



Outburst Agency – About Page Frontend Tutorial

Introduction

This tutorial walks you through building the **About Us** page for the Outburst Agency website, first using **HTML and CSS**, and then rebuilding it in **React**.

Like the Contact page tutorial, the goal is to help you understand layout, design consistency, and reusable components, while maintaining the brand's clean aesthetic.

You will:

- Structure the layout with HTML
- Make it visually engaging using CSS
- Recreate the same layout using React for scalability
- Keep it responsive and professional using the same design system as the Contact page



Part 1: HTML & CSS Version

Chapter 1: Project Setup

We begin by creating the project folder and required files.

1.1 Create Folder & Files

In your terminal:

```
cd outburst-about
```

```
touch about.html about.css
```

Inside the assets/ folder, add:

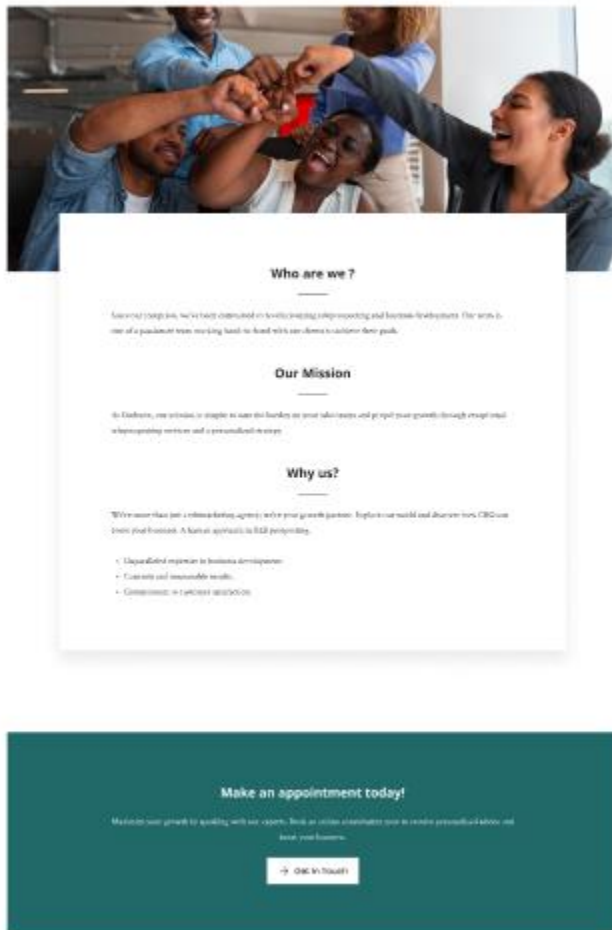
- *Logo.png* – Company logo
- *fb-icon.png, ig-icon.png, Li-icon.png* – Social icons

Chapter 2: Writing the HTML (about.html)

HTML defines the structure of the About page.

Page Layout:

- Header
- Content section:
 - “Who we are?”
 - “Our Difference”
 - “Why Us?”
- CTA banner
- Footer (same as Contact page)



Here is our UI/UX design



Paste the following code into about.html:

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8" />
  <meta name="viewport" content="width=device-width, initial-scale=1.0"/>
  <title>About | Outburst</title>
  <!-- Import global styles -->
  <link rel="stylesheet" href="styles.css"/>
  <!-- Page-specific styles -->
  <link rel="stylesheet" href="about.css"/>
</head>
<body>

  <!-- Header -->
  <header>
    
    <nav>
      <ul>
        <li><a href="#">Home</a></li>
        <li><a href="#">Services</a></li>
        <li><a href="#" class="active">About</a></li>
        <li><a href="#">Contact</a></li>
      </ul>
    </nav>
  </header>

  <!-- Main Section -->
  <main class="about-wrapper">

    <!-- Hero Image Background -->
    <section class="about-hero">
      
    </section>

    <!-- Overlapping Content Box -->
    <section class="about-content">
      <h2>Who are we ?</h2>
      <p>Since our inception, we've been committed to revolutionizing teleprospecting and business development. Our story is one of a passionate team working hand-in-hand with our clients to achieve their goals.</p>
```



```
<h2>Our Mission</h2>
<p>At Outburst, our mission is simple: to ease the burden on your sales
teams and propel your growth through exceptional teleprospecting services and a
personalized strategy.</p>

<h2>Why us?</h2>
<p>We're more than just a telemarketing agency; we're your growth partner.
Explore our world and discover how CRO can boost your business. A human approach
to B2B prospecting.</p>

<ul>
  <li>Unparalleled expertise in business development.</li>
  <li>Concrete and measurable results.</li>
  <li>Commitment to customer satisfaction.</li>
</ul>
</section>

<!-- CTA Section -->
<section class="cta-section">
  <h3>Make an appointment today!</h3>
  <p class="small-text">
    We're more than just a telemarketing agency; we're your growth partner.
    Explore our world and discover how CRO can boost your business. A human approach
    to B2B prospecting.
  </p>
  <button>Get in Touch</button>
</section>
</main>

<!-- Footer -->
<div class="footer-separator"></div>
<footer>
  <div class="footer-top">
    <div class="footer-logo-section">
      
      <p class="footer-description">
        Business development, B2B teleprospecting, and tailor-made solutions to
        propel your company to excellence.
      </p>
    </div>
```



```
<div class="footer-columns">
  <div>
    <h4>Menu</h4>
    <ul>
      <li>Home</li>
      <li>Our Services</li>
      <li>About Us</li>
      <li>Contact</li>
    </ul>
  </div>
  <div>
    <h4>Services</h4>
    <ul>
      <li>Teleprospecting</li>
      <li>Outsourced Services</li>
      <li>Tailor-made Training</li>
    </ul>
  </div>
  <div>
    <h4>Resources</h4>
    <ul>
      <li>Legal notices</li>
      <li>Terms & Conditions</li>
      <li>General Terms of Use</li>
    </ul>
  </div>
</div>

<div class="footer-divider"></div>
<div class="footer-bottom">
  <p>© 2025 Outburst</p>
  <div class="social-icons">
    <a href="#"></a>
    <a href="#"></a>
    <a href="#"></a>
  </div>
</div>
</footer>

