

PROJECT DESIGN PHASE 2

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PROJECT TITLE	CREATING A LANDING PAGE USING HUBSPOT

DEBUGGING AND TRACSABILITY FOR CREATING A LANDING PAGE USING HUBSPOT ?

When creating a landing page using HubSpot or any web development platform, debugging and traceability are important aspects of the development process to ensure that your landing page functions correctly and can be easily maintained or modified. Here's how you can approach debugging and traceability when working with HubSpot:

1. Debugging:

a. Use Browser Developer Tools: Most modern web browsers come with developer tools that allow you to inspect the HTML, CSS, and JavaScript of your landing page. Use these tools to identify and debug issues. You can inspect elements, view console errors, and test changes in realtime.

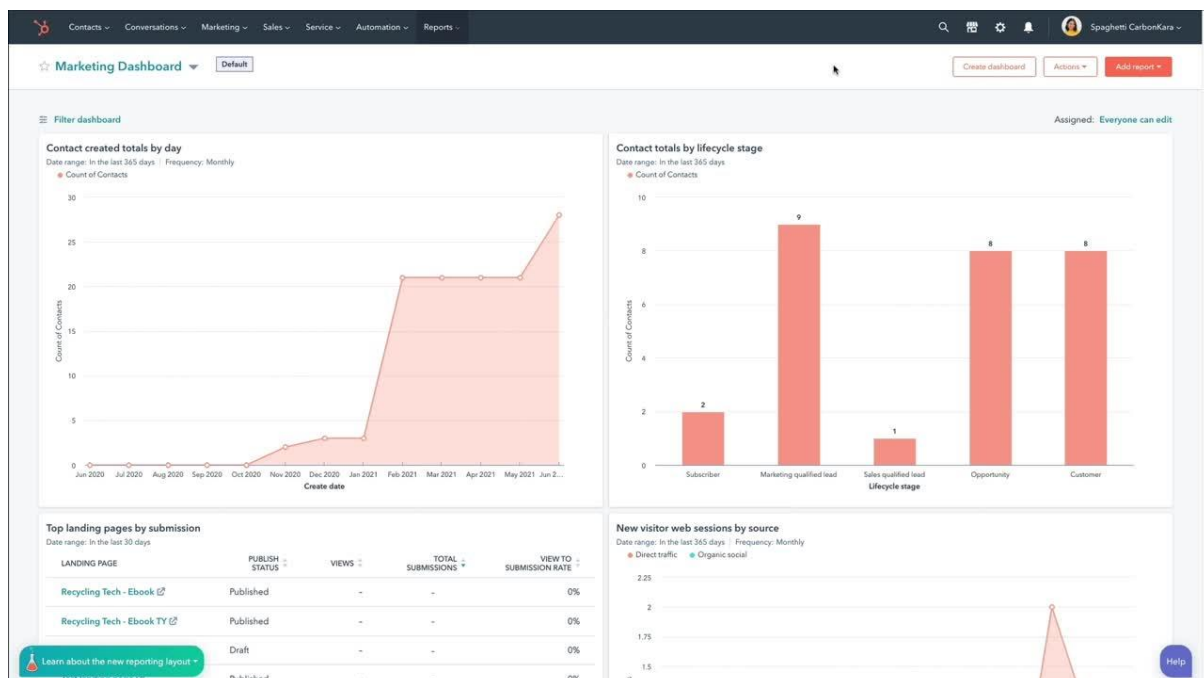
b. Testing: Regularly test your landing page in various web browsers and on different devices to ensure it displays and functions correctly. Pay attention to responsive design, interactive elements, and form submissions.

c. HubSpot Preview: HubSpot typically provides a preview mode for your landing pages. Use this feature to see how your page will look to visitors. Make sure all elements are correctly placed and styled.

d. Error Logging: Implement error logging and reporting mechanisms if you have custom JavaScript functionality on your landing page. This can help you identify and address runtime errors.

e. Code Validation: Ensure your HTML and CSS code is valid. You can use online validators to check for syntax errors and compliance with web standards.

f. A/B Testing: If you're running A/B tests on your landing page, closely monitor the performance of different variants to identify which elements are effective and which may need debugging or improvement.



2. Traceability:

a. Version Control: If you're collaborating on the landing page project with a team, use version control systems like Git to keep track of code changes and maintain a history of revisions.

b. Documentation: Document the purpose and structure of your landing page, including any custom code or scripts. This documentation can be valuable for future maintenance or when others need to work on the page.

c. Comments: Use comments within your HTML, CSS, and JavaScript code to explain the purpose and functionality of specific elements, sections, or scripts.

d. Naming Conventions: Adopt consistent naming conventions for your elements, classes, and IDs. This enhances traceability and makes it easier to understand your code.

e. Asset Management: Organize and name your assets (images, stylesheets, scripts) in a structured and intuitive way within HubSpot's asset manager for easy access and future reference.

f. Marketing Analytics: HubSpot provides analytics tools to trace the performance of your landing page. Monitor key performance indicators, such as conversion rates, clickthrough rates, and visitor behavior.

g. Automation Workflows: If you're using marketing automation, document and maintain your automation workflows to trace how visitors are interacting with your landing page and what actions are triggered.