

## Project Design Phase II

### Technical Architecture

Date	4 November 2023
Team ID	NM2023TMID02678
Project Name	How to create a landing page in hubspot

HubSpot landing pages are built on a scalable and reliable architecture that uses a content management system (CMS), content delivery network (CDN), web application firewall (WAF), load balancer, and web servers. When a visitor requests a landing page, the request is routed to the load balancer, which distributes it to one of the web servers. The web server retrieves the landing page content from the CDN and delivers it to the visitor. If the visitor submits a form, the form data is submitted to the CMS, which validates and stores it in the CRM. The HubSpot landing page architecture is also designed to be responsive, fast, SEO-friendly, and trackable.

