

Workshop de desenvolvimento web

Search

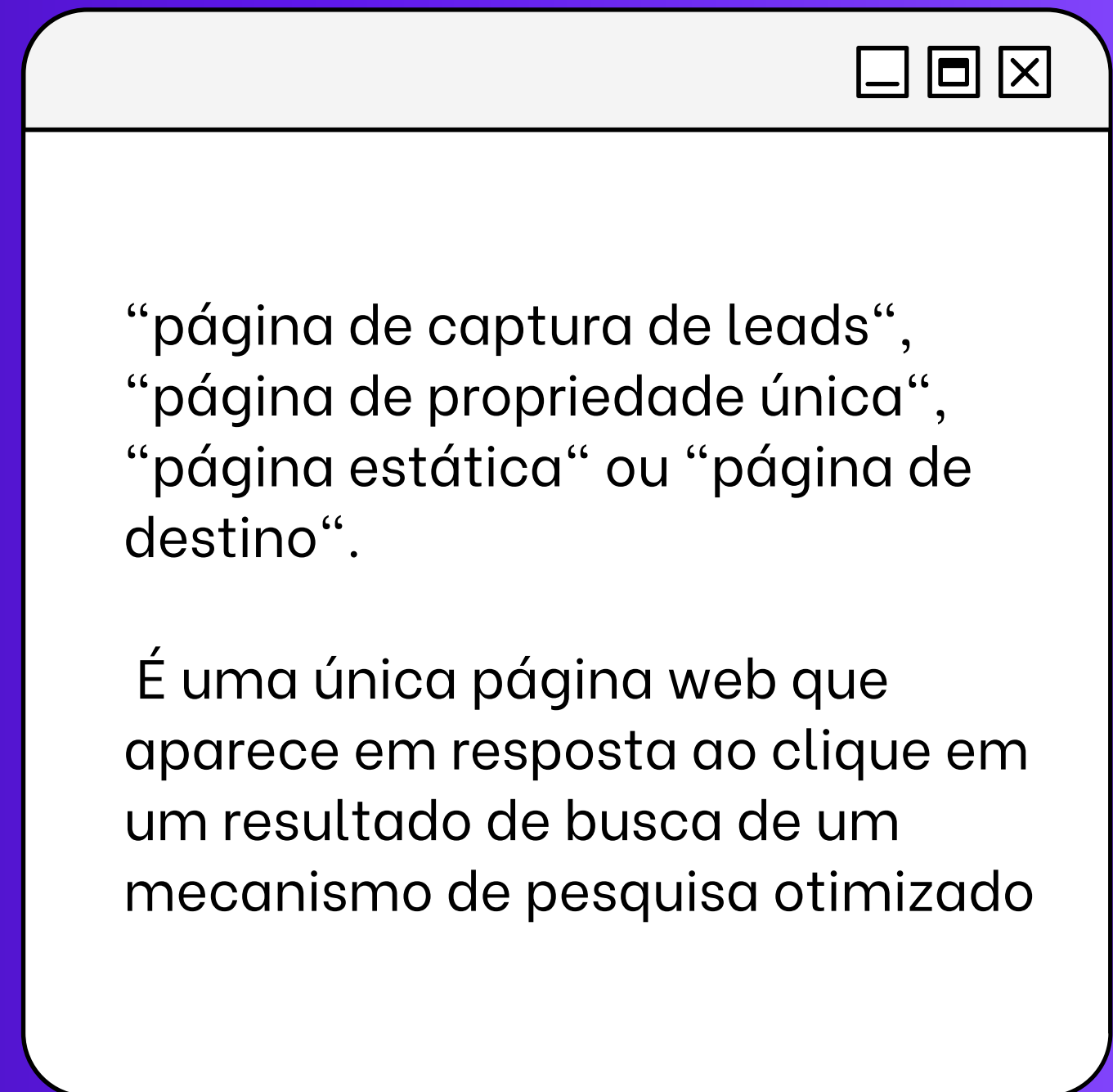