</body>
```



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</html>



Who are we ?

Since our inception, we've been committed to revolutionizing telespecting and business development. Our story is one of a passionate team working hand-in-hand with our clients to achieve their goals.

Our Mission

At Outburst, our mission is simple: to ease the burden on your sales teams and propel your growth through exceptional telespecting services and a personalized strategy.

Why us?

We're more than just a telemarketing agency; we're your growth partner. Explore our world and discover how CRO can boost your business. A human approach to B2B prospecting. Unparalleled expertise in business development. Concrete and measurable results. Commitment to customer satisfaction.

Make an appointment today!

We're more than just a telemarketing agency; we're your growth partner. Explore our world and discover how CRO can boost your business. A human approach to B2B prospecting.

[Set in Touch](#)



Business development, B2B telespecting, and tailor-made solutions to propel your company to excellence.

Menu

[Home](#)
[Our Services](#)
[About Us](#)
[Contact](#)

Services

[Telespecting](#)
[Outsourced Services](#)
[Tailor-made Training](#)

Resources

[Legal notices](#)
[Terms & Conditions](#)
[General Terms of Use](#)

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Chapter 3: Styling with CSS (about.css)

CSS styles the layout and ensures consistency with your other pages.

We cover:

Section	Purpose
Global Reset	Resets margin and box model
Header/Footer	Reused from Contact tutorial
About Content	Creates structured blocks with shadow and spacing
CTA Section	Uses brand color #216869, centered call-to-action

Make sure about.css is linked in your <head> tag!

```
<link rel="stylesheet" href="about.css" />
```

```
/* === HERO IMAGE SECTION === */
/* Large image that spans across the top */
.about-hero {
  width: 100%;
  height: 420px; /* Increased height */
  overflow: hidden;
  position: relative;
}

.hero-image {
  width: 100%;
  height: 100%;
  object-fit: cover;
  display: block;
}

/* === PAGE WRAPPER === */
/* Contains all content on the About page */
```



```
.about-wrapper {
  display: flex;
  flex-direction: column;
  align-items: center;
  padding-bottom: 60px;
}

/* === MAIN CONTENT BOX === */
/* The white box that overlaps the hero image */
.about-content {
  background-color: #ffffff;
  padding: 50px 40px;
  border-radius: 10px;
  box-shadow: 0 10px 30px rgba(0, 0, 0, 0.05);
  color: #333;
  max-width: 900px;
  margin-top: -120px; /* Pull up into image */
  text-align: center;
  z-index: 2;
  position: relative;
}

/* Headings inside content box */
.about-content h2 {
  margin-bottom: 10px;
  color: #216869;
  font-size: 22px;
}

/* Paragraphs */
.about-content p {
  margin-bottom: 25px;
  font-size: 16px;
  line-height: 1.6;
}

/* Bullet points under "Why us?" */
.about-content ul {
  list-style: disc inside;
  text-align: left;
  margin: 0 auto;
  max-width: 700px;
}
```



```
}

.about-content ul li {
  margin-bottom: 10px;
  font-size: 15px;
  line-height: 1.6;
}

/* === CTA SECTION === */
/* Dark teal box below the content */
.cta-section {
  background-color: #216869;
  color: white;
  text-align: center;
  padding: 40px 20px;
  border-radius: 10px;
  max-width: 900px;
  margin-top: 40px;
}

/* CTA heading */
.cta-section h3 {
  margin-bottom: 10px;
  font-size: 22px;
}

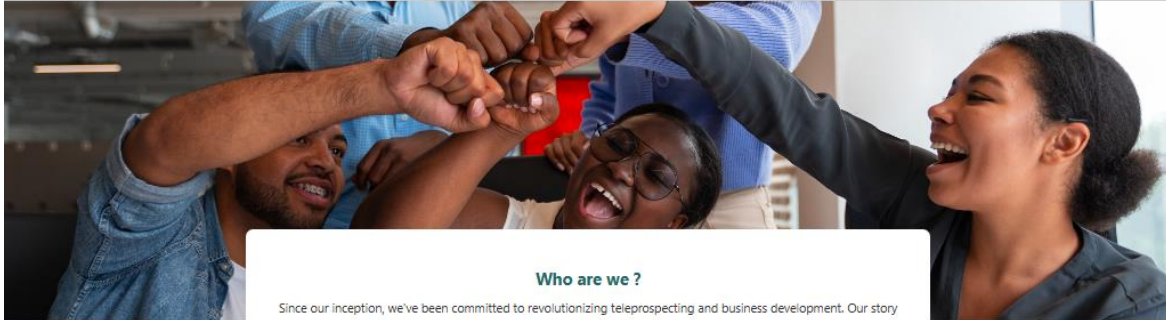
/* CTA paragraph */
.cta-section p.small-text {
  margin-bottom: 20px;
  font-size: 14px;
  line-height: 1.6;
  max-width: 800px;
  margin-left: auto;
  margin-right: auto;
}

/* CTA Button */
.cta-section button {
  background-color: white;
  color: #216869;
  border: none;
```



```
padding: 12px 24px;
font-size: 16px;
border-radius: 5px;
cursor: pointer;
font-weight: bold;
}

