2h-landing

le wagon

Landing page

Clear proposition value
Clean design
Call-to-Action
CRM first milestone

Landing page tools

strikingly

SQUARESPACE

unbounce

launchrock

Coding languages

HTML
content
+ structure
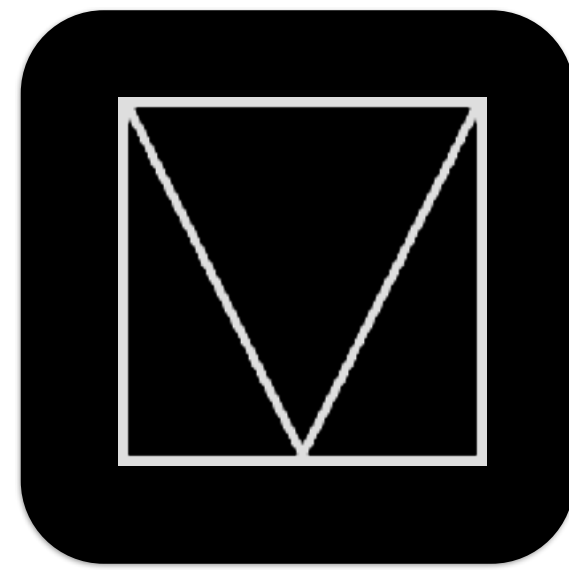
CSS
style

JS
dynamism
+ usability

CSS libraries

Workshop outline

Theoretical intros
Basic concepts to understand

Live-code demos
We code, you don't :)

Your turn
Have fun

Setup

Action 1.
Let's set up

Front-end languages

Structure

HTML

Structure your content

Design

CSS3

Design your content

Animation

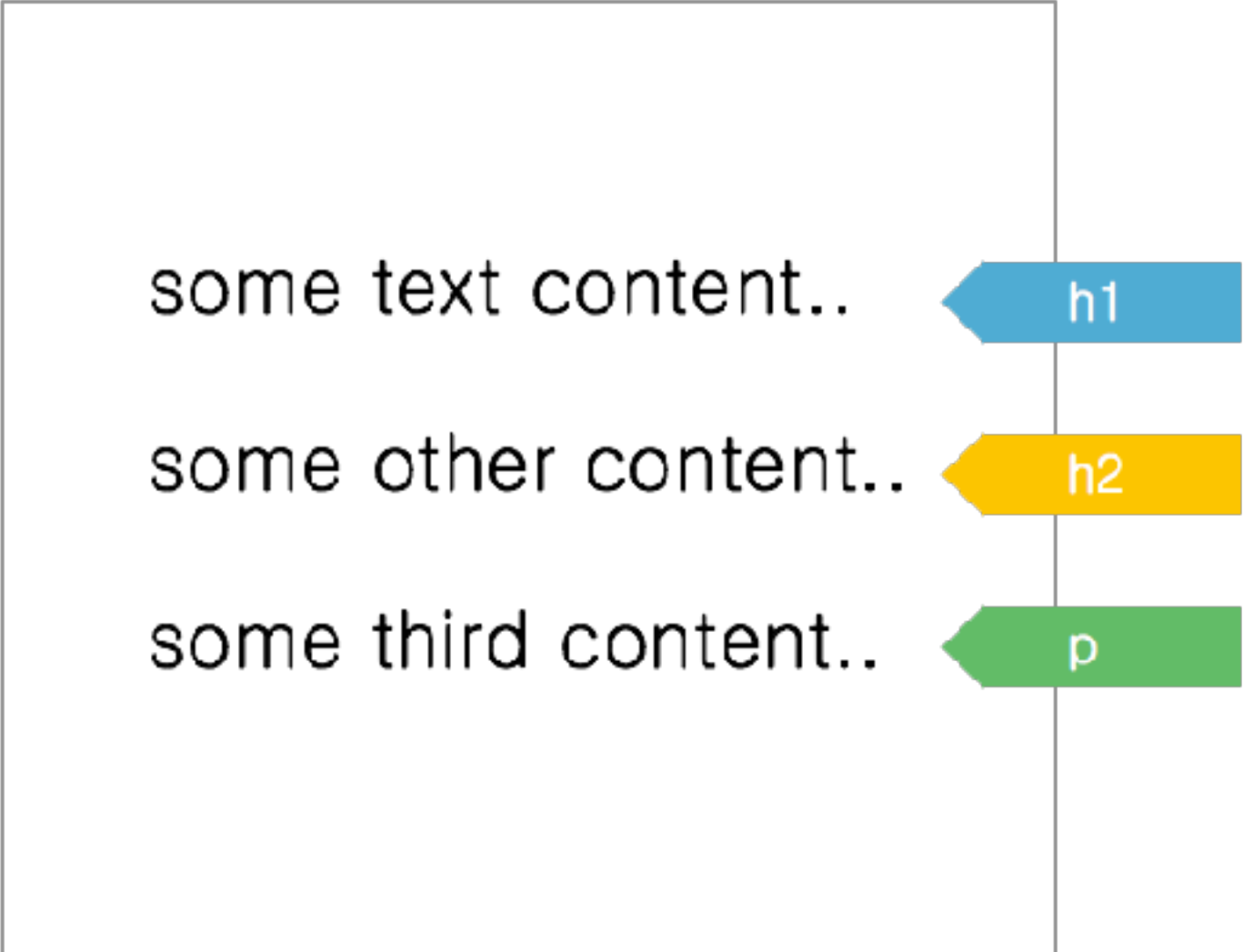## Animate your content

HTML

Without structure, no design

Different contents

some text content..

some other content..

some third content..

