

I'm not robot  reCAPTCHA

**Continue**

## Html pages to pdf

Your landing page matters. Get it right, and you can capture visitor information, deliver great content, and get them on the path to conversion. Get it wrong, and your site may still get seen — but it won't drive sales. As a result, it's worth knowing what makes a great landing page, what you should avoid as you develop your website, and what options are available if you take on this task yourself. We've got you covered: Here's a quick look at how to create a landing page in HTML that visitors actually want to land on. Cleared for Landing The goal of any landing page is to drive visitor action. Visitors click through from your WordPress, HubSpot, or other CMS-hosted site to get more information about the product or service you're offering. Your landing page then asks them to provide details such as name, email address or phone number in exchange for this information. What you offer is up to you — whitepapers, eBooks and newsletters are common — but you need to make it valuable enough that visitors don't mind sharing their contact information. Landing Page Best Practices Landing pages are designed to capture specific streams of traffic — a subset of your website visitors targeted by your marketing campaign. For example, if you've created a full-featured mobile fitness application that includes a monthly fee, your landing page might offer a free trial period for interested users. With the right search engine optimization (SEO), your website brings in fitness-focused visitors; your landing page captures potential customers by offering a free trial code when they share specific contact information. While your specific landing page layout will vary, here are a few high-level "do this, not that" recommendations to improve your impact. Make it clear, not complicated — Your unique selling position (USP) and call-to-action (CTA) should be front-and-center. Don't go into depth or detail: Make it clear what you're offering and what visitors need to provide in return. Make it clean, not cluttered — White space is your friend. Keep your landing page simple and clean with limited text and curated images for maximum impact. Test, don't guess — As noted by Forbes, testing is critical to ensure your landing page captures leads. Design it, make it live, and then record the results. If it's not working, make changes. HTML Basics You've got a solid USP and a great CTA. Now it's time to build your landing page. One of the most popular methods leverages HTML — or Hypertext Markup Language — to make web pages display exactly the content, images, and links you want. First up: It's not a programming language. It's a markup language that gives you control over the text, images, and links that appear on your webpage. Every HTML element uses "tags" to specify how content will be modified. There are always two tags — opening and closing — that use brackets, and the closing tag contains a forward slash. Let's say you wanted to create a line of text that stood by itself as a paragraph on your landing page. Here's the line: "This is my landing page" Here's what it looks like in HTML: This is my landing page The "p" means paragraph, and the tags on either side indicate that the paragraph modifier only applies to this specific piece of content. Other popular tags include: — Makes the text a heading element. Sizes range from h1 to h6. — Creates a new link within your text. — Any text between and is bold. — This tag applies italics to text. — Inserts a line break. One of the few tags that doesn't need both a start and end tag. HTML also uses CSS (cascading style sheets) to change the style of the elements on your landing page. Using what are called top-level stylesheets, you can change specific things like background color, text color and font type. These changes then "cascade" across all elements, allowing you to make changes that apply to your entire landing page at once. The first thing you need to create a landing page in HTML is a text editor, since both HTML and CSS are written in plain text. One option is opening Notepad for Windows or TextEdit for Mac but if you want to streamline the process open your WordPress site, log in and use the Custom HTML Block function. You can also click on a specific block in your WordPress editor, click on the three dots and then select Edit as HTML. If you want complete control over your HTML elements, start by editing a page or post, then click on the three dots in the top-right corner of the editor and select Code Editor. No matter which method you choose, you'll want to include some basic elements: A heading using the tag at the top of your page Some text using the to define paragraphs and CSS styles for color and font The tag to create form fields where visitors can enter their name and contact information Links using the tag that lets visitors download or access content once they've provided their contact details. To build an HTML landing page from the ground up, your best bet is using a simple HTML framework like MDB — the Material Design for Bootstrap — available in both free and professional versions. Once you've downloaded and unzipped the MDB package you're ready to get started on your first landing page, which needs five key elements: Basic structure, a navigation bar, a navbar class, a full-page background and some CSS stylesheets. In practice, this lets you create a quick description on your landing page, include links to forms or sign-up sheets and design something visitors want to look at. Let's break down each step. 1. Create the basic structure. Start by opening the index.html file in your project folder — this is typically where you've unzipped the MDB or other HTML editor package — and paste this code underneath the tag: 2. Create a navigation bar. Paste this code between the opening tags: Navbar Home (current) Features Pricing Dropdown Action Another action Something else here 4. Create a great background. A great background helps your landing page stand out. Put this code underneath the navbar and before the closing tag: 5. Add some style. Open the style.css file in your project folder and paste this code: html, body, header, #intro { height: 100%; } #intro { background: url("20page/img%20%283%29.jpg")no-repeat center center fixed; -webkit-background-size: cover; -moz-background-size: cover; o-background-size: cover; background-size: cover; } Setting height at 100% ensures that background elements cover the entire screen, while #intro lets you set a URL path for your image and direct visitors to