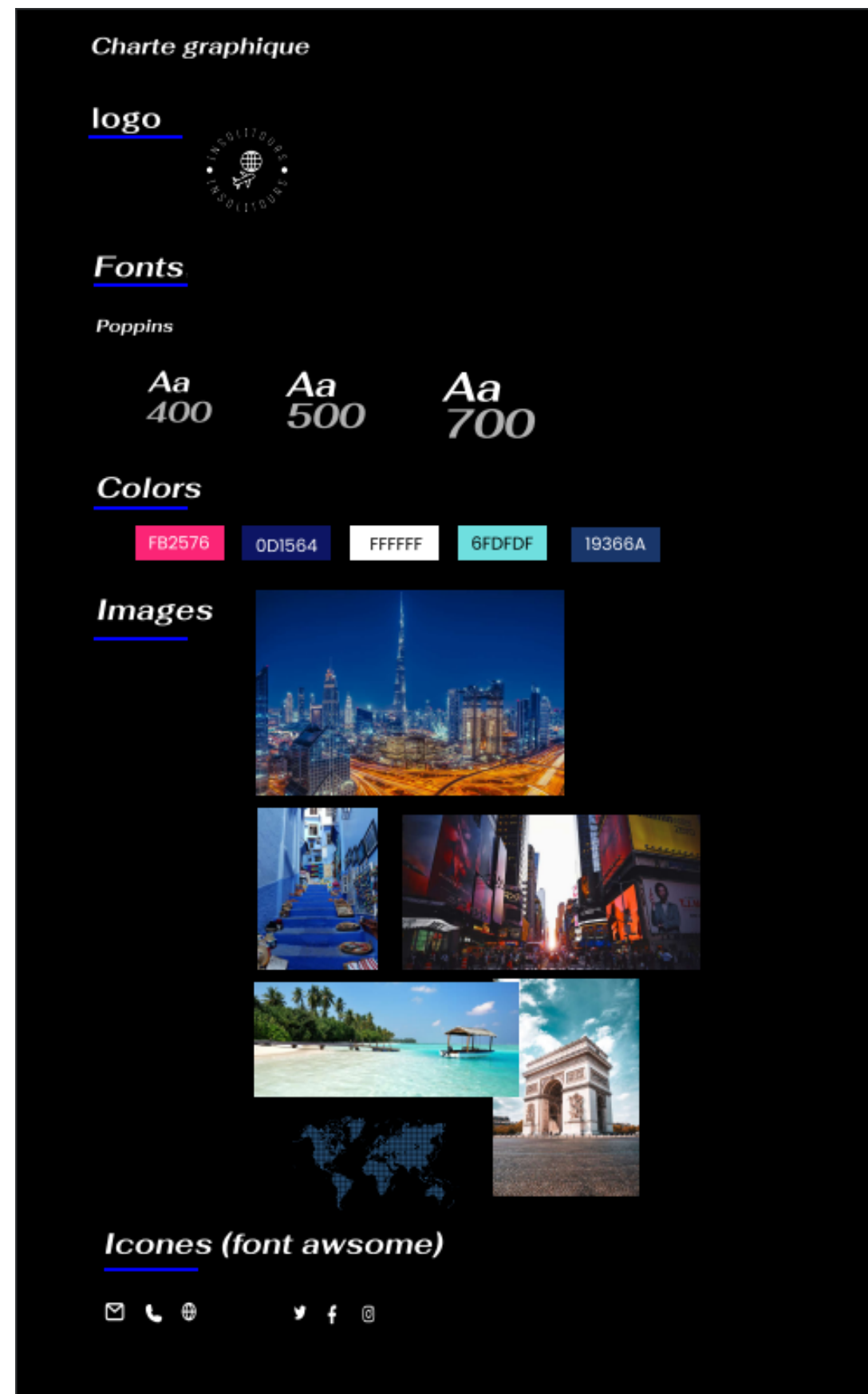


Chartre graphique
(Google Docs)