.cta-section button:hover {
  background-color: #f4f5f7;
}
```



Who are we ?

Since our inception, we've been committed to revolutionizing teleprospecting and business development. Our story is one of a passionate team working hand-in-hand with our clients to achieve their goals.

Our Mission

At Outburst, our mission is simple: to ease the burden on your sales teams and propel your growth through exceptional teleprospecting services and a personalized strategy.

Why us?

We're more than just a telemarketing agency; we're your growth partner. Explore our world and discover how CRO can boost your business. A human approach to B2B prospecting.

- Unparalleled expertise in business development.
- Concrete and measurable results.
- Commitment to customer satisfaction.

Make an appointment today!

We're more than just a telemarketing agency; we're your growth partner. Explore our world and discover how CRO can boost your business. A human approach to B2B prospecting.

[Get in Touch](#)



Business development, B2B teleprospecting, and tailor-made solutions to propel your company to excellence.

Menu

[Home](#)
[Our Services](#)
[About Us](#)
[Contact](#)

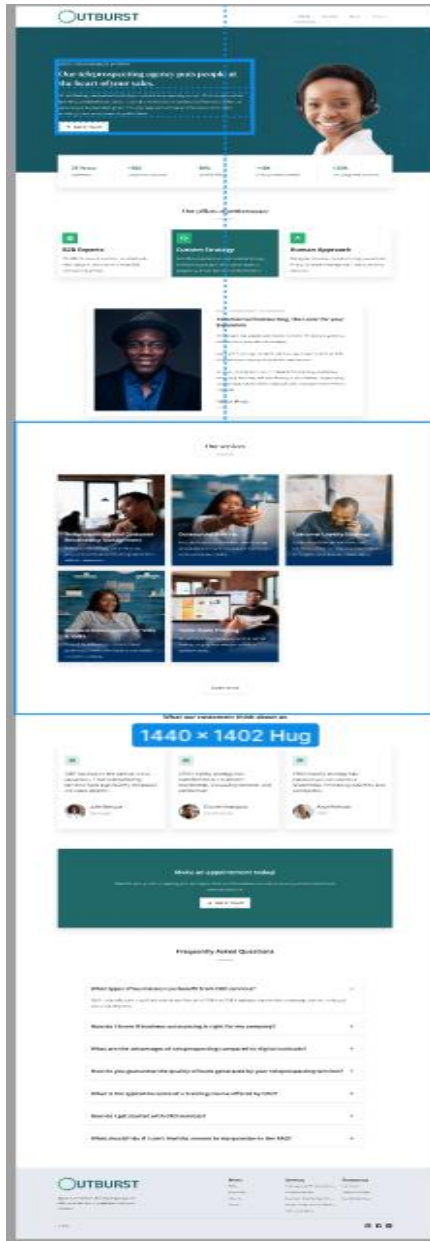
Services

[Teleprospecting](#)
[Outsourced Services](#)
[Tailor-made Training](#)

Resources

[Legal notices](#)
[Terms & Conditions](#)
[General Terms of Use](#)

Outburst Agency — Landing Page Tutorial



Here is the UI/UX Design we are given for the landing page

Introduction

In this tutorial, you'll recreate the **Outburst Agency** landing page from scratch using just HTML and CSS. This page features a clear, structured layout that combines good typography, branding, and responsive design .

By the end of this project, you'll understand how to:

- Structure clean, semantic HTML
- Style components with reusable CSS patterns
- Reproduce real UI from design using real-world frontend approaches
- Prioritize clarity, layout flow, and visual rhythm

Folder Setup

Terminal:

```
mkdir outburst-landing
cd outburst-landing
touch index.html styles.css
mkdir assets
```

Place all images (logo, hero, icons, avatars, etc.) in the /assets folder.

PART 1: Building the HTML

We'll work section by section, then layer in the CSS after the structure is done.

1. Header

HTML

```
<header>
  
  <nav>
    <ul>
      <li><a href="#" class="active">Home</a></li>
      <li><a href="#">Services</a></li>
      <li><a href="#">About</a></li>
      <li><a href="#">Contact</a></li>
    </ul>
  </nav>
</header>
```

What this does: This sets up a simple logo and horizontal navigation bar.

2. Hero Section

```
<section class="hero-section mirrored">
  <div class="hero-image mirrored-img">
    
  </div>
  <div class="hero-text">
    <h1>Boost your business growth</h1>
    <p>
      Our teleprospecting agency puts people at the heart of your sales.<br>
    </p>
  </div>
</section>
```



```
    We build lasting relationships by offering exceptional services.<br>
    Our personalized approach helps you unlock new markets and build loyalty.
  </p>
  <button>Discover Our Services</button>
</div>
</section>
```

Note: We mirror the hero image with `scaleX(-1)` to reflect the provided design.

3. Stats Bar

```
<section class="stats-bar small-centered">
  <div class="stat"><h3>25Y<br><span>experience</span></h3></div>
  <div class="stat"><h3>+500<br><span>companies</span></h3></div>
  <div class="stat"><h3>98%<br><span>client satisfaction</span></h3></div>
  <div class="stat"><h3>+10K<br><span>leads/mo</span></h3></div>
  <div class="stat"><h3>+20%<br><span>growth avg</span></h3></div>
</section>
```

These stats are compact and sit slightly overlapped into the hero section.

4. Pillars of Performance

```
<section class="pillars">
  <h2>Our pillars of performance</h2>
```

```
<div class="underline"></div>
<div class="pillar-cards">
  <div class="pillar-card light">
    
    <h4>B2B Experts</h4>
    <p>25 years of experience in B2B sales relationships.</p>
  </div>
  <div class="pillar-card dark">
    
    <h4>Custom Strategy</h4>
    <p>Tailored strategy for prospecting and business growth.</p>
  </div>
  <div class="pillar-card light">
    
    <h4>Human Approach</h4>
    <p>We prioritize meaningful client relationships.</p>
  </div>
</div>
</section>
```

5. Commitment Section

```
<section class="commitment">
  <div class="commitment-box">
    <div class="commitment-image">
      
    </div>
    <div class="commitment-text">
      <h3>Our Commitment to Growth</h3>
      <h4>Commercial Outsourcing, the Lever for your Expansion</h4>
      <p>
        At Outburst, our mission is rooted in 25 years of remote sales.<br>
        We detect, convert, and build loyalty while freeing up your sales
        team.<br>
        Choose CRO to grow sustainably and effectively.
      </p>
      <p class="ceo-name">Olivier Moula<br><span>CEO</span></p>
    </div>
  </div>
```



```
</div>
</section>
```

6. Services Grid

```
<!-- OUR SERVICES SECTION -->
<section class="services">
  <h2>Our Services</h2>

  <div class="services-grid">
    <!-- Service 1 -->
    <div class="service-card" style="background-image: url('./assets/1.png');">
      <div class="overlay">
        <div class="service-text">
          <h4>Teleprospecting & CRM</h4>
          <p>Boost your sales efficiency by outsourcing prospecting and
maintaining strong relationships with your customers.</p>
        </div>
      </div>
    </div>

    <!-- Service 2 -->
    <div class="service-card" style="background-image: url('./assets/5.png');">
      <div class="overlay">
        <div class="service-text">
          <h4>Outsourced Services</h4>
          <p>From lead acquisition to telesales, take advantage of services to
conquer new markets and build loyalty.</p>
        </div>
      </div>
    </div>