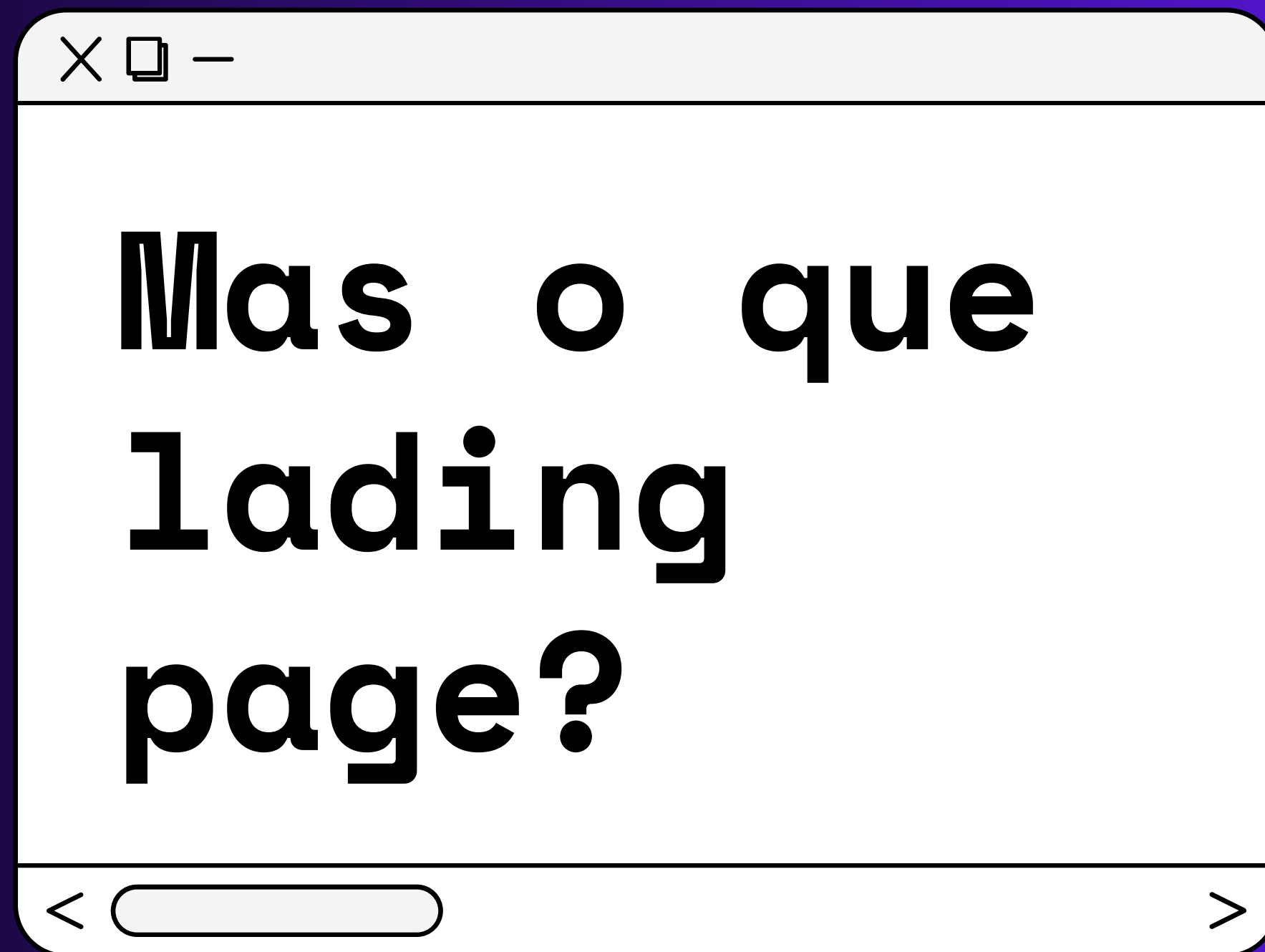


