PROJECT DESIGN PHASE1

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PROJECT TITLE	CREATING A LANDING PAGE USING HUBSPOT

1) **SOLUTION ARCHITECHTURE FOR CREATING A LANDING LAGE USING HUBSPOT ?**

Components:

1. User Interface (UI):

   The UI is the visible part of the landing page that visitors interact with. It includes the design, content, and forms.

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 requests and responses.

3. HubSpot Platform:

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

4. Content Management System (CMS):

   HubSpot's CMS allows you to create and edit 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.

7. Database:

HubSpot stores lead and contact data in its database, making it accessible for marketing automation and lead nurturing.

8. Marketing Automation:

HubSpot's marketing automation tools trigger actions based on user interactions, such as sending follow up emails, assigning leads to sales teams, or segmenting leads.

9. Analytics and Reporting:

HubSpot's analytics tools capture data on landing page performance, including metrics like conversion rates, page views, and source tracking.
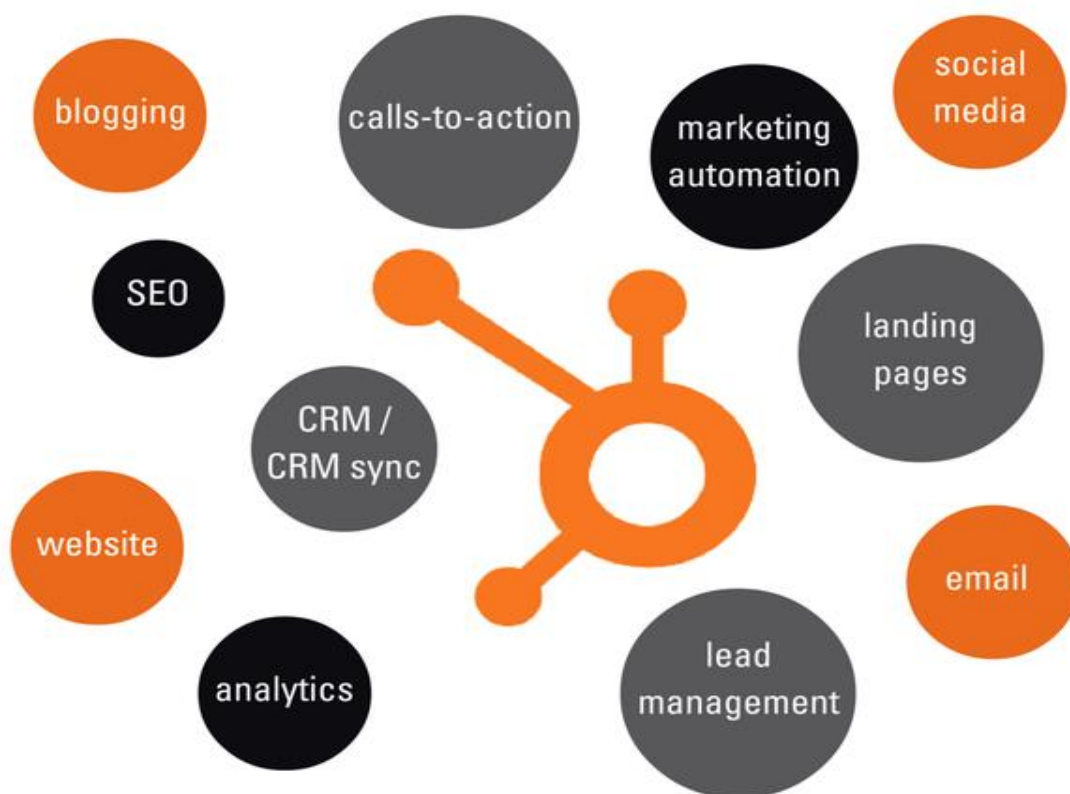
Architecture Flow:

1. A visitor accesses the landing page through a web browser.

2. The web server, hosting the landing page, responds to 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 engaging content, images, videos, and lead capture forms.

4. When a visitor submits the form, the data is captured by HubSpot's form builder and stored in the HubSpot database.

5. Marketing automation rules are triggered based on user interactions. For example, if a visitor downloads an e book, they might receive a follow up email.

6. HubSpot's analytics tools track visitor behaviour, providing valuable insights into the landing page's performance.