    <!-- Service 3 -->
    <div class="service-card" style="background-image: url('./assets/3.png');">
      <div class="overlay">
        <div class="service-text">
          <h4>Customer Loyalty</h4>
          <p>Create impactful initiatives from surveys to event reminders to
strengthen customer relationships.</p>
```

```

    </div>
  </div>
</div>

<!-- Service 4 -->
<div class="service-card" style="background-image: url('./assets/4.png');">
  <div class="overlay">
    <div class="service-text">
      <h4>Business Development</h4>
      <p>Support for managers in customer loyalty, prospecting, and
commercial development.</p>
    </div>
  </div>
</div>

<!-- Service 5 -->
<div class="service-card" style="background-image: url('./assets/8.png');">
  <div class="overlay">
    <div class="service-text">
      <h4>Tailor-made Training</h4>
      <p>Master teleprospecting techniques from prospecting to retention
with tailored sessions.</p>
    </div>
  </div>
</div>

<div class="services-btn">
  <button>Learn More</button>
</div>
</section>

```

7. Testimonials

```

<!-- TESTIMONIALS SECTION -->

```

```
<section class="testimonials">
  <h2>What our customers think about us</h2>

  <div class="testimonial-grid">

    <!-- Testimonial 1 -->
    <div class="testimonial-card">
      
      <p class="testimonial-text">
        "CRO has been a key partner in our expansion. Their telemarketing
        services have significantly increased our sales pipeline."
      </p>
      <div class="author-info">
        
        <div>
          <p class="testimonial-author">Julie Mengue</p>
          <span>Manager</span>
        </div>
      </div>
    </div>

    <!-- Testimonial 2 -->
    <div class="testimonial-card">
      
      <p class="testimonial-text">
        "CRO's loyalty strategy has transformed our customer relationship,
        increasing retention and satisfaction."
      </p>
      <div class="author-info">
        
        <div>
          <p class="testimonial-author">Charles Atangana</p>
          <span>Commercial</span>
        </div>
      </div>
    </div>

    <!-- Testimonial 3 -->
    <div class="testimonial-card">
      
      <p class="testimonial-text">
```



“CRO's loyalty strategy has transformed our customer relationship, increasing retention and satisfaction.”

```
</p>
<div class="author-info">
  
  <div>
    <p class="testimonial-author">Alice Kenfack</p>
    <span>DRH</span>
  </div>
</div>
</div>
</div>
</section>
```

8. CTA (Appointment)

```
<section class="cta-section">
  <h3>Make an appointment today!</h3>
  <p>Get personalized advice to unlock your business potential.</p>
  <button>Book Now</button>
</section>
```

9. FAQ

```
<!-- FAQ SECTION -->
<section class="faq">
  <h2>Frequently Asked Questions</h2>
```

```
<details>
  <summary>What types of businesses can benefit from CRO services?</summary>
  <p>CRO is primarily aimed at small and medium-sized businesses (SMBs and
SMEs) seeking to improve their prospecting, customer loyalty, and business
development.</p>
</details>

<details>
  <summary>How do I know if business outsourcing is right for my
company?</summary>
  <p>We'll assess your needs together during a consultation and provide
transparent feedback based on your goals.</p>
</details>

<details>
  <summary>What are the advantages of teleprospecting compared to digital
methods?</summary>
  <p>Teleprospecting builds real, human connections and gets direct responses
faster than passive digital campaigns.</p>
</details>

<details>
  <summary>How do you guarantee the quality of leads generated by your
teleprospecting services?</summary>
  <p>We use detailed ICP frameworks, qualified databases, and experienced
reps to ensure high match accuracy.</p>
</details>

<details>
  <summary>What is the typical duration of a training course offered by
CRO?</summary>
  <p>Our trainings are modular: from 1-day intensives to 4-week bootcamps
depending on the team and goals.</p>
</details>

<details>
  <summary>How do I get started with CRO services?</summary>
  <p>Just click "Get in Touch" above and we'll walk you through your next
steps in a free consult.</p>
</details>
```

```
</section>
```

10. Footer

```
<!-- FOOTER -->
<div class="footer-separator"></div>
<footer>
  <div class="footer-top">
    <div class="footer-logo-section">
      
      <p class="footer-description">
        Business development, B2B teleprospecting, and tailor-made solutions to
        propel your company to excellence.
      </p>
    </div>
    <div class="footer-columns">
      <div>
        <h4>Menu</h4>
        <ul>
          <li>Home</li>
          <li>Our Services</li>
          <li>About Us</li>
          <li>Contact</li>
        </ul>
      </div>
      <div>
        <h4>Services</h4>
        <ul>
          <li>Teleprospecting</li>
          <li>Outsourced SDRs</li>
          <li>Custom Campaigns</li>
        </ul>
      </div>
      <div>
        <h4>Resources</h4>
        <ul>
          <li>Legal notices</li>

```

```

        <li>Terms & Conditions</li>
        <li>Privacy Policy</li>
      </ul>
    </div>
  </div>
</div>
<div class="footer-divider"></div>
<div class="footer-bottom">
  <p>© 2025 Outburst</p>
  <div class="social-icons">
    <a href="#"></a>
    <a href="#"></a>
    <a href="#"></a>
  </div>
</div>
</footer>

```

All these will be added

PART 2: Styling with CSS

SECTION 1: Hero Section (Mirrored Layout)

```

/* === HERO SECTION: FULL-WIDTH SPLIT WITH TEXT AND IMAGE === */
/* The .hero-section and .mirrored class share the same styles */
.hero-section,
.hero-section.mirrored {
  display: flex; /* Arrange children side by side (text + image) */
  justify-content: space-between; /* Push text to right, image to left */
  align-items: center; /* Vertically center align content */
  padding: 80px 50px 60px; /* Top and side spacing for breathing room */
  background-color: #216869; /* Brand green background */
  color: white; /* Make text white for contrast */
  flex-wrap: wrap; /* Allows layout to adjust on smaller screens */
  gap: 40px; /* Spacing between image and text */
  flex-direction: row-reverse; /* Text goes to the right, image to the left */
}

/* === IMAGE: Flip it horizontally to face text === */

```

```
.hero-image.mirrored-img img {
  transform: scaleX(-1); /* Mirror image horizontally */
}