Desenvolvimento web - Aula 02

Laiza Benevides - Conecta Elas

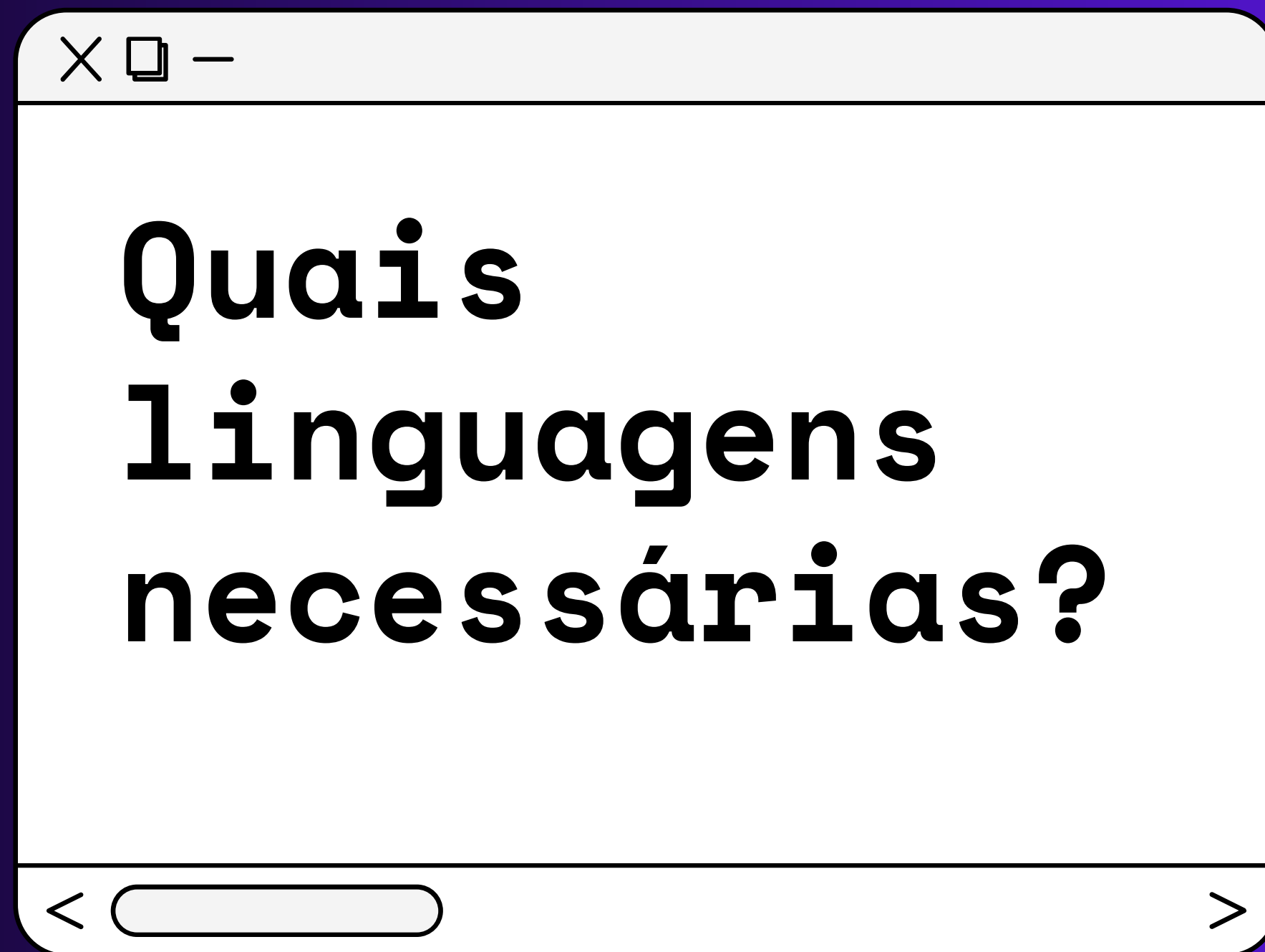


