**Project Development Phase**

**No. Of Functional Features Included in The Solution.**

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

**Functional Features**

1.**Log in to HubSpot:**

* Open your web browser and navigate to the HubSpot login page.
* Enter your credentials and log in.

2. **Access the HubSpot Dashboard:**

* Once logged in, you'll be taken to the HubSpot dashboard.

3. **Navigate to the Content Editor:**

* In the HubSpot dashboard, click on "Marketing" in the top navigation bar.
* Select "Website" from the drop-down menu.
* Click on "Landing Pages" in the left sidebar.

4. **Create a New Landing Page:**

* Click the "Create" button to start a new landing page.
* Choose a template that suits your needs. HubSpot provides various templates to choose from.

5. **Customize the Landing Page:**

* Once you've selected a template, you'll be taken to the drag-and-drop editor.
* Customize the elements on the page by clicking on them and using the editing options that appear.
* Add and edit text, images, forms, buttons, and other elements.

6. **Add a Form:**

* To collect information from visitors, drag and drop a form onto your landing page.
* Customize the form fields and settings according to your requirements.

7. **Set Up Thank You Page:**

* After a visitor submits the form, you may want to redirect them to a thank-you page.
* 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:**

* Click the "Preview" button to see how your landing page looks.
* Test the form to ensure it's functioning correctly.

9. **Optimize for SEO:**

* Click on the "Settings" tab to set the page title, meta description, and other SEO settings.

10. **Publish the Landing Page:**

* Once you're satisfied with the landing page, click the "Publish" button.
* Choose to publish immediately or schedule a specific date and time.

11. **Monitor Analytics:**

* Track the performance of your landing page by accessing the analytics within HubSpot.

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