**PDP-Open - Source Frameworks**

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

|  |  |  |
| --- | --- | --- |
| S.I | Component | Description |
| 1. | WordPress | WordPress is a widely-used open-source CMS. You can create landing pages using various page builders or by customizing themes. |
| 2. | Drupal | Drupal is another powerful open-source CMS that allows for high customization. It might have a steeper learning curve compared to WordPress. |
| 3. | Jekyll | Jekyll is a static site generator that allows you to create simple, fast, and secure landing pages. It's often used for blogs or websites with straightforward content. |
| 4. | Hugo | Similar to Jekyll, Hugo is a static site generator. It's known for its speed and simplicity. |

General outline;

1. **Design your landing page:** Use HTML, CSS, and possibly a templating engine depending on the platform you choose.
2. **Integrate HubSpot forms:** Use the HubSpot Forms API to embed forms on your landing page.
3. **Implement analytics:** Use the HubSpot Analytics API to track user interactions and conversions.
4. **Customize as needed:** Depending on your specific requirements, you might need to customize further using the respective platform's capabilities.