**PDP-Thrid-Party API’S**

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

|  |  |  |
| --- | --- | --- |
| S.I | Component | Description |
| 1. | Create a HubSpot Developer Account. | Go to the HubSpot Developer site (<https://developers.hubspot.com/>).  Create an account and set up a new developer portal. |
| 2. | Set Up an App in HubSpot | In the developer portal, create a new app. This app will represent the integration with your third-party API.  Obtain your API key from HubSpot. |
| 3. | Understand HubSpot CMS and API | Familiarize yourself with the HubSpot CMS and the specific APIs you'll be using. HubSpot offers APIs for content, forms, analytics, and more. |
| 4. | Create a Landing Page in HubSpot | Log in to your HubSpot account.  Navigate to the HubSpot CMS and create a new landing page using the drag-and-drop editor or coded solution. |
| 5. | Integrate Third-Party API | In your landing page, use HubSpot's built-in modules or custom HTML/CSS to integrate the third-party API. This might involve embedding forms, widgets, or other content. |
| 6. | Use HubSpot Forms for Data Collection | If the third-party API involves data collection, consider using HubSpot forms to gather user information. You can easily embed forms on your landing page. |
| 7. | Add Tracking and Analytics | Implement tracking and analytics using HubSpot's analytics API to monitor user interactions and conversions. |
| 8. | Test Your Landing Page | Test your landing page thoroughly to ensure that the third-party API integration works seamlessly. |
| 9. | Publish Your Landing Page | Once you're satisfied with your landing page, publish it to make it live. |
| 10. | Monitor and Optimize | Regularly monitor the performance of your landing page using HubSpot analytics. Make optimizations based on the data collected. |