

PROJECT DESIGN PHASE 2

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PROJECT TITLE	CREATING A LANDING PAGE USING HUBSPOT

TECHNICAL ARCHITECHTURE ?

1. User Interface (UI):

The user interface represents the landing page's visual design and user experience, including layout, images, text, forms, and calls to action.

2. Web Server:

A web server, which can be hosted on a platform like AWS, Azure, or HubSpot's own hosting, serves the landing page to visitors and handles HTTP requests and responses.

3. HubSpot Platform:

HubSpot serves as the core of the solution and includes various components for content management, marketing automation, and data management.

4. Content Management System (CMS):

HubSpot's CMS allows you to create, edit, and manage landing page content, templates, and assets.

5. Landing Page Builder:

Within HubSpot, you'll use the landing page builder to design and customize the landing page. This is where you create the layout, add content, forms, and other interactive elements.

6. Form Builder:

HubSpot provides a form builder for creating and embedding lead capture forms on your landing page.

Architecture Flow:

1. A visitor accesses the landing page through a web browser, sending an HTTP request.
2. The web server, which hosts the landing page, processes the request and serves the page's HTML, CSS, and JavaScript.
3. The landing page is designed using HubSpot's landing page builder and CMS. It contains content, forms, and other interactive elements.
4. When a visitor submits the form on the landing page, the data is captured and sent to HubSpot's database, where it's stored for marketing and lead management.