Tag them

some text content.. ← h1

some other content.. ← h2

some third content.. ← p

Browser apply defaults

Over-ride with CSS

some text content.. ◀ h1

some other content.. ◀ h2

some third content.. ◀ p

Skeleton

```html
<html>

    <!-- html code -->

</html>
```

Head & body

```html
<html>
  <head>
    <!-- Intelligence (meta-data) -->
  </head>
  <body>
    <!-- Stuff to display-->
  </body>
</html>
```
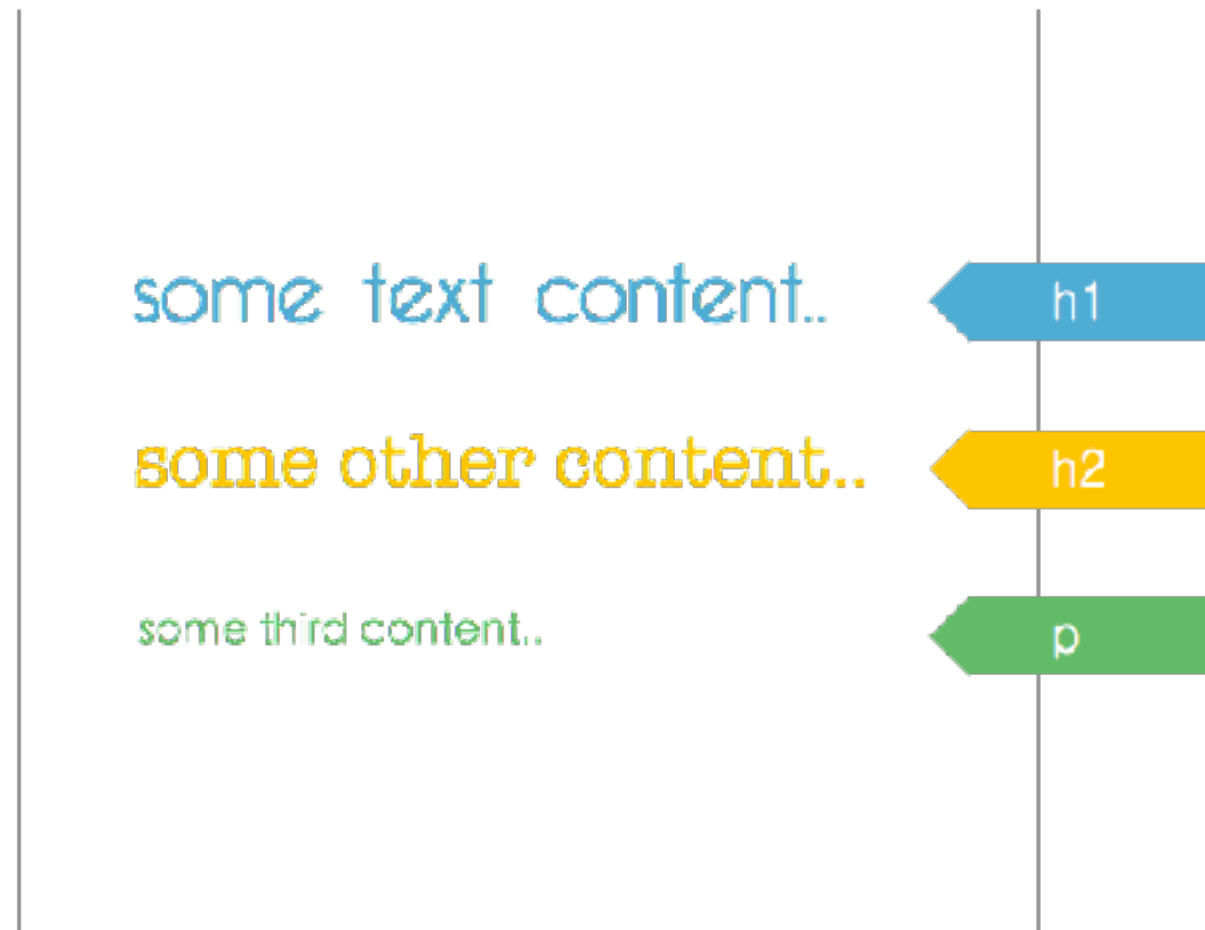
Title

```
<html>
  <head>

    <title>Landing</title>

  </head>
  <body>
    <!-- Stuff to display-->
  </body>
</html>
```

Head & search

```
<head>

    <title>Le Wagon - Learn to code…</title>
    <meta name="description" content="Le Wagon is…">
</head>
```

Le Wagon - Learn to code - Bootcamp in Ruby on Rails, HTM…
https://www.lewagon.com/ ▾
Le Wagon is Europe's best coding school for entrepreneurs. Checkout for yourself the
projects developed by our students.

