**Project Design Phase Part -II**

**Determine the Requirements (Customer Journey Maps)**

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| Date | 13 November 2023 |
| Team Id | 634AF22140249FEB192412EFFC6B4CFF |
| Project name | How to create a Landing rage in hubspot. |

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| S.I | Component | Description |
| 1. | Define Your Goals | Determine the primary goal of your landing page (e.g., lead generation, product awareness, event registration).  Identify key performance indicators (KPIs) to measure success. |
| 2. | Understand Your Audience | Create buyer personas to understand your target audience. Identify the pain points, needs, and preferences of your audience. |
| 3. | Customer Journey Maps | Develop customer journey maps to visualize the stages your customers go through. Identify touchpoints where the landing page fits into the overall journey. |
| 4. | Awareness Phase | Highlight a compelling headline that addresses a pain point or need. Use engaging visuals that resonate with your audience. Consider using a video or concise text to introduce your product or service. |
| 5. | Consideration Phase | Provide clear and concise information about your product or service benefits. Include customer testimonials, case studies, or reviews. Use persuasive language to encourage users to explore further. |
| 6. | Decision Phase | Include a strong call-to-action (CTA) that clearly communicates the next step. Offer a demo, free trial, or other incentives to encourage conversion.  Use trust signals, such as security badges or certifications. |
| 7. | Design and Layout | Keep the design clean and visually appealing. Ensure the page is mobile-responsive. Use a consistent colour scheme and fonts that align with your brand. |
| 8. | Form Optimization | If your goal is lead generation, create a user-friendly form. Keep form fields to a minimum and only ask for essential information. Consider providing a privacy statement to build trust. |
| 9. | Personalization | Use personalization tokens to address visitors by name. Tailor content based on the visitor's source or previous interactions. |
| 10. | Testing and Iteration | A/B test different elements of your landing page (e.g., headlines, CTA buttons).  Use analytics to track user behaviour and adjust your page accordingly |
| 11. | Integration with HubSpot | Integrate your landing page with HubSpot forms and CRM for seamless lead management.  Set up tracking and analytics within HubSpot to monitor page performance |
| 12. | Optimization for SEO | Optimize your landing page content for relevant keywords. |