**PDP-Technical architecture**

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| Date | 13 November 2023 |
| Team Id | 634AF22140249FEB192412EFFC6B4CFF |
| Project name | How to create a landing pages in hubspot |

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| S.I | Component | Description |
| 1. | Log in to HubSpot. | 1.Open your web browser and navigate to the HubSpot login page.  2.Enter your credentials and log in. |
| 2. | Access the HubSpot Dashboard. | 1.Once logged in, you'll be taken to the HubSpot dashboard. |
| 3. | Navigate to the Content Editor. | 1.In the HubSpot dashboard, click on "Marketing" in the top navigation bar.  2.Select "Website" from the drop-down menu.  3.Click on "Landing Pages" in the left sidebar. |
| 4. | Create a New Log in to HubSpot Landing Page. | 1.Click the "Create" button to start a new landing page.  2.Choose a template that suits your needs. HubSpot provides various templates to choose from. |
| 5. | Customize the Landing Page. | 1.Once you've selected a template, you'll be taken to the drag-and-drop editor.  2.Customize the elements on the page by clicking on them and using the editing options that appear.  3.You can add and edit text, images, forms, buttons, and other elements. |
| 6. | Add a Form | 1.To collect information from visitors, drag and drop a form onto your landing page.  2.Customize the form fields and settings according to your requirements. |
| 7. | Set Up Thank You Page | 1.After a visitor submits the form, you may want to redirect them to a thank-you page.  2.Create a thank-you page by clicking on "Pages" in the left sidebar, then select "Landing Pages" and click "Create" to make a new page. |
| 8. | Preview and Test | 1.Click the "Preview" button to see how your landing page looks.  2.Test the form to ensure it's functioning correctly. |
| 9. | Optimize for SEO | 1.Click on the "Settings" tab to set the page title, meta description, and other SEO settings. |
| 10. | Publish the Landing Page. | 1.Once you're satisfied with the landing page, click the "Publish" button.  2.You can choose to publish immediately or schedule a specific date and time. |
| 11. | Monitor Analytics | 1.Track the performance of your landing page by accessing the analytics within HubSpot. |
| 12. | Additional Tips: | * HubSpot offers responsive design options, so your landing page will look good on various devices. * Utilize A/B testing to optimize your landing page for better performance. * Regularly update and test your landing pages to improve conversion rates. |