Head & social

```
<head>
  <meta property="og:title" content="le Wagon - The..">
  <meta property="og:image" content="facebook-card.jpg">
  <meta property="og:description" content="Le Wagon is the…">
<head>
```


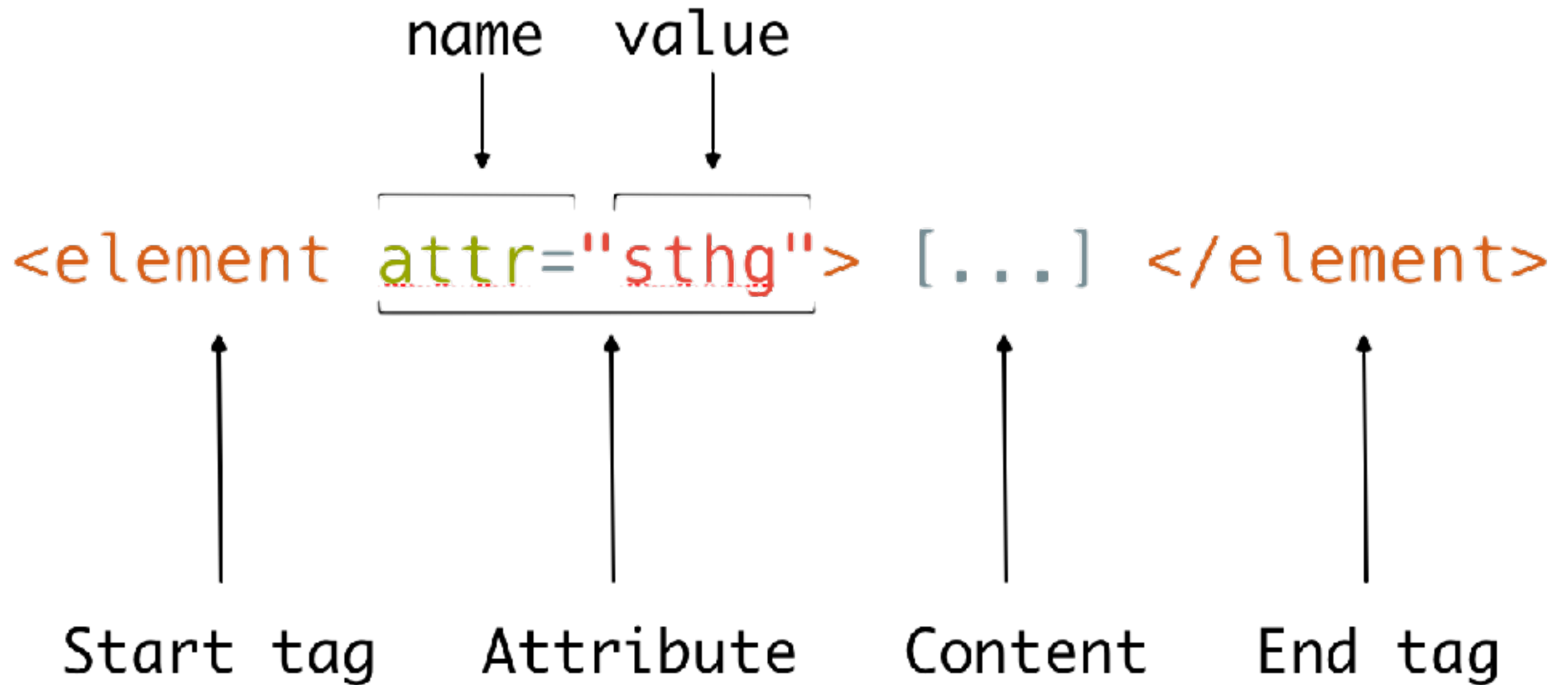Check out http://lewagon.org/en

Le Wagon - The French innovative coding school

Le Wagon is the best French coding school for entrepreneurs. Checkout by yourself the projects of our students. You will be impressed.

WWW.LEWAGON.ORG

Core syntax

Syntax example

```
<a href="http://lewagon.org" target="_blank">
  Le Wagon
</a>
```

Le Wagon

What is the tag name?
What is the content?
What are the two attributes?

HTML - titles

<h1>[...]</h1>
<h2>[...]</h2>
<h3>[...]</h3>
<h4>[...]</h4>
<h5>[...]</h5>
<h6>[...]</h6>

HTML - paragraph

```
<p>
 Lorem ipsum dolor sit amet, consectetur
 adipisicing elit.Veritatis laboriosam
 autem at ab omnis iure quis
</p>
```

HTML - emphasize

```html
<p>
  You can emphasise <em>some words</em>, and
  even <strong>more if needed</strong>
</p>
```

HTML - list

```
<h2>Shopping list</h2>
<ul>
    <li>Milk</li>
    <li>Butter</li>
</ul>

<h2>World Cup 2014</h2>
<ol>
    <li>Germany</li>
    <li>Argentina</li>
</ol>
```

HTML - image

`<img src="logo.png" alt="Le Wagon logo">`

Action 2.
Let's add HTML content now.

CSS

Web without CSS ?
Let's find a page and cut its head!