/* === TEXT CONTAINER STYLES === */
.hero-text {
  flex: 1; /* Allow it to grow and fill space */
  min-width: 300px; /* Ensures responsiveness */
}

.hero-text h1 {
  font-size: 36px; /* Large headline */
  margin-bottom: 20px;
}

.hero-text p {
  font-size: 16px; /* Comfortable reading size */
  line-height: 1.6; /* Improves readability */
  margin-bottom: 20px;
}

.hero-text button {
  background-color: white; /* Stand out against green */
  color: #216869; /* Match brand green */
  padding: 12px 24px;
  font-size: 16px;
  border: none;
  border-radius: 5px;
  cursor: pointer;
  font-weight: bold;
}

/* === IMAGE CONTAINER === */
.hero-image {
  flex: 1;
  text-align: center; /* Center the image horizontally */
}

.hero-image img {
  max-width: 100%; /* Responsive image */
  height: auto;
}
```




}

Boost your business growth

Our teleprospecting agency puts people at the heart of your sales. We build lasting relationships by offering exceptional teleprospecting services. With our personalized approach and telemarketing expertise, we help you discover new markets, build customer loyalty, and optimize your business development. Free your sales team to focus on what matters most, while benefiting from a steady stream of qualified leads.

[Discover Our Services](#)



SECTION 2: Stats Bar (Compact and Overlapping Hero)

```
/* === STATS BAR: COMPACT SECTION WITH COMPANY HIGHLIGHTS === */
.stats-bar.small-centered {
  background-color: #ffffff; /* Contrast with green hero */
  box-shadow: 0 4px 16px rgba(0, 0, 0, 0.05); /* Light elevation */
  padding: 20px 30px;
  display: flex; /* Align stats in one row */
  justify-content: center; /* Center the stat group */
  align-items: center;
  gap: 40px; /* Space between stats */
}
```

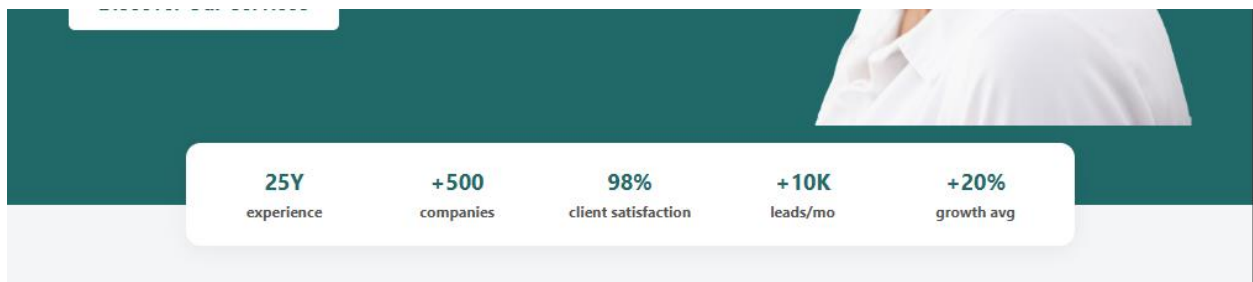


```
max-width: 1000px;
margin: -50px auto 40px auto; /* Pull it up into the hero slightly */
border-radius: 12px; /* Slight rounding for modern feel */
position: relative;
z-index: 2; /* Ensure it stays above background */
flex-wrap: nowrap;
flex-shrink: 1;
}

/* === INDIVIDUAL STAT BLOCK === */
.stats-bar .stat {
  text-align: center;
  flex: 0 1 auto;
  min-width: 100px; /* Prevent shrinking too small */
}

/* === NUMBER AND LABEL INSIDE EACH STAT === */
.stats-bar h3 {
  font-size: 18px;
  color: #216869; /* Brand green for emphasis */
  margin: 0;
  line-height: 1.3;
}

.stats-bar h3 span {
  font-size: 12px;
  color: #555;
  display: block;
  margin-top: 4px;
}
```



SECTION 3: Pillars of Performance

This section presents **three square cards** that highlight the company's foundational strengths.

```
/* === PILLARS SECTION: INTRO TO CORE VALUES === */
```

```
.pillars {
  padding: 60px 50px;
  text-align: center;
  background-color: #ffffff; /* Clean and neutral base */
}

/* Section title styling */
.pillars h2 {
  font-size: 22px;
  color: #000000; /* Black title for strong visual anchor */
  margin-bottom: 10px;
  position: relative;
  display: inline-block;
}

/* Decorative underline below heading */
.pillars h2::after {
  content: '';
  display: block;
  width: 40px;
  height: 3px;
  background-color: #216869; /* Brand color */
  margin: 10px auto 30px;
}

/* Container for all 3 pillar cards */
.pillar-cards {
  display: flex;
```



```
justify-content: center;
flex-wrap: wrap; /* Makes it responsive */
gap: 20px; /* Space between cards */
}

/* === INDIVIDUAL CARD STYLING === */
.pillar-card {
  width: 220px;
  height: 220px;
  padding: 20px;
  background-color: #fff;
  box-shadow: 0 0 10px rgba(0, 0, 0, 0.05); /* Subtle depth */
  text-align: center;
  transition: transform 0.2s ease;
  border-radius: 0; /* Perfect square */
  display: flex;
  flex-direction: column;
  align-items: center;
  justify-content: center;
}

/* Card on hover lifts slightly */
.pillar-card:hover {
  transform: translateY(-4px);
}

/* Dark card variation */
.pillar-card.dark {
  background-color: #216869;
  color: #fff;
}

/* Light card variation */
.pillar-card.light {
  background-color: #ffffff;
  color: #333;
}


/* Icon at the top */
.pillar-card img {
  width: 30px;
```

```
margin-bottom: 12px;
}

/* Card heading */
.pillar-card h4 {
  font-size: 16px;
  margin-bottom: 8px;
}

/* Supporting text */
.pillar-card p {
  font-size: 13px;
  line-height: 1.5;
}
```


Our pillars of performance



B2B
Expe
Icon

B2B Experts


We offer 25 years of experience in remote sales relationships to guarantee exceptional B2B telemarketing services.



Cust
Strat
Icon

Custom Strategy

Each client benefits from a personalized strategy, developed according to their specific needs in prospecting, loyalty and business development.



Hum
App
Icon

Human Approach

Our agency prioritizes people, creating personal and lasting interactions between your business and your customers.

SECTION 4: Commitment (Image + Text Box)

This section introduces the **CEO quote** and positions the company's mission.