escola
britânica de
artes criativas
& tecnologia



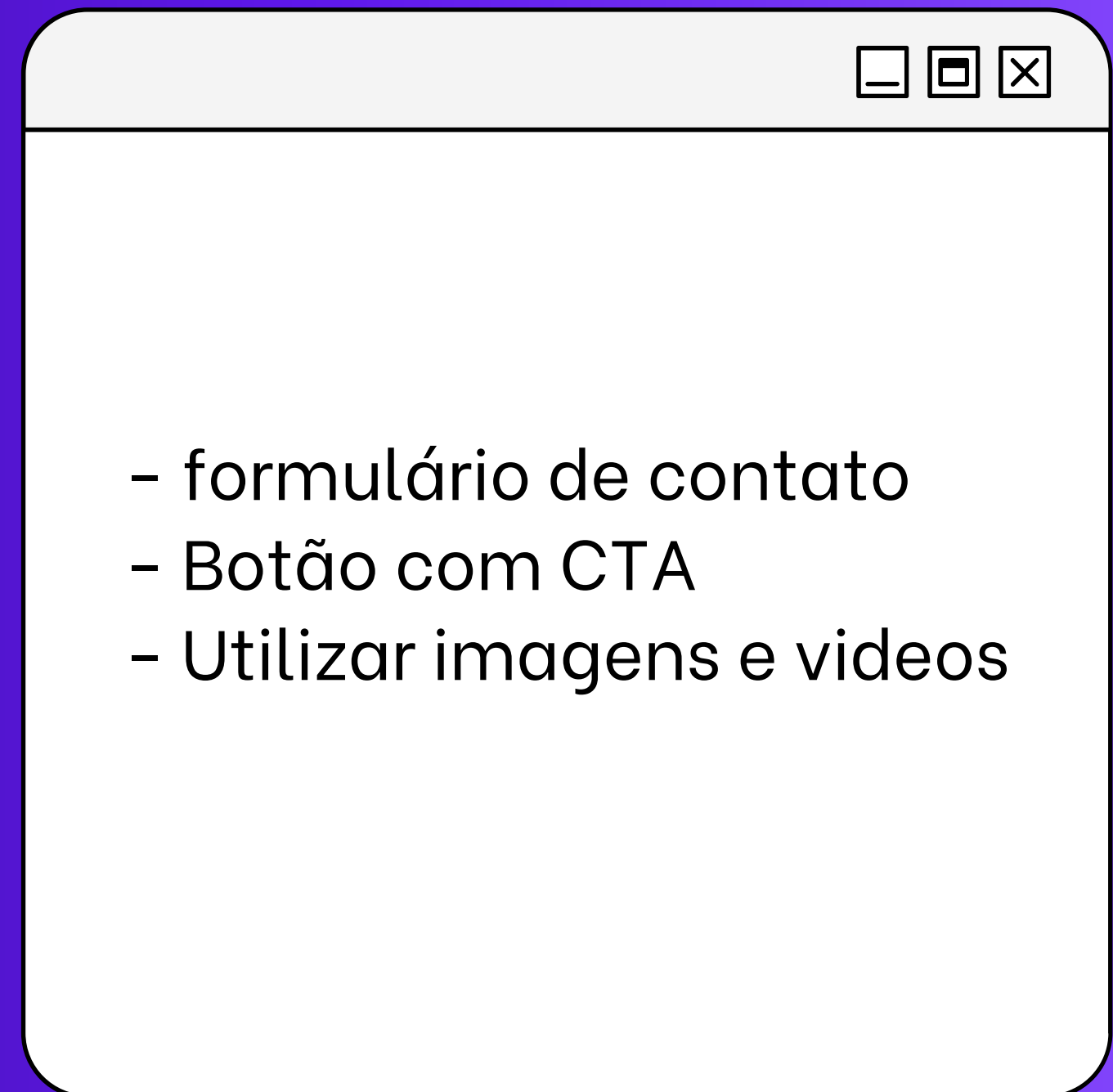