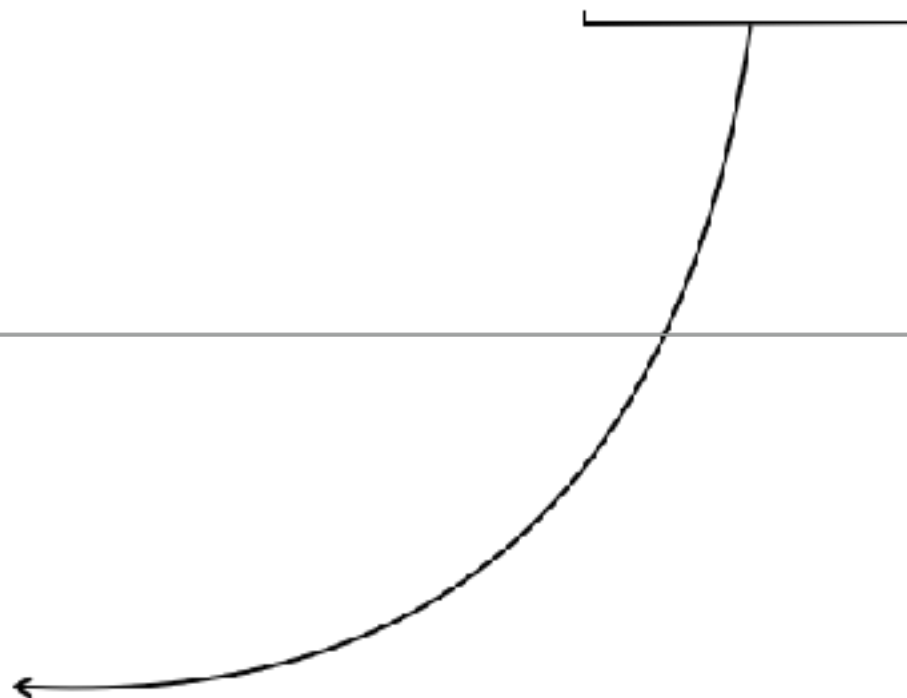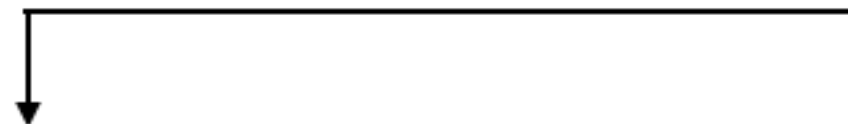# Linking stylesheets

index.html

```
1 <head>
2    <link rel="stylesheet" href="style.css">
3 </head>
4 <body>
5    <h1>Hello</h1>
6 </body>
```
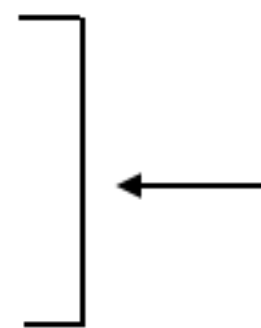
style.css

```
1 h1 {
2    color: red;
3 }
```

CSS syntax

```
1  selector {
2    property: value;
3    property: value;
4    property: value;
5  }
```

selection of one or more elements of the page..

..on which we define style rules

CSS vocabulary

CSS selector

```
1  selector {
2    property: value;
3    property: value;
4    property: value;
5  }
```

style rules

style properties
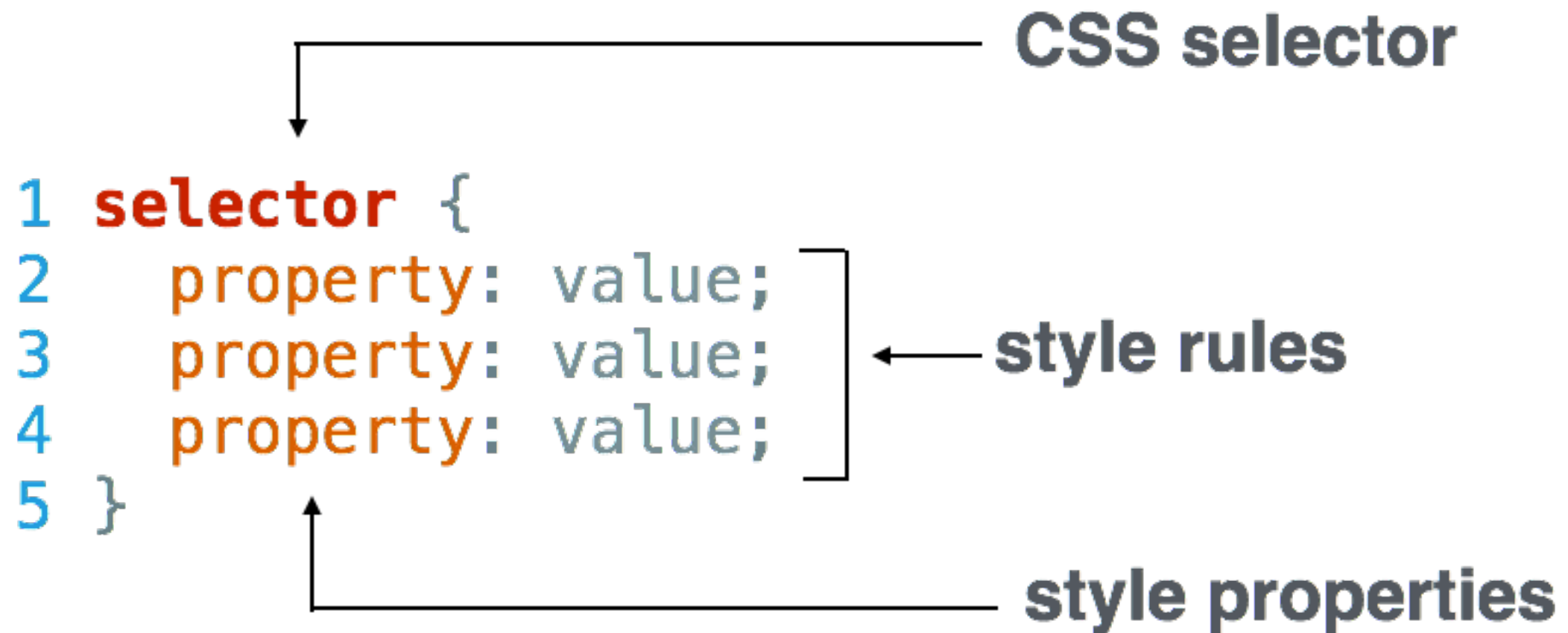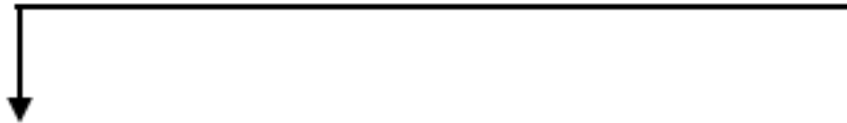
Use the good keywords on Google