```
/* === COMMITMENT SECTION: IMAGE + QUOTE SIDE-BY-SIDE === */
.commitment {
  display: flex;
  justify-content: center;
  padding: 60px 50px;
  background-color: #f4f5f7; /* Light gray background */
}

/* White box container */
.commitment-box {
  display: flex;
  max-width: 800px;
  height: 300px;
  background-color: white;
  box-shadow: 0 8px 24px rgba(0, 0, 0, 0.05); /* Elevation */
  overflow: hidden;
  flex-wrap: wrap;
  border-radius: 0; /* Square shape, no rounded edges */
}

/* === IMAGE (Left side) === */
.commitment-image {
  flex: 1;
  min-width: 250px;
  max-width: 300px;
  height: 100%;
  overflow: hidden;
}

.commitment-image img {
  width: 100%;
  height: 100%;
  object-fit: cover; /* Makes image cover container perfectly */
}

/* === TEXT (right side) === */
.commitment-text {
  flex: 2;
  padding: 25px;
  background-color: white;
}
```



```
}

.commitment-text h3 {
  color: #216869;
  font-size: 20px;
  margin-bottom: 8px;
}

.commitment-text h4 {
  font-size: 16px;
  margin-bottom: 15px;
  color: #000;
}

.commitment-text p {
  font-size: 13px;
  line-height: 1.5;
  margin-bottom: 10px;
}

/* === CEO attribution === */
.commitment-text .ceo-name {
  font-weight: bold;
  margin-top: 10px;
  font-size: 13px;
  color: #216869;
}

.commitment-text .ceo-name span {
  font-weight: normal;
  display: block;
  font-size: 12px;
  color: #555;
}
```



Our Commitment to Growth

Commercial Outsourcing, the Lever for your Expansion

At Outburst, our mission statement is rooted in 25 years of experience dedicated to remote sales relationships.

Our goal? To leverage our skills and client expertise to meet your B2B telemarketing and prospecting service requirements.

As an essential partner, we are committed to listening, monitoring, identifying, detecting, and contributing to your business by generating genuine leads. Choose CRO and propel your company to new horizons of growth.

Olivier Moula

SECTION 5: Services Grid (Overlay Cards)

This is where we display the **actual services** offered — each service appears as a **square card** with a background image, dark overlay, and supporting text.

```
/* === OUR SERVICES SECTION === */
.services {
  padding: 60px 50px;
  background-color: #ffffff;
  text-align: center;
}

/* Section title */
.services h2 {
  font-size: 24px;
  color: #000;
  margin-bottom: 40px;
  position: relative;
}
```




```
/* Grid container for service cards */
.services-grid {
  display: flex;
  flex-wrap: wrap;
  gap: 20px;
  justify-content: center;
}

/* === INDIVIDUAL SERVICE CARD === */
.service-card {
  width: 240px;
  height: 240px;
  background-size: cover; /* Cover the entire square */
  background-position: center;
  position: relative;
  overflow: hidden;
  display: flex;
  align-items: flex-end; /* Content at the bottom */
  color: white;
}

/* Overlay applied on top of image using linear gradient */
.service-card .overlay {
  width: 100%;
  height: 100%;
  background: linear-gradient(to top, rgba(0, 49, 100, 0.85), rgba(0, 49, 100, 0.05));
  display: flex;
  align-items: flex-end;
  padding: 20px;
  box-sizing: border-box;
}

/* Text content inside the overlay */
.service-text {
  text-align: left;
}

.service-text h4 {
  font-size: 16px;
  margin-bottom: 8px;
  font-weight: bold;
}
```



```
}

.service-text p {
  font-size: 13px;
  line-height: 1.4;
}

/* Optional call-to-action button below cards */
.services-btn {
  margin-top: 30px;
}

.services-btn button {
  background-color: #216869;
  color: white;
  border: none;
  padding: 12px 24px;
  font-size: 15px;
  border-radius: 5px;
  cursor: pointer;
}

.services-btn button:hover {
  background-color: #1b5e5e;
}
```



Our Services

Teleprospecting & CRM

Boost your sales efficiency by outsourcing prospecting and maintaining strong relationships with your customers.

Outsourced Services

From lead acquisition to telesales, take advantage of services to conquer new markets and build loyalty.

Customer Loyalty

Create impactful initiatives from surveys to event reminders to strengthen customer relationships.

Business Development

Support for managers in customer loyalty, prospecting, and commercial development.

Tailor-made Training

Master teleprospecting techniques from prospecting to retention with tailored sessions.

[Learn More](#)

SECTION 6: Testimonials

Now let's showcase real client feedback in neatly styled **testimonial cards**, each with an avatar and quote.

```
/* === TESTIMONIALS SECTION === */
.testimonials {
  padding: 60px 50px;
  background-color: #ffffff;
  text-align: center;
}

/* Section title */
.testimonials h2 {
  font-size: 20px;
  color: #000;
  margin-bottom: 30px;
}

/* Layout container for testimonial cards */
.testimonial-grid {
  display: flex;
  flex-wrap: wrap;
  justify-content: center;
  gap: 20px;
}

/* Individual testimonial card */
.testimonial-card {
  width: 240px;
  background-color: #f4f5f7;
  padding: 20px 16px 16px;
  box-shadow: 0 4px 16px rgba(0, 0, 0, 0.05);
  text-align: left;
  position: relative;
}

/* Decorative quote icon in top-left */
```

```
.quote-icon {
  width: 20px;
  position: absolute;
  top: 12px;
  left: 16px;
  opacity: 0.3;
}

/* Main testimonial quote */
.testimonial-text {
  font-size: 13px;
  font-style: italic;
  color: #333;
  line-height: 1.6;
  margin-top: 30px;
  margin-bottom: 20px;
}


/* Author info block */
.author-info {
  display: flex;
  align-items: center;
  gap: 10px;
}

/* Small circular image of the speaker */
.author-img {
  width: 36px;
  height: 36px;
  border-radius: 50%;
  object-fit: cover;
  border: 2px solid #216869;
}

/* Author name + role */
.testimonial-author {
  font-weight: bold;
  font-size: 14px;
  color: #216869;
  margin: 0;
}
```


```
.author-info span {
  font-size: 12px;
  color: #555;
}
```

What our customers think about us




Qu

"CRO has been a key partner in our expansion. Their telemarketing services have significantly increased our sales pipeline."




Julie Mengue
Manager




Qu

"CRO's loyalty strategy has transformed our customer relationship, increasing retention and satisfaction."




Charles Atangana
Commercial



Qu

"CRO's loyalty strategy has transformed our customer relationship, increasing retention and satisfaction."



Alice Kenfack
DRH

SECTION 7: Call to Action (CTA)

This section is where we invite the visitor to take the next step. It's styled consistently with the rest of the site, using the brand green background and a white button.