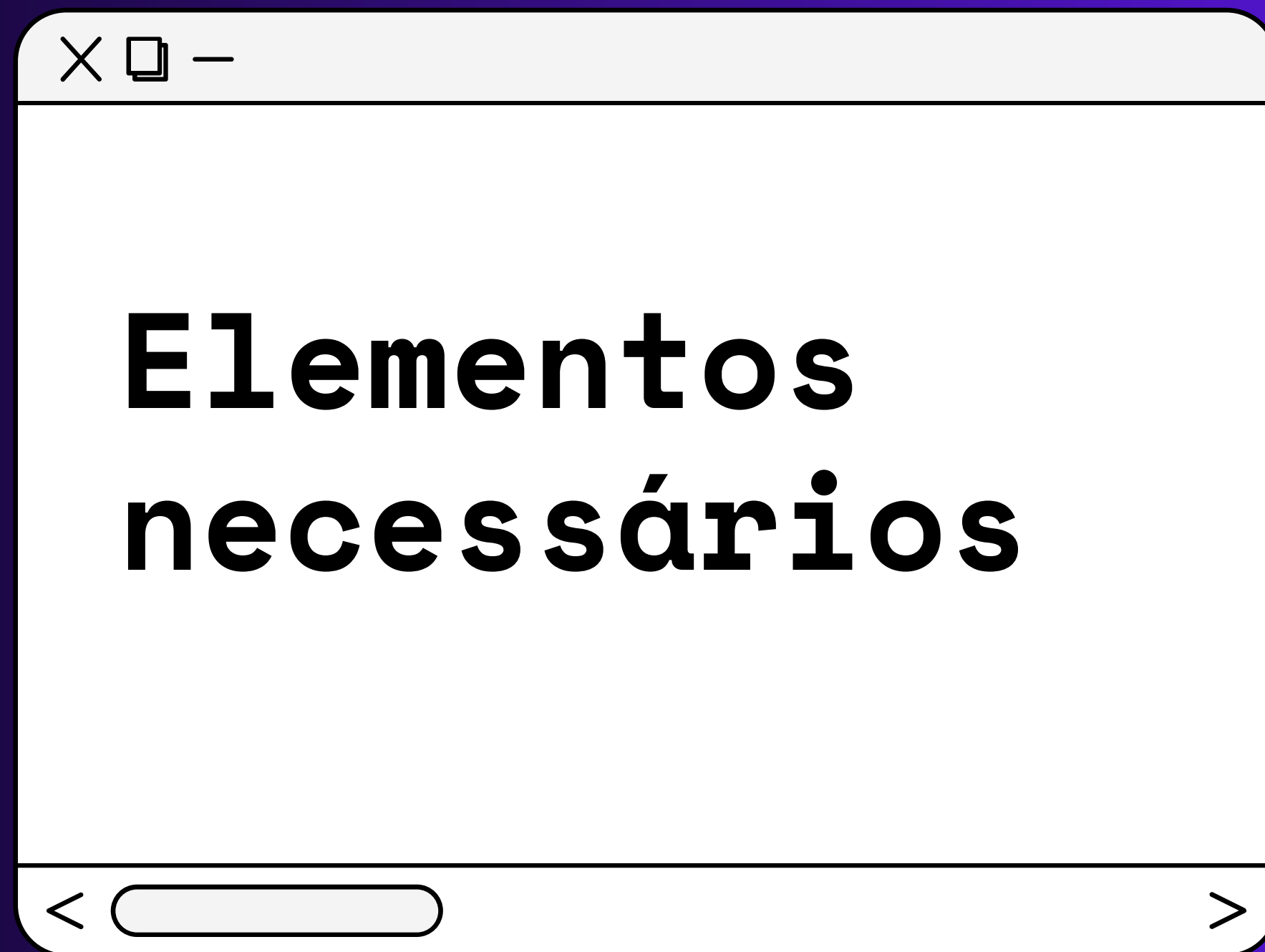
Saiba o que é uma landing page