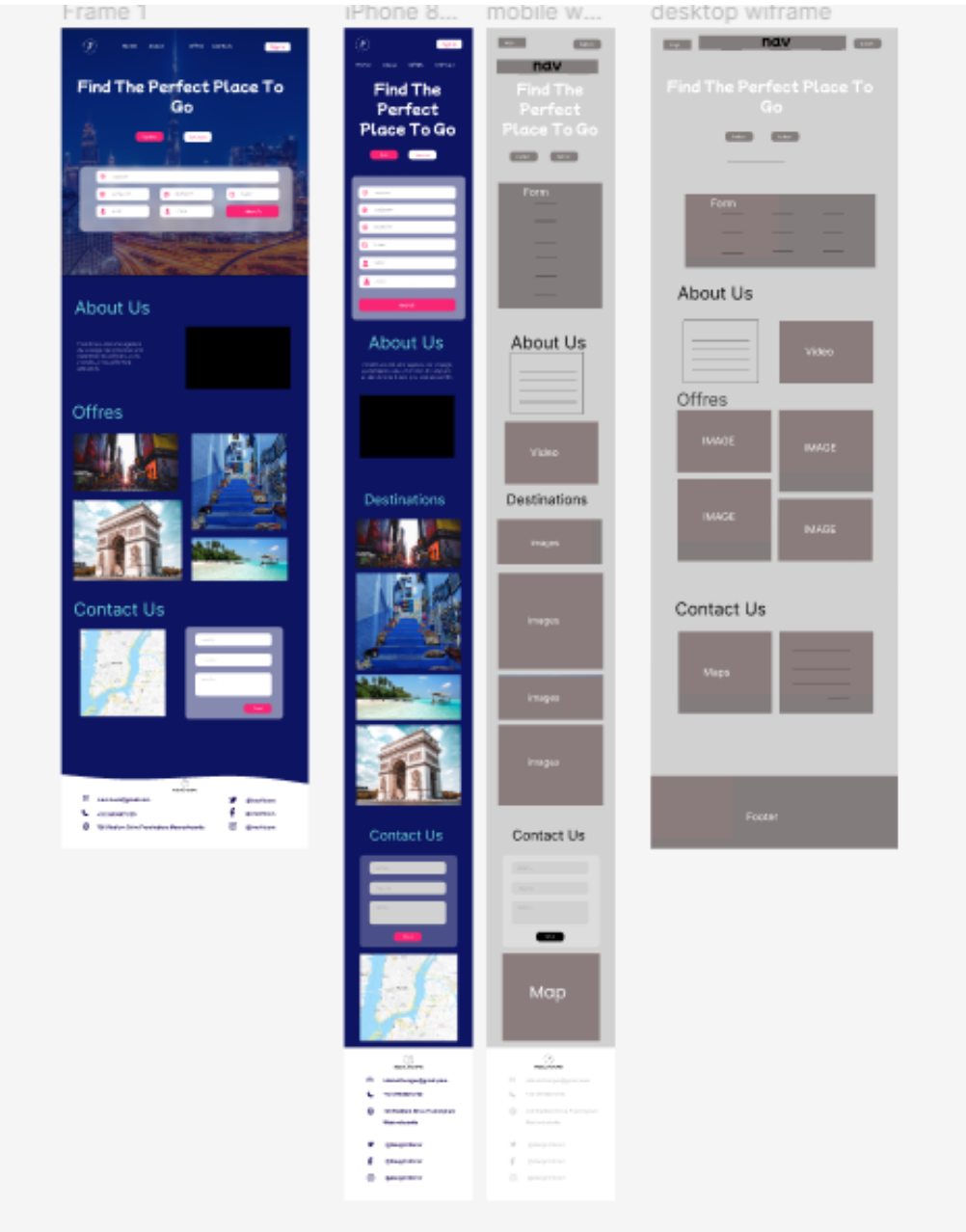
Maquette (Desktop
et Mobile)

Code source (index.html
et style.css)

Charte graphique (Google Docs)



Maquette (Desktop et Mobile)



MaquetteCode source (index.html et style.css) (Desktop et Mobile)

```
index.html X
index.html > html > body > div.home > main
119 |     </form>
120 | </div>
121 |
122 | </section>
123 | <!--=====
124 | -----about-us-----
125 | =====>
126 |
127 | <section class="about-us">
128 |     
129 |     <h4>About Us</h4>
130 |
131 |     <div class="about-content">
132 |         <p>
133 |             Insolitours est une agence de voyage qui propose une selection de
134 |             séjours et de circuits à des prix très attractifs
135 |         </p>
136 |         <video
137 |             width="50%"
138 |             controls
139 |             autoplay
140 |             muted
141 |             src="./video/Travel Agency Video.mp4"
142 |             type="video/mp4"></video>
143 |     </div>
144 | </section>
145 | <!--=====
146 | -----destination-----
147 | =====>
148 | <section class="destination">
149 |     <h4>Offers</h4>
150 |     <div class="destination-content">
151 |         <div class="new-york">
152 |             
153 |             <div class="price">
154 |                 <h5>New York</h5>
155 |                 <span>From</span>
156 |                 <h5>800</h5>
157 |                 <p>USD | Round trip</p>
158 |                 <div class="buttons">
159 |                     <button>Buy Ticket</button>
160 |                     <button>Order</button>
161 |                 </div>
162 |             </div>
```

```

256 /*=====
257 ===== wave=====
258 =====*/
259
260 .home-wave {
261     position: absolute;
262     width: 100%;
263     height: 20%;
264     top: 112vh;
265     left: 0;
266     z-index: -1;
267 }
268
269 /*=====
270 =====about us=====
271 =====*/
272 .about-us {
273     margin-top: 100rem;
274     padding: 5rem 0;
275     width: 90%;
276     margin: auto;
277     z-index: 100;
278 }
279 h4 {
280     font-size: 5rem;
281     color: #6fd9fd;
282     z-index: 100;
283     margin-top: 5rem;
284 }
285 .about-content {
286     display: flex;
287     align-items: center;
288     justify-content: center;
289 }
290 .about-content p {
291     color: #ffff;
292     font-size: 2rem;
293     opacity: 0.6;
294     padding-right: 7rem;
295 }
296 /*=====
297 =====destination=====
298 =====*/
299 .destination {
300     width: 90%;
301     margin: auto;
302 }

