

SaaS-Style Landing Page + Sign-Up Workflow

1. Introduction

The *SaaS-Style Landing Page + Sign-Up Workflow* project is a full-stack web application built to demonstrate how a Software-as-a-Service (SaaS) platform manages its user onboarding process.

It integrates a modern, responsive landing page with a working user registration system and automated email verification. The main objective is to simulate how SaaS startups convert visitors into verified users by combining front end design with backend logic.

2. Abstract

This project represents a simplified version of a SaaS product onboarding workflow. Users can sign up using an email ID, and the system automatically sends a verification email to confirm registration.

The frontend uses **HTML, CSS, and JavaScript** for interface design, while the backend uses **Node.js** and **Express.js** to handle data and communication. The user details are stored in **MongoDB**, and **Nodemailer** manages email verification.

This full-stack integration demonstrates practical implementation of modern web technologies for real-world applications.

3. Tools and Technologies Used

- **Frontend:** HTML5, CSS3, JavaScript
- **Backend:** Node.js, Express.js
- **Database:** MongoDB
- **Email Service:** Nodemailer
- **Environment Management:** dotenv
- **Version Control:** Git & GitHub

- **Deployment:** GitHub Pages / Render / Vercel

4. Steps Involved in Building the Project

1. **Project Setup:** Created folder structure and installed Node.js dependencies.
2. **Frontend Design:** Built landing page with sections like Home, Features, and Sign-Up.
3. **Backend Development:** Implemented Express.js routes for registration and verification.
4. **Database Integration:** Connected MongoDB to store user data securely.
5. **Email Verification:** Configured Nodemailer for automated confirmation emails.
6. **Testing & Deployment:** Verified complete workflow and deployed on GitHub Pages and Render.

5. Conclusion

The *SaaS-Style Landing Page + Sign-Up Workflow* project successfully demonstrates the complete SaaS onboarding flow — from an engaging landing page to secure user registration and automated email verification.

It integrates both front-end and backend technologies, offering practical exposure to full-stack web development. This project can be extended with advanced features like login authentication, password reset, and analytics for a more robust SaaS platform.