

## PROJECT DESIGN PHASE 2

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PROJECT TITLE	CREATING A LANDING PAGE USING HUBSPOT

### REQUIREMENT ANALYSIS FOR CREATING A LANDING PAGE USING HUBSPOT ?

#### 1. Business Objectives:

Define the overarching business objectives that the landing page aims to support. These could include lead generation, product sales, event registrations, or other specific goals.

#### 2. Target Audience:

Clearly identify the target audience for the landing page. Understand their demographics, behaviour, preferences, and pain points.

#### 3. Landing Page Goals:

Specify the primary and secondary goals of the landing page. For example, primary goals could be lead capture, while secondary goals may include engagement or social sharing.

#### **4. Content Strategy:**

Determine the content strategy for the landing page. What kind of content will be included, and how will it resonate with the target audience? This could involve text, images, videos, or interactive elements.

#### **5. User Experience (UX):**

Define the user experience requirements, ensuring the landing page provides a user friendly, intuitive, and visually appealing design. Consider responsive design for mobile users.

#### **6. Design and Branding:**

Specify branding guidelines, colour schemes, fonts, and design elements to maintain consistency with your brand.

#### **7. SEO and Visibility:**

Define on page SEO requirements to optimize the landing page for search engines. This may include keyword research, meta tags, and schema markup.

#### **8. Calls to Action (CTAs):**

Determine the location, design, and text of CTAs on the landing page. Ensure that they are compelling and encourage visitor action.

## **9. Lead Capture Form:**

Specify the details to be collected through the lead capture form. Consider form length, fields required, and progressive profiling.

## **10. Data Privacy and Compliance:**

Ensure compliance with data protection regulations, such as GDPR or CCPA, and implement measures for secure data handling and privacy policy links.

## **11. A/B Testing:**

Define the A/B testing strategy for elements like headlines, CTAs, and images to optimize conversion rates.

## **12. Integration with HubSpot:**

Specify the integration points with HubSpot, including how lead data will be captured and managed.

## **13. Marketing Automation:**

Define marketing automation workflows for lead nurturing, follow up emails, and visitor segmentation within HubSpot.

## **14. Analytics and Reporting:**

Determine which key performance indicators (KPIs) will be tracked to evaluate the landing page's performance using HubSpot's analytics tools.

#### **15. Cross Browser Compatibility:**

Ensure that the landing page displays correctly and functions well across different web browsers, including Chrome, Firefox, Safari, and Edge.

#### **16. Page Load Speed:**

Specify requirements for page load speed and optimization to prevent visitor abandonment.

#### **17. Collaboration and Approval Workflow:**

Define the workflow for collaboration and approval within your team to ensure a smooth process and consistent messaging.

#### **18. Testing and Quality Assurance:**

Specify the testing and quality assurance processes, including browser testing, mobile testing, and performance testing.

#### **19. Content Inventory:**

Take stock of existing content assets that can be used on the landing page and identify gaps that need to be filled with new content.

## 20. Iteration and Optimization:

Outline the process for ongoing optimization of the landing page based on data driven insights and user feedback.