CSS example

we select
all \<h2\> of the page

```
1 h2 {
2   color: red;
3   font-size: 20px;
4   font-family: arial;
5 }
```

This is headline 2

Colors

```css
h2 {
  color: orange;
  color: #FF530D;
  color: rgb(255, 83, 13);
  color: rgba(255, 83, 13, 1.0);
}
```

This is headline 2

RGB tips

0	50	87	162	209	255

Text vs. Background

text color

```
1 body {
2   color: orange;
3   background-color: yellow;
4 }
```

background color

Background images

```
1 body {
2  color: orange;
3  background-image: url("background.jpg");
4 }
```

background-image

Font family

```
1 body {
2   font-family: Times, serif;
3 }
```

Abc

```
1 body {
2   font-family: Arial, sans-serif;
3 }
```

Abc

```
1 body {
2   font-family: Courier, monospace;
3 }
```

Abc

Font decoration

```
1  p {
2    text-decoration: underline;
3  }
```

Abc

```
1  a {
2    text-decoration: none;
3  }
```

sign up
↓
sign up

Font alignment

```
1 p {
2  text-align: center;
3 }
```

This is a centered paragraph aligned with text-align

```
1 p {
2  text-align: justify;
3 }
```

This is a justified paragraph aligned with text-align

Font size & spacing

```
1 body {
2   letter-spacing: 10px;
3 }
```

A←b←c
