**Project Design Phase-I**

**Proposed Solution**

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| Date | 23 November 2023 |
| Team ID | 634AF22140249FEB192412EFFC6B4CFF |
| Project Name | How to create a landing page in hubspot |

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| S.I | Component | Description |
| 1. | **Log in HubSpot** | Log in to your HubSpot account using your credentials. |
| 2. | **Access the Landing**  **Pages tool** | From the HubSpot dashboard, navigate to the "Marketing" section.  Under "Marketing," go to the "Website" menu.  Click on "Landing Pages" to access the landing page tool. |
| 3. | **Create a New Landing**  **Pages.** | In the Landing Pages tool, click the "Create landing page" button to start a new project. |
| 4. | **Choose a Template** | HubSpot provides a variety of customizable templates. Select a template that suits your campaign's goals and target audience. You can also create a landing page from scratch if you prefer. |
| 5. | **Edit and Customize** | Once you've chosen a template, you can customize it to match your brand and content. HubSpot offers a user-friendly drag-and-drop editor that allows you to add, move, and format various elements like text, images, forms, buttons, and more.  Customize the colors , fonts, and styling to match your brand identity. |
| 6. | **Optimize for Mobile** | Ensure that your landing page is mobile-responsive. HubSpot templates are typically mobile-friendly, but double-check to make sure your page looks good on various devices. |
| 7. | **Add Forms and CTAs** | Landing pages often include forms to capture user information. Add HubSpot forms to your page to collect leads. Also, consider adding Call-to-Action (CTA) buttons to encourage visitors to take specific actions. |
| 8. | **SEO Optimization** | Optimize your landing page for search engines. Add meta descriptions, title tags, and use relevant keywords to improve your page's visibility in search results. |
| 9. | **Preview and Test** | Before publishing your landing page, use the preview feature to see how it looks. Test all forms, links, and functionalities to ensure everything is working as expected. |
| 10. | **Set Up Thank You Page** | After someone submits a form on your landing page, set up a "Thank You" page in HubSpot to redirect them to. This page can confirm their submission or offer additional content. |
| 11. | **Publish the Landing Page** | Once you are satisfied with your landing page, you can publish it. HubSpot allows you to set the page's URL, and it will host the page for you. |
| 12. | **Monitor and Analyze** | HubSpot provides analytics and reporting tools to track the performance of your landing page. You can see conversion rates, page views, and other relevant data to measure the success of your page. |
| 13. | **Optimize** | Continuously monitor the performance of your landing page and make improvements based on the data you collect. Use A/B testing to refine your page for better results. |