PROJECT DESIGN PHASE 2

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PROJECT TITLE	CREATING A LANDING PAGE USING HUBSPOT

TOTAL NO OF FUNCTIONAL FUTURES INCLUDED IN CREATING LANDING PAGE USING HUBSPOT ?

When creating a landing page using HubSpot, you have access to various functional features and tools to design, optimize, and track your landing page's performance. The number of functional features available may change over time as HubSpot updates its platform, but as of my last knowledge update in January 2022, here are some of the key functional features included in creating a landing page using HubSpot:

1. Drag and Drop Editor: HubSpot provides a user friendly, drag and drop page editor, allowing you to design your landing page without coding.

2. Templates: HubSpot offers a variety of predesigned templates for landing pages. You can choose a template that fits your campaign or create a page from scratch.

3. Form Builder: Easily create and customize forms to capture visitor information on your landing page. Form data is automatically integrated into your HubSpot CRM.

4. SEO Tools: Optimize your landing page for search engines with SEO tools that allow you to customize meta titles, descriptions, and other SEO elements.

5. Mobile Responsiveness: HubSpot landing pages are designed to be responsive, ensuring they look and function well on various devices and screen sizes.

Inbound Sales Methodology
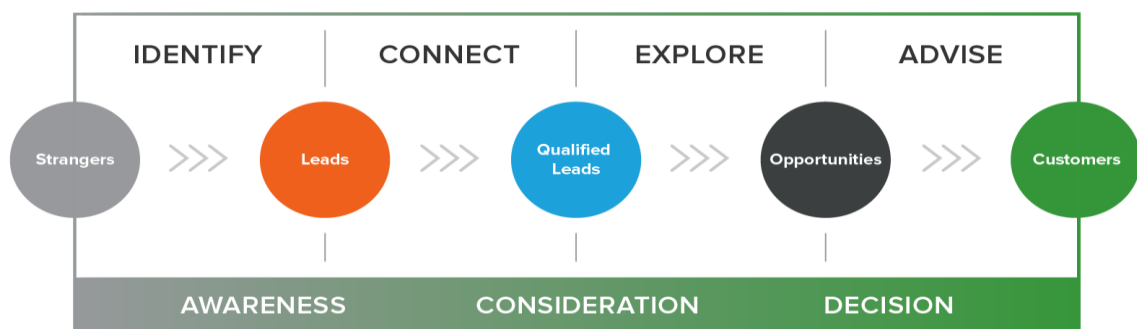
6. Analytics: HubSpot provides built in analytics tools to track the performance of your landing pages. You can monitor conversion rates, visitor engagement, and other metrics.

7. A/B Testing: Conduct A/B tests to optimize your landing page's elements and content for better results.

8. Integration: HubSpot's landing pages seamlessly integrate with other HubSpot marketing and CRM features, including email marketing, automation, and lead management.

9. Custom Domain: You can configure custom domains for your landing pages within HubSpot to enhance your branding.

10. SSL Support: Ensure that your landing pages are served over HTTPS for security and SEO purposes by configuring SSL certificates for your custom domains.

11. Content Management: HubSpot's landing pages are part of their Content Management System (CMS), allowing you to manage your content and landing pages from a centralized location.

12. Security and Compliance: HubSpot takes care of security, compliance, and updates for its platform, ensuring a secure environment for your landing pages.

13. CRM Integration: HubSpot's CRM integration enables lead and customer management, helping you track and nurture leads generated from your landing pages.

14. Email Marketing: Use HubSpot's email marketing tools to create and send follow up emails and nurture leads from your landing pages.

15. Automation: Set up marketing automation workflows to engage and convert landing page visitors into leads and customers.