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Primeiros passos para desenvolver uma landing page



Team 1



HTML



CSS

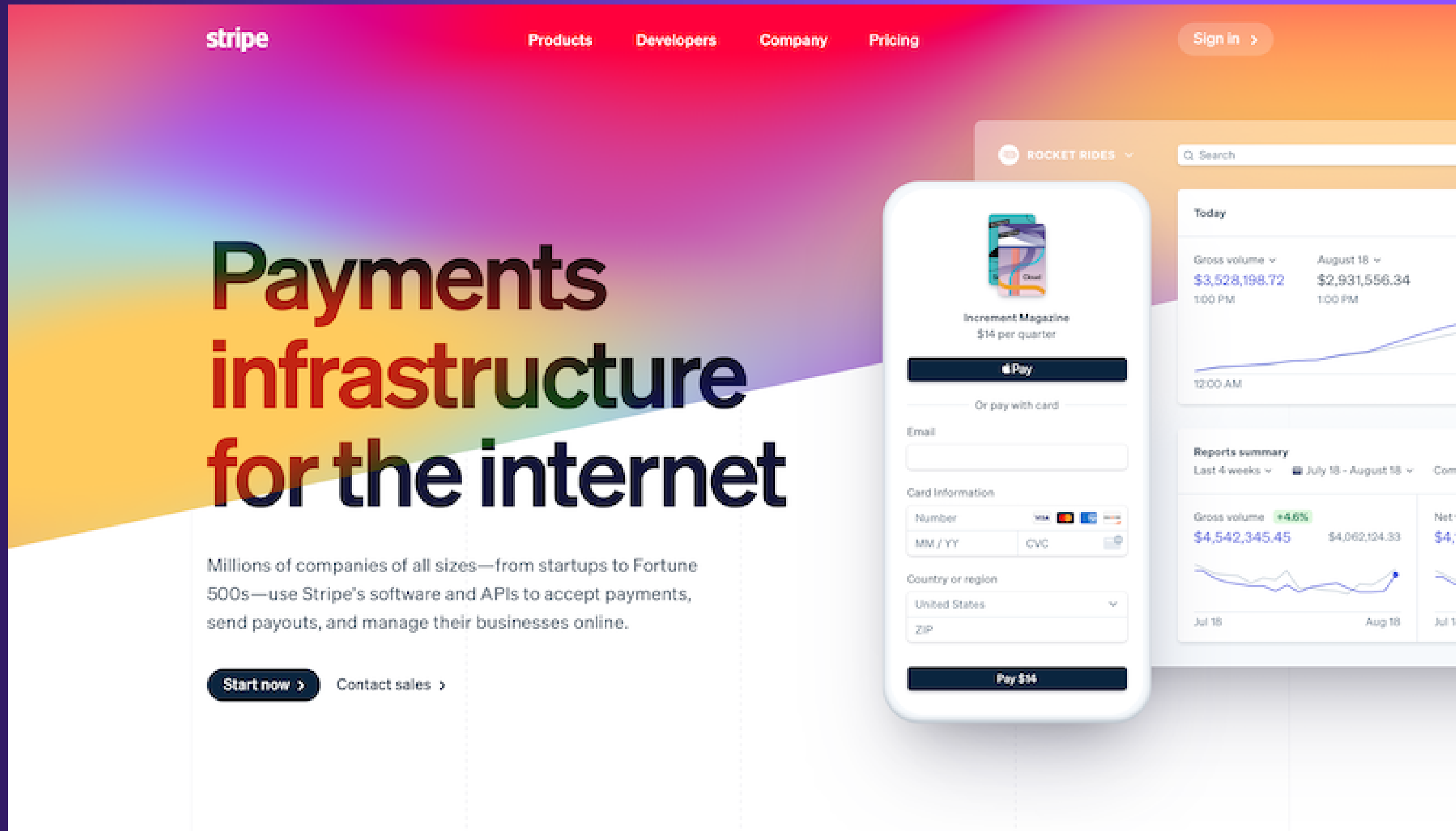


JAVASCRIPT

**Exemplo de
loading page**



Landing Page de Software



The image is a mockup of the Stripe landing page. It features a vibrant, multi-colored gradient background (red, orange, yellow, green, blue, purple) on the left side, transitioning into a white background on the right. The Stripe logo is in the top left. Navigation links (Products, Developers, Company, Pricing) and a Sign in button are in the top right. The main headline reads "Payments infrastructure for the internet". Below it, a text block states: "Millions of companies of all sizes—from startups to Fortune 500s—use Stripe's software and APIs to accept payments, send payouts, and manage their businesses online." At the bottom left are "Start now" and "Contact sales" buttons. On the right, there is a mobile payment interface showing a payment for "Increment Magazine" (\$14 per quarter) with an Apple Pay button and a "Pay \$14" button. To the right of the mobile interface is a dashboard snippet with a search bar, a "Today" section showing gross volume (\$3,528,198.72 vs \$2,931,556.34), and a "Reports summary" section showing a 4.6% increase in gross volume.

stripe

Products Developers Company Pricing

Sign in

Payments infrastructure for the internet

Millions of companies of all sizes—from startups to Fortune 500s—use Stripe's software and APIs to accept payments, send payouts, and manage their businesses online.