letter-spacing

```
1 body {
2   font-size: 30px;
3 }
```

font-size Abc

```
1 body {
2   line-height: 1.6;
3 }
```

line-height Abc

Font weight

```
1 body {
2   font-weight: 100;
3   // from 100 to 900.
4 }
```

Light text

```
1 body {
2   font-weight: bold;
3 }
```

Bold text

Action 3.
CSS for Fonts & Colors

Div & Box model

Real-life...
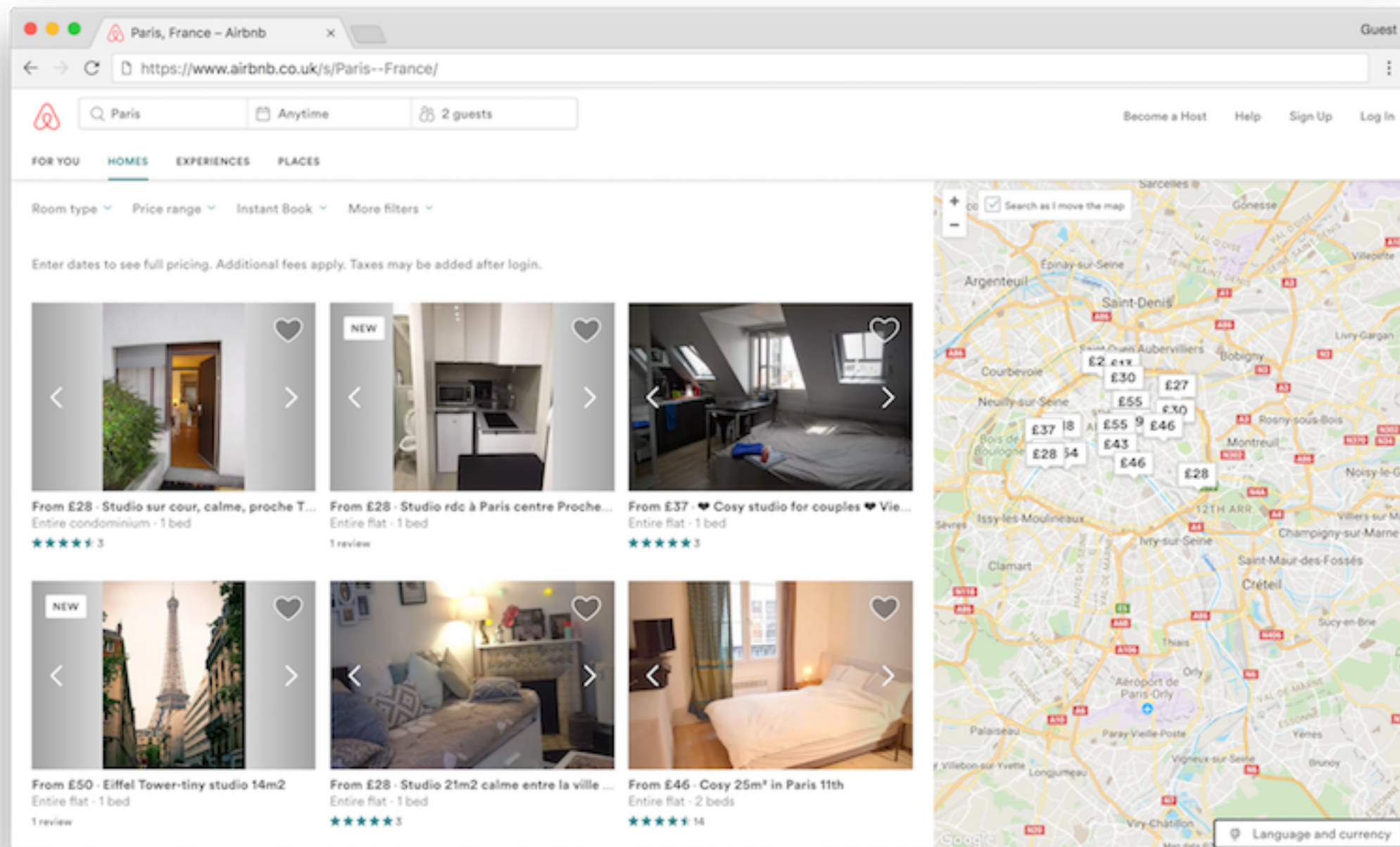
Div & Box model

...is made of div
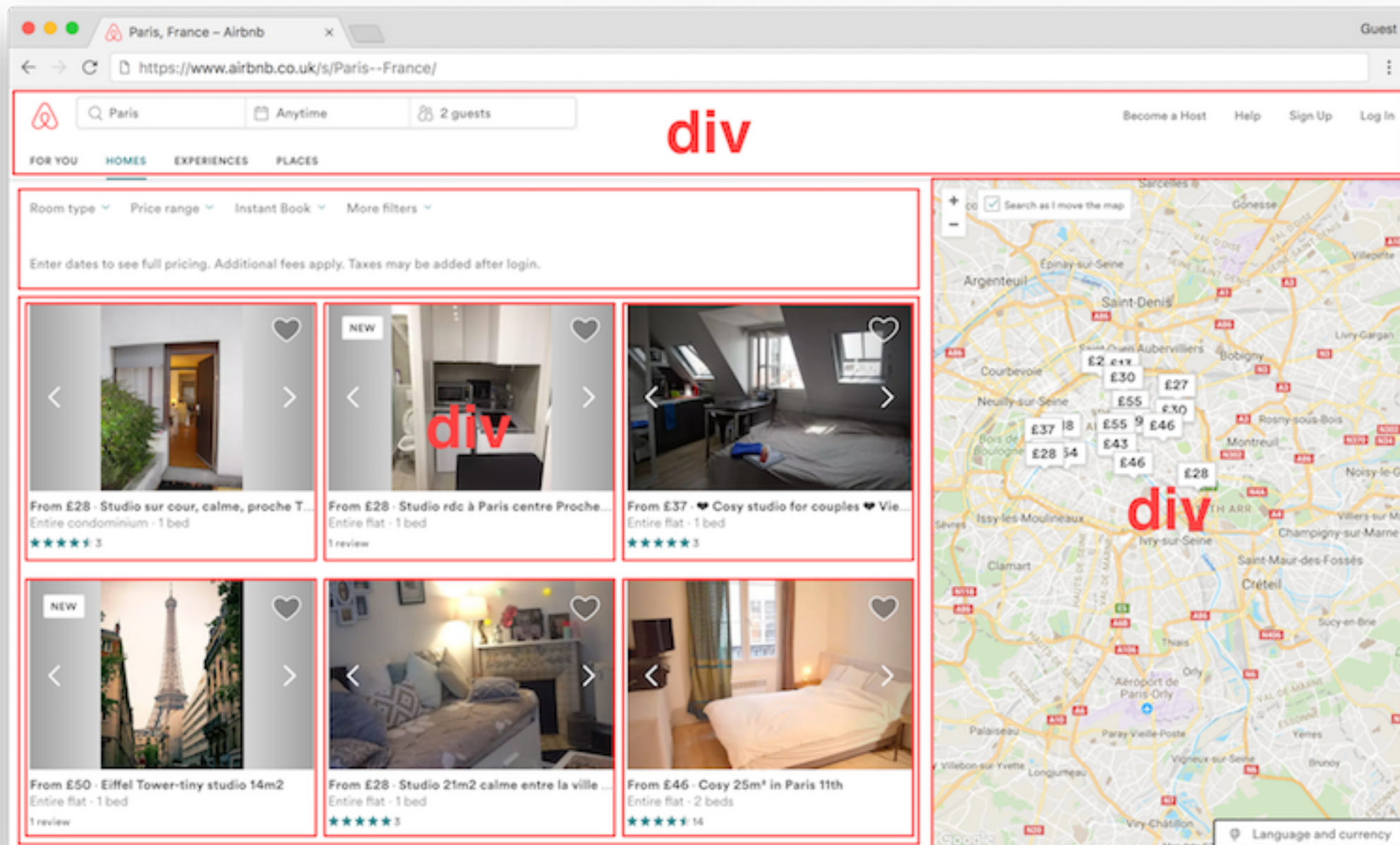
Box model - content
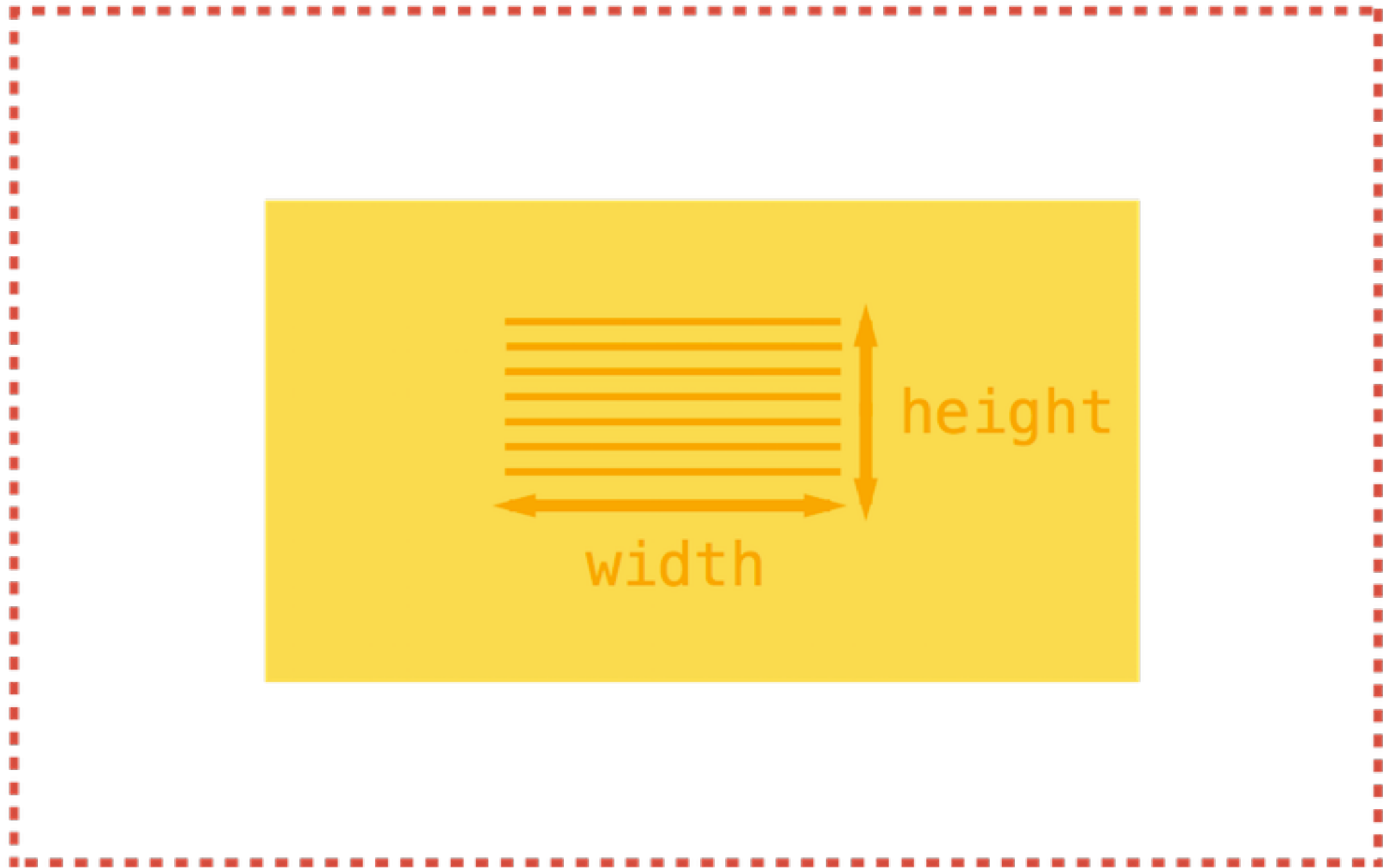
Box model - margins
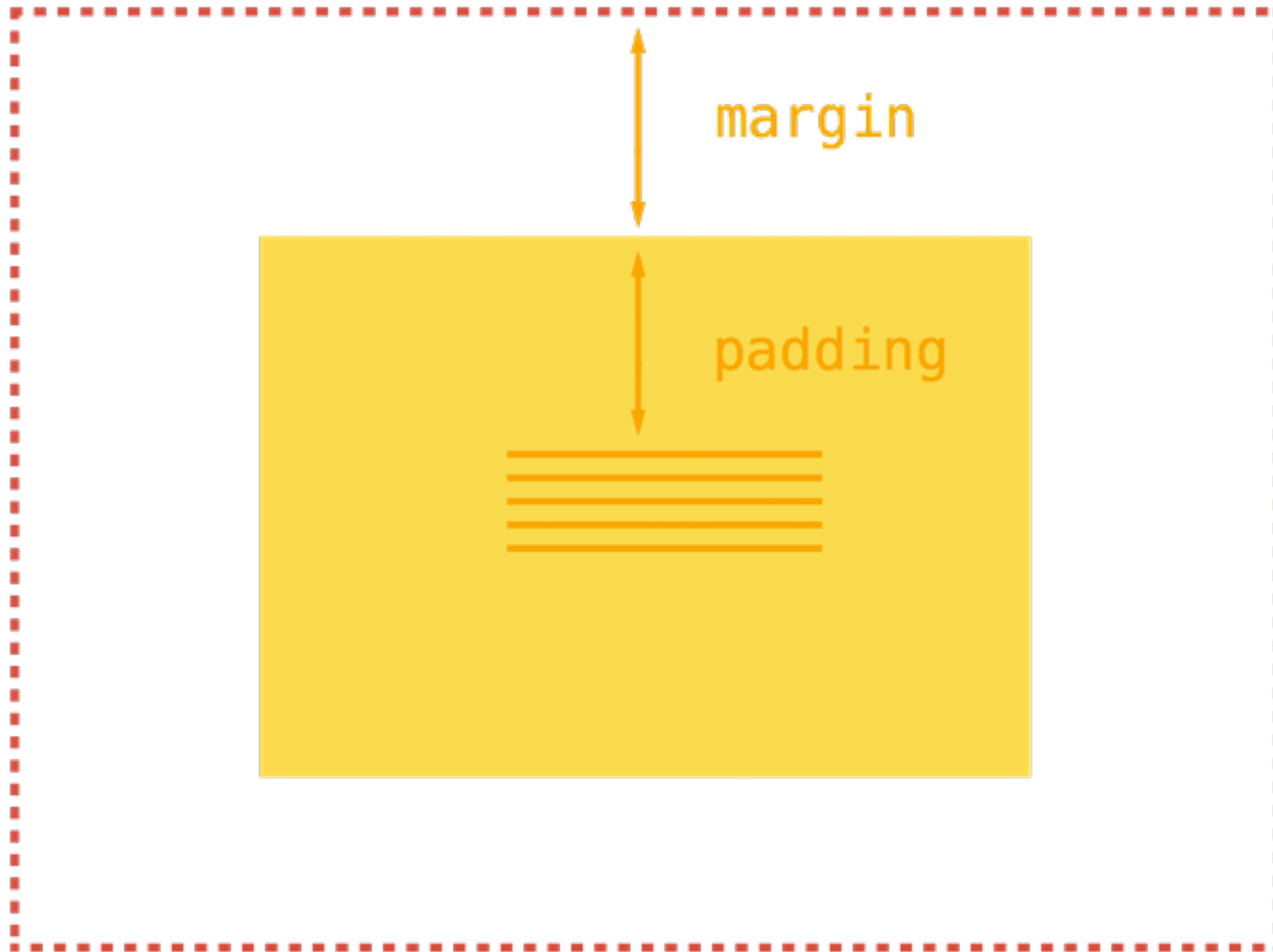
Box model - border

