Book Promotion Landing Page

Step-by-step construction

[1 Version 1 1](#_Toc144537274)

[2 Version 2 2](#_Toc144537275)

[3 Version 3 2](#_Toc144537276)

[4 Version 4 2](#_Toc144537277)

[5 Version 5 2](#_Toc144537278)

[6 Version 6 2](#_Toc144537279)

[7 Version 7 3](#_Toc144537280)

[8 Version 8 3](#_Toc144537281)

[9 Version 9 3](#_Toc144537282)

[10 Version 10 4](#_Toc144537283)

[11 Version 11 4](#_Toc144537284)

[12 Version 12 4](#_Toc144537285)

[13 Version 13 4](#_Toc144537286)

[14 Version 14 4](#_Toc144537287)

# Version 1

Different web browsers set different default margins for all the elements by using its internal style sheet. To allow consistent look for our website across different browsers, it is useful to get rid of the browser's default margins and padding on all these elements, enabling us to adjust these settings ourselves as needed on our pages.

<https://www.tutorialrepublic.com/css-tutorial/css-selectors.php>

Setting box-sizing to border-box helps when laying out elements and makes it easier when dealing with the sizes of elements dues to the CSS box model

<https://www.tutorialrepublic.com/css-tutorial/css-box-model.php>

<https://www.freecodecamp.org/news/how-to-use-the-css-box-sizing-property/>

<https://www.w3schools.com/cssref/pr_dim_line-height.asp>

<https://www.tutorialrepublic.com/css-tutorial/css-fonts.php>

Landing pages should highlight the key features of your product or service, give the users reasons why they should want it, and then give them the opportunity to get it. A sans-serif typeface is often the best choice, because the lack of serifs gives these fonts a clean appearance. They also have a more modern feel than serifs, which gives the added advantage of making the product look new and fresh

# Version 2

The page is divided into six sections: header, description, testimonials, pricing table, social media, and footer. Each section is embedded within a <div></div> block. Each div element is assigned a class, which enables you to apply CSS properties to everything within that section.

# Version 3

The header is the most important section of the landing page, because it's the first section that visitors see when they arrive. It should start the job of selling your product. The project's header accomplishes these goals by including the following features:

* Background image —This image should be visually striking or should tell a story that's relevant to your product.
* Product image —This image should be a simple illustration or photo that enables the would-be buyer to see what the product looks like
* Product info —At a minimum, this info should include the product name or title, a short (two or three sentences) introduction, and the price.
* Call-to-action button —The user clicks this button to perform the action you want, such as buying, subscribing to, or downloading the product

<https://www.tutorialrepublic.com/css-tutorial/css-background.php>

<https://www.freecodecamp.org/news/css-unit-guide/>

# Version 4

<https://www.tutorialrepublic.com/css-tutorial/css-float.php>

<https://www.tutorialrepublic.com/css-tutorial/css-box-model.php>

<https://www.javatpoint.com/how-to-align-images-in-css>

# Version 5

<https://www.tutorialrepublic.com/css-tutorial/css-float.php>

# Version 6

Styling the single button introduced

# Version 7

Basic styling for the description

# Version 8

We want to structure the landing page by using horizontal bands of content that have two characteristics:

* A background color or image that extends across the entire browser window.
* Foreground content that’s given a maximum width to retain readability. This content usually appears in the center of the browser window.

To accomplish this, structure each content band with two div elements:

* An outer div element that spans the width of the browser window and is styled with the background color or image you want to use with the band
* A nested div element that contains the content, is given a maximum width, and is centered horizontally within the browser window

Use ::after pseudo element for a clearfix hack to clear any floated elements that it contains and preventing the container from collapsing.

<https://www.w3schools.com/howto/howto_css_clearfix.asp>

# Version 9

We also use float to place both the testimonial text and image next to each other.

Possible color schemes for websites:

<https://www.canva.com/learn/website-color-schemes/>

<https://websitesetup.org/website-color-schemes/>

<https://99designs.com/blog/tips/website-color-schemes/>

For 3-color scheme

* Accent color —This color is used as the background for page elements such as the call-to-action buttons and text that you want to make sure the reader doesn't miss. It should be a bold, unmistakable hue that stands out.
* Secondary color —This color is mostly used as the background for some of the content bands. It should be similar to the accent color: bold enough to tell the reader that the content is important but not so bold that it clashes with or overshadows the accent color.
* Tertiary color —This color is used as the background for content that’s less important.

Chart, waterfall chart, treemap chart

Description automatically generated

# Version 10

Adding container for product versions

# Version 11

Adding in the first product version.

Several div classes are introduced here:

* product-versions—This outer div creates the content band. It's given a plum background.
* container—This class is the content div.
* product-version—This div creates the column for a single version or package. It’s floated left and, because there are three columns, is given a 33.33 percent width.
* version-title—This div holds the title of the version or package.
* version-price—This div holds the price of the version or package. For most of the versions, the price is given a plain gray background.

# Version 12

Adding in the remaining product versions.

Adding specific styling to highlight the featured item

# Version 13

Adding in Social media links and styling them

# Version 14

Adding in footer with links

The main div classes used here are:

* footer—This outer div creates the content band. It's given a lightgray background, and the text-align property is set to center.
* footer-links—This div creates the container for all the footer links. Note that each link URL points to #, which is a placeholder that, when clicked, takes the user to the top of the page. In a production landing page, you’d replace each # with the URL of an file on your site.