Start now Contact sales

ROCKET RIDES

Search

Today

Gross volume August 18

\$3,528,198.72 \$2,931,556.34

1:00 PM 1:00 PM

12:00 AM

Reports summary

Last 4 weeks July 18 - August 18

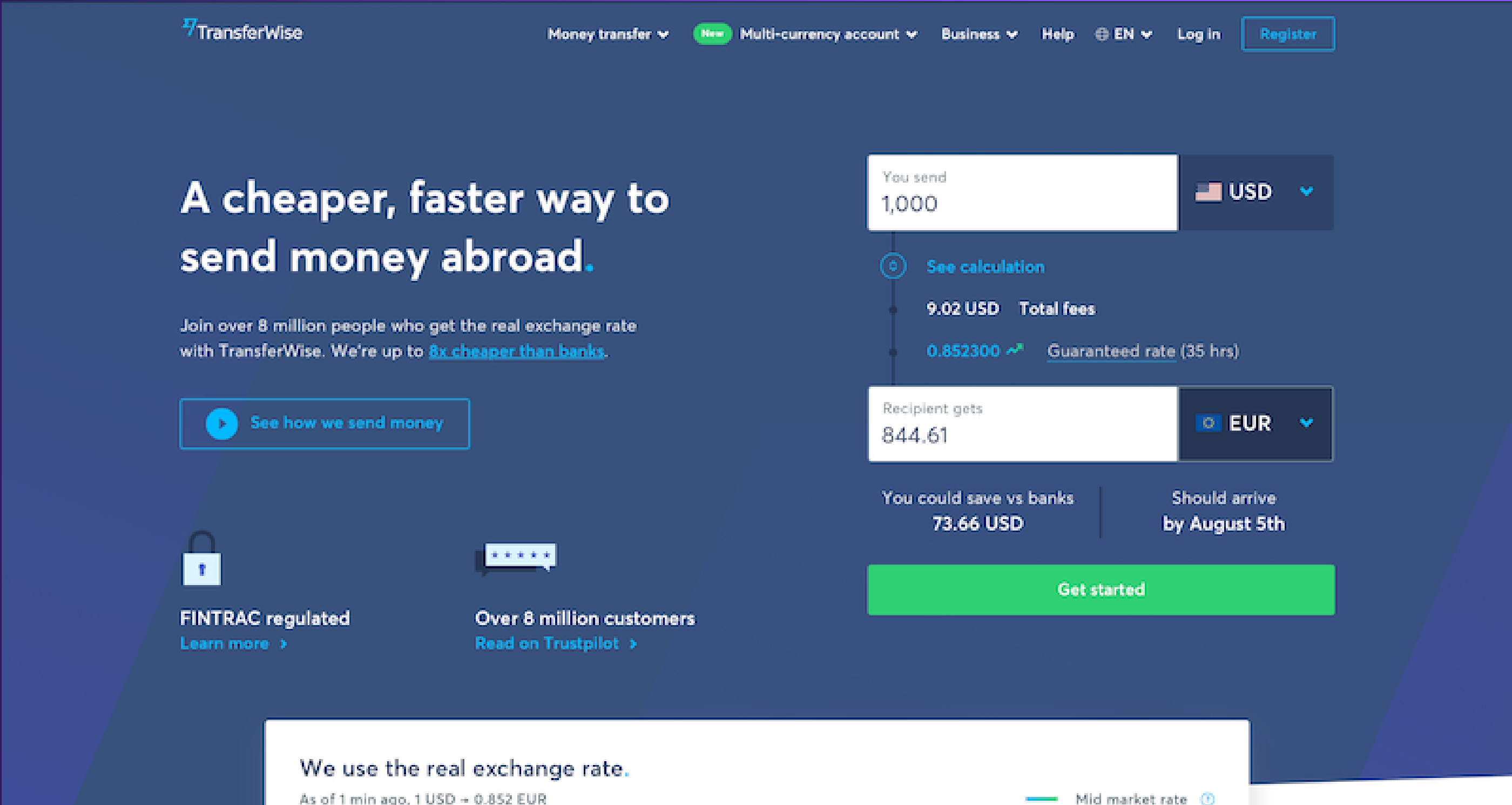
Gross volume +4.6%

\$4,542,345.45 \$4,062,104.33 \$4,180,000.00

Net volume

Jul 18 Aug 18 Jul 18

Landing Page de Produto



Landing Page de Comércio



Casper

America's #1 Rated Mattress Brand*

[Shop Now](#)

*Based on a survey by independent consumer publication, rating comfort, value, support, durability and repurchase intent.



Loved & trusted by over 1 million customers



Sleep on it for 100 nights, zero commitment



Free shipping and returns



Premium quality at an amazing price



Invention of the Year 2015



Good Housekeeping 2018 Lab Pick




"Sleeping on Casper truly does feel like a luxury"




2017 Most Innovative Companies

Landing Page de E-book

SAAS EBOOK

Optimize Your SaaS Landing Pages Like an Expert



Get Your Free Guide

FIRST NAME *

LAST NAME *

YOUR WORK EMAIL *

WHAT TYPE OF COMPANY DO YOU WORK FOR? *

BUSINESS SIZE *

COMPANY *

I HAVE READ AND AGREE TO [UNBOUNCE'S PRIVACY POLICY](#) *

I WOULD LIKE TO OPT-IN TO RECEIVE EMAIL COMMUNICATIONS FROM UNBOUNCE. *

☐ YES ☒ NO

[Send Me the Guide!](#)

As a SaaS marketer, you know that keeping your funnel full is more important than ever given everything going on right now. But you can't just build landing pages to keep the leads coming in hot—you've got to optimize 'em too.