border

Box model - border

```css
div {
    border: 1px solid green;
    border: 2px dashed #FF530D;
}
```

Box model - radius


```css
border-radius: 5px;
```

Box model - shadow

box-shadow: 2px 2px 3px blue;

Action 4.
Wrap with div

id & class

how do you resize the logo only?

HTML

```
1 <img src="logo.png">
2
3 <ul>
4   <li><img src="paul.png"></li>
5   <li><img src="ringo.png"></li>
6   <li><img src="george.png"></li>
7   <li><img src="john.png"></li>
8 </ul>
```

CSS

```
1 img {
2   width: 40px;
3 }
```

✗

how do you resize the logo only?

HTML

```
1  <img src="logo.png" id="logo">
2
3  <ul>
4    <li><img src="paul.png"></li>
5    <li><img src="ringo.png"></li>
6    <li><img src="george.png"></li>
7    <li><img src="john.png"></li>
8  </ul>
```

CSS

```
1  #logo {
2    width: 40px;
3  }
```

✔

how do you style staff pictures only?

```
     1  <img src="logo.png" id="logo">
     2
     3  <ul>
HTML 4     <li><img src="paul.png"></li>
     5     <li><img src="ringo.png"></li>
     6     <li><img src="john.png"></li>
     7     <li><img src="george.png"></li>
     8  </ul>
```

how do you style staff pictures only?

```
     1  <img src="logo.png" id="logo">
     2
     3  <ul>
HTML 4    <li><img src="paul.png" class="staff"></li>
     5    <li><img src="ringo.png" class="staff"></li>
     6    <li><img src="john.png" class="staff"></li>
     7    <li><img src="george.png" class="staff"></li>
     8  </ul>
```

```
     1  .staff {
CSS  2    border-radius: 50%;        ✔
     3  }
```

id or class?

unique

```
1  <img src="logo.png" id="logo">
2
3  <ul>
HTML  4    <li><img src="paul.png" class="staff"></li>
5    <li><img src="ringo.png" class="staff"></li>
6    <li><img src="john.png" class="staff"></li>
7    <li><img src="george.png" class="staff"></li>
8  </ul>
```
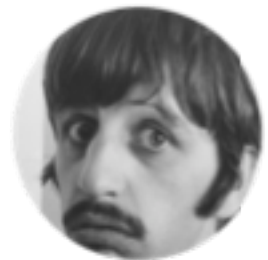
recurrent

Combine

HTML 1 `<img src="paul.png" class="staff">`

CSS
```
1 .staff {
2   border-radius: 50%;
3 }
```

Combine

HTML 1 `<img src="paul.png" class="staff shadow">`

```
1 .staff {
2   border-radius: 50%;
3 }
4
CSS 5 .shadow {
6   box-shadow: 5px 5px 3px black;
7 }
```

Combine

HTML 1 `<img src="paul.png" class="staff shadow" id="lead">`

CSS

```
1  .staff {
2    border-radius: 10px;
3  }
4
5  .shadow {
6    box-shadow: 5px 5px 3px black;
7  }
8
9  #lead {
10   border: 5px solid red;
11 }
```

Action 5.
Name your tags

Fontawesome

For UI elements,
you don't want .png or .jpg files
You want a font of icons

http://fontawesome.io/icons/

Action 6.
Fontawesome

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