```
/* === CTA SECTION === */
.cta-section {
  background-color: #216869; /* Brand green background */
  color: white; /* White text */
  text-align: center;
  padding: 60px 20px;
}

.cta-section h3 {
  font-size: 22px;
  margin-bottom: 10px;
}
```

```
.cta-section p {  
  font-size: 15px;  
  margin-bottom: 20px;  
  max-width: 700px;  
  margin-left: auto;  
  margin-right: auto;  
}  
  
.cta-section button {  
  background-color: white;  
  color: #216869;  
  border: none;  
  padding: 12px 24px;  
  font-size: 16px;  
  border-radius: 5px;  
  cursor: pointer;  
  font-weight: bold;  
  transition: background-color 0.2s ease;  
}  
  
.cta-section button:hover {  
  background-color: #f4f5f7; /* Slight hover background */  
}
```

Make an appointment today!

Maximize your growth by speaking with our experts. Book an online consultation now to receive personalized advice and boost your business.

[Get in Touch](#)

SECTION 8: FAQ (Frequently Asked Questions)

Now we help visitors get clarity with collapsible answers just pure HTML and CSS.

```
/* === FAQ SECTION === */
.faq {
  padding: 60px 50px;
  max-width: 800px;
  margin: 0 auto;
}

/* Title */
.faq h2 {
  color: #216869;
  margin-bottom: 20px;
}

/* Each collapsible item */
.faq details {
  background: #f9f9f9;
  padding: 15px 20px;
  border-radius: 5px;
  margin-bottom: 15px;
  cursor: pointer;
}

.faq summary {
  font-weight: bold;
  cursor: pointer;
}
```




Frequently Asked Questions

- ▶ What types of businesses can benefit from CRO services?
- ▶ How do I know if business outsourcing is right for my company?
- ▶ What are the advantages of teleprospecting compared to digital methods?
- ▶ How do you guarantee the quality of leads generated by your teleprospecting services?
- ▶ What is the typical duration of a training course offered by CRO?
- ▶ How do I get started with CRO services?

SECTION 9: Footer

The footer rounds out the landing page. It includes navigational links, the company mission, and social icons.

```
/* === FOOTER === */
footer {
  background-color: #e9ecef;
  padding: 60px 50px 30px;
  display: flex;
  flex-direction: column;
}
```



```
/* Top section: Logo + nav columns */
```

```
.footer-top {  
  display: flex;  
  justify-content: space-between;  
  flex-wrap: wrap;  
  gap: 50px;  
}
```

```
/* Logo and short text */
```

```
.footer-logo-section {  
  flex: 1;  
  min-width: 250px;  
}
```

```
.footer-logo {  
  width: 140px;  
  margin-bottom: 10px;  
}
```

```
.footer-description {  
  font-size: 14px;  
  color: #333;  
  line-height: 1.6;  
}
```

```
/* Right-side nav links */
```

```
.footer-columns {  
  display: flex;  
  gap: 60px;  
  flex: 2;  
  flex-wrap: wrap;  
  justify-content: flex-end;  
}
```

```
.footer-columns h4 {  
  font-size: 16px;  
  font-weight: bold;  
  margin-bottom: 10px;  
}
```

```
.footer-columns ul {
```

```
list-style: none;
padding: 0;
}

.footer-columns li {
  font-size: 14px;
  color: #333;
  margin-bottom: 6px;
}

/* Divider between top and bottom */
.footer-divider {
  height: 1px;
  background-color: #ccc;
  margin: 30px 0;
}

/* Bottom: copyright + social icons */
.footer-bottom {
  display: flex;
  justify-content: space-between;
  align-items: center;
  flex-wrap: wrap;
}

.footer-bottom p {
  font-size: 14px;
  color: #666;
}

.social-icons {
  display: flex;
  gap: 20px;
}

.social-icons img {
  width: 20px;
  height: 20px;
  filter: grayscale(100%);
  transition: filter 0.2s ease;
}
```