That's why we've teamed up with Talia Wolf and ActiveCampaign to help you optimize like a bonafide expert. Talia has identified the four biggest problems on SaaS landing pages today (like having a UX that bleeds visitors), and is sharing the checklist she uses to make sure her client campaigns are high-converting.

Ready? Set? **Let's optimize.**

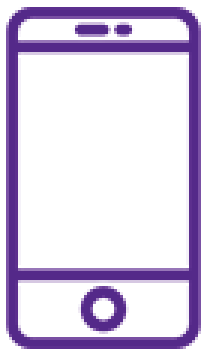
Responsividade

Um site responsivo significa que diferentes folhas de estilo CSS são carregadas para se adequarem melhor ao tamanho de tela de vários dispositivos. Para conseguir isso, media queries são usadas independentemente se o código for praticamente o mesmo de um site comum.

Saiba o que é responsividade

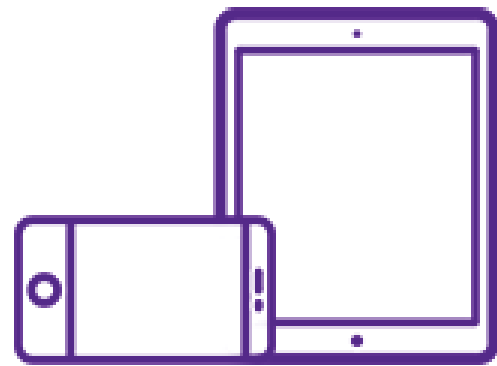


Breakpoints



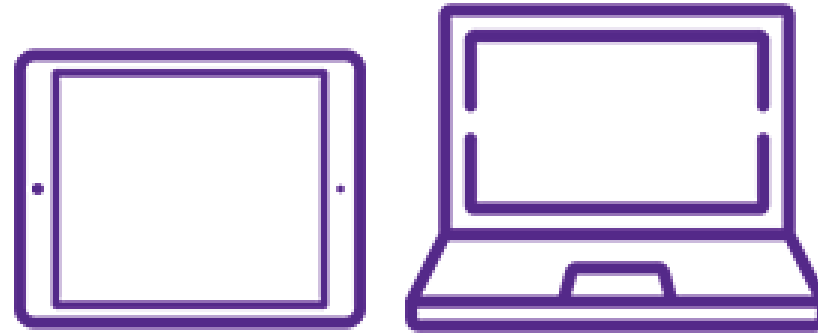
0-480

Smaller
smartphones



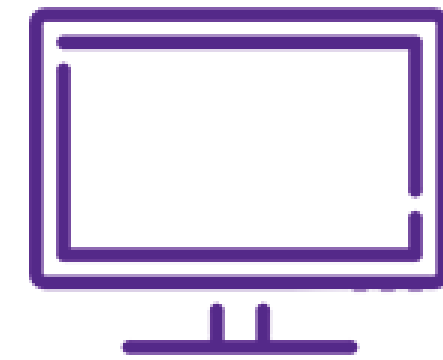
481-768

Tablets & larger
smartphones



769-1279

Laptops, larger tablets
in landscape, and small
desktops



1280+

Larger desktops
and monitors

Código

DESAFIO



Criação de uma landing page para os Cronogramas do Conecta Elas

Cada participante deverá criar uma landing page com o tema de Landing pages para capturação de leads, para os cronogramas do Conecta Elas

OBJETIVO:

Produzir uma landing page para atrair mais mulheres para a área da tecnologia por meio do formulário de contato e informações da landing page.

Regras



Criação do layout próprio



Criar uma landing page que não fuja do tema proposto



Utilizar o HTML e CSS (Não utilizar nenhum framework ou biblioteca)



JavaScript será permitido



Utilizar formulário para cadastro



Obrigada!

Vamos agora esperar a próxima aula