```

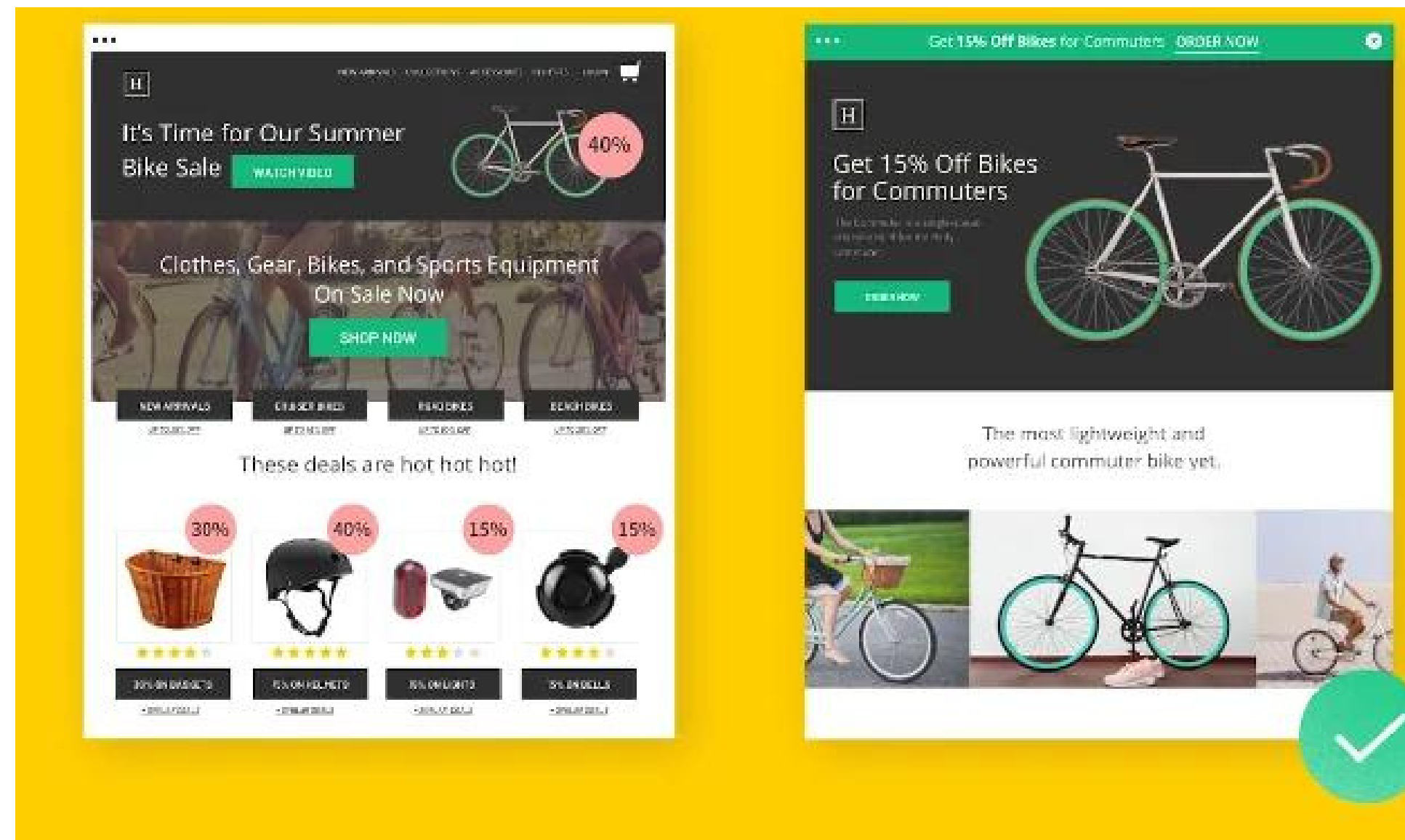
I. What Is a Landing Page?

A landing page is a standalone web page that potential customers can “land” on when they click through from an email, ad, or other digital location. A landing page aims to capture information from contacts in exchange for something of value, such as a retail offer code or business-to-business (B2B) insights in the form of a white paper.



II. Difference Between a Homepage and a Landing Page:

Below we've got a homepage and a landing page laid out side by side. See how the homepage has tons of links and the landing page has only one? That's pretty typical.



III. Components of a Landing Page

there are five core elements that every high-converting landing page must have:

- A unique selling proposition (USP)
- A hero image or video
- The benefits of your offering
- Some form of social proof
- A single conversion goal (or your call to action)



**thanks for your
attention**