```
.social-icons img:hover {  
  filter: grayscale(0%);  
}
```



Business development, B2B teleprospecting,
and tailor-made solutions to propel your
company to excellence.

Menu

[Home](#)
[Our Services](#)
[About Us](#)
[Contact](#)

Services

[Teleprospecting](#)
[Outsourced SDRs](#)
[Custom Campaigns](#)

Resources

[Legal notices](#)
[Terms & Conditions](#)
[Privacy Policy](#)

Conclusion





You've now completed a clean, production-style landing page using just HTML and CSS.

What you've practiced:

- Semantic layout and hierarchy
- Flexbox and responsive thinking
- Building reusable visual blocks
- Staying true to a UI/UX vision without over-engineering

Outburst Services Page

This page showcases all services offered by Outburst , structured into a clean, responsive grid of service blocks with background images and overlays based on the UI/UX Design wweve been given.

Page Goals

- Display six key services in square or rectangular blocks
- Use background images with an overlay gradient
- Place text (heading + description) on the lower portion of each block
- Consistent padding, spacing, and mobile-responsiveness

File Setup

You'll only need:

- `services.html`
- `styles.css` (we'll extend it)
- `assets/` folder for service images

Step 1: `services.html`

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8" />
  <meta name="viewport" content="width=device-width, initial-scale=1.0"/>
  <title>Outburst | Services</title>
  <link rel="stylesheet" href="styles.css" />
</head>
<body>

  <!-- Header -->
  <header>
    
    <nav>
      <ul>
        <li><a href="#">Home</a></li>
        <li><a href="#" class="active">Services</a></li>
        <li><a href="#">About</a></li>
        <li><a href="#">Contact</a></li>
      </ul>
    </nav>
  </header>

  <!-- Services Intro -->
  <section class="services-intro">
    <h1>We fuel your success</h1>
```

```
<p>
  Our services are designed to help your business grow, scale, and connect
  with customers. From prospecting to loyalty, we cover the full sales cycle.
</p>
```

```
</section>
```

```
<!-- Service 1 -->
```

```
<section class="service-block">
```

```
  <div class="service-image">
```

```
    
```

```
  </div>
```

```
  <div class="service-text">
```

```
    <h2>Teleprospecting & CRM</h2>
```

```
    <ul>
```

```
      <li>Outsource cold calling and appointment setting</li>
```

```
      <li>Engage and qualify leads at scale</li>
```

```
      <li>Build meaningful first contact experiences</li>
```

```
    </ul>
```

```
  </div>
```

```
</section>
```

```
<!-- Service 2 (Image on Right) -->
```

```
<section class="service-block reverse">
```

```
  <div class="service-image">
```

```
    
```

```
  </div>
```

```
  <div class="service-text">
```

```
    <h2>Outsourced Services</h2>
```

```
    <ul>
```

```
      <li>Lead generation through every channel</li>
```

```
      <li>Scripted telesales and follow-up</li>
```

```
      <li>Multilingual support when needed</li>
```

```
    </ul>
```

```
  </div>
```

```
</section>
```

```
<!-- Service 3 -->
```

```
<section class="service-block">
```

```
  <div class="service-image">
```

```
    
```

```
  </div>
```

```
  <div class="service-text">
```



```

<h2>Customer Loyalty Strategy</h2>
<ul>
  <li>Satisfaction surveys and follow-ups</li>
  <li>Event and reactivation campaigns</li>
  <li>Strengthen client relationships</li>
</ul>
</div>
</section>

<!-- Service 4 -->
<section class="service-block reverse">
  <div class="service-image">
    
  </div>
  <div class="service-text">
    <h2>Business Development for SMEs</h2>
    <ul>
      <li>SME strategy and consulting</li>
      <li>Hands-on support for growth</li>
      <li>Outbound systems built for scale</li>
    </ul>
  </div>
</section>

<!-- Service 5 -->
<section class="service-block">
  <div class="service-image">
    
  </div>
  <div class="service-text">
    <h2>Tailor-made Training</h2>
    <ul>
      <li>Live and virtual sessions</li>
      <li>From prospecting to negotiation</li>
      <li>Build confident, high-performing reps</li>
    </ul>
  </div>
</section>

<!-- CTA -->
<section class="cta-section">
  <h3>Make an appointment today!</h3>

```

```

    <p>Let's talk about how we can support your growth. Get in touch with our
experts now.</p>
    <button>Get in Touch</button>
</section>

<!-- Footer -->
<footer>
    <div class="footer-top">
        <div class="footer-logo-section">
            
            <p>Business development, B2B teleprospecting, and tailored growth
solutions.</p>
        </div>
        <div class="footer-columns">
            <div>
                <h4>Menu</h4>
                <ul><li>Home</li><li>Services</li><li>About</li><li>Contact</li></ul>
            </div>
            <div>
                <h4>Resources</h4>
                <ul><li>Legal</li><li>Terms</li><li>Privacy</li></ul>
            </div>
        </div>
        <div class="footer-bottom">
            <p>© 2025 Outburst</p>
        </div>
    </footer>

</body>
</html>

```

Step 2: Extend styles.css

```
/* === Services Page Intro === */
```



```
.services-intro {
  text-align: center;
  padding: 60px 40px 30px;
  background-color: #f4f5f7;
}

.services-intro h1 {
  font-size: 28px;
  color: #216869;
  margin-bottom: 10px;
}

.services-intro p {
  font-size: 16px;
  color: #444;
  max-width: 700px;
  margin: 0 auto;
}

/* === Horizontal Service Blocks === */
.service-block {
  display: flex;
  padding: 40px 50px;
  align-items: center;
  gap: 40px;
  flex-wrap: wrap;
  background-color: white;
}

.service-block.reverse {
  flex-direction: row-reverse;
}

.service-image {
  flex: 1;
  min-width: 280px;
}

.service-image img {
  width: 100%;
  border-radius: 8px;
}
```

```
}  
  
.service-text {  
  flex: 1;  
  min-width: 280px;  
}  
  
.service-text h2 {  
  font-size: 22px;  
  color: #216869;  
  margin-bottom: 15px;  
}  
  
.service-text ul {  
  list-style: disc;  
  padding-left: 20px;  
  font-size: 15px;  
  color: #444;  
  line-height: 1.6;  
}  
  
.service-text li {  
  margin-bottom: 10px;  
}
```



[Home](#) [Services](#) [About](#) [Contact](#)

We fuel your success

Each service is designed to support a specific part of your sales lifecycle — from outreach to retention.



Teleprospecting & CRM

- Outsource cold calling and appointment setting
- Engage and qualify leads at scale
- Build meaningful first contact experiences

Outsourced Services

- Lead generation through every channel
- Scripted telesales and follow-up
- Multilingual support when needed



In this tutorial, we didn't just write HTML and CSS, we approached frontend development as thoughtful builders. Every section we constructed was guided by a real-world UI/UX, and each style we applied served a purpose: to inform, to align, to deliver clarity.



Here's what we achieved:

- We **translated a high-fidelity UI** into clean, semantic HTML.
- We **structured every section** with reusable, scalable patterns.
- We used **modern CSS techniques** like flexbox, gradients, and responsive layouts with intention, not just imitation.
- We prioritized **readability** and **organization**, in code and in presentation.

Most importantly, we stayed aligned with a principle real engineers live by:

"Simplicity, precision, and care for the experience—both for the user and the next developer reading the code."

Your Next Steps

- Use this structure as a foundation for **other pages** in the same brand system.
- Revisit each component and try building it from scratch without referencing the code.
- Experiment with layout variations, responsive tweaks, and animations.
- Keep learning how **design decisions translate into code**, that's how good