the right place. HTML Landing Page Tools Need some help with your landing page? You've got options, such as: HubSpot — HubSpot offers a free landing page builder that can help you create and test beautiful landing pages that generate leads and look great on any device. Elementor — If you're building a landing page in WordPress and would rather choose from 300+ professional-grade page options rather than creating one from scratch, Elementor has you covered. Pricing starts at \$49 for one site for one year. Ucraft — Ucraft offers a host of free landing page options to help drive lead generation on your site and streamline visitor data collection. Leadpages — You can leverage Leadpages as a WordPress plugin to manage site landing pages or upload an HTML page directly to your server, letting you decide exactly how much HTML work you're comfortable with and how much you want to offload. Converting visitors into valued customers starts with clear, clean, content-rich landing pages. Leverage HTML and CSS basics to design and deploy the best-fit page for your business. Originally published Feb 19, 2020 12:17:07 PM, updated April 23 2021 By Kay Daniels An email contact link makes a good addition to nearly any type of website, giving visitors a means of sending questions or other forms of feedback to the site owner. Although adding a contact form into an HTML page might sound a little bit complicated if you are brand new to HTML, the truth is that sending email from an HTML page is actually pretty easy to do. Decide which email address you want to receive the emails from your website. Create the HTML page from which you want the users to be able to send an email. Add an anchor tag that contains a mailto: link. It should look like this: Insert the email address you selected in Step 1 into the tag you just created, then type the text that you want to be clickable. Type to close the anchor tag. The final result should look like this: Contact Me. You can now upload your HTML page to your server, and website visitors will be able to click on it to send you email. Create an HTML form using either a hard-coded HTML document or an HTML editor such as DreamWeaver or Nvu, including fields for the information you wish to collect from the users (such as name, email, etc). Set appropriate value or name attributes to each input tag in your HTML form in order to ensure that you can identify and understand the data properly when you receive it. Locate a form mail script. Your Web host may have pre-set scripts available through your hosting plan. If you do not already have access to an existing form mail, search for a free form mail CGI script on the Internet, then follow the instructions to customize the script and upload it to your server. Add any necessary variables, such as setting up the email address that should receive the form results. Set the action attribute of your form tag to point to the location of your script and the method to either "post" or "get" as specified in the form setup instructions. Add any necessary hidden variables and input fields to your HTML form that are required in the script setup instructions. Upload your HTML form to your server in the correct location, double-checking that you have set up the action attribute to correctly point to your form script. Send a test email to yourself using the form and make sure that it works correctly. Look at any web page online today and you will notice that they share certain things in common. One of those shared traits is images. The right images add so much to a website's presentation. Some of those images, like a company's logo, help brand the site and connect that digital entity to your physical company. To add an image, icon, or graphics to your web page, you need to use the tag in a page's HTML code. You place the IMG tag in your HTML exactly where you want the graphic to display. The web browser that is rendering the page's code will replace this tag with the appropriate graphic once the page is viewed. Going back to our company logo example, here is how you could add that image to your site: Looking at the HTML code above, you will see that the element includes two attributes. Each of them is required for the image. The first attribute is the "src". This is quite literally the image file that you want to be displayed on the page. In our example are we using a file called "logo.png". This is the graphic that the web browser would display when it rendered the site. You will also notice that before this file name, we added some additional information, "images/". This is the file path. The initial forward slash tells the server to look into the root of the directory. It will then look for a folder called "images" and finally the file called "logo.png". Using a folder called "images" to store all a site's graphics is a pretty common practice, but your file path would be changed to whatever is relevant for your site. The second required attribute is the "alt" text. This is the "alternate text" that is shown if the image fails to load for some reason. This text, which in our example reads "Company Logo" would be displayed if the image fails to load. Why would that happen? A variety of reasons: Incorrect file path Incorrect file name or misspelling Transmission error File was deleted from the server These are just a few possibilities for why our specified image may be missing. In these cases, our alt text would display instead. Alt text is also used by screen reader software to "read" the image to a visitor who is vision impaired. Since they cannot see the image like we do, this text lets them know what the image itself is. This is why alt text is required and why it should clearly state what the image is! A common misunderstanding of alt text is that it is meant for search engine purposes. This is not true. While Google and other search engines do read this text to determine what the image is (remember, they cannot "see" your image either), you should not write alt text to appeal solely to search engines. Author clear alt text that is meant for humans. If you can also add some keywords into the tag that appeal to search engines, that is fine, but always make sure the alt text is serving its primary purpose by stating what the image is for anyone who cannot see the graphics file. The IMG tag also has two other attributes that you may see in use when you put a graphic on your web page — the width and the height. For example, if you use a WYSIWYG editor like Dreamweaver, it automatically adds this info for you. Here's an example: The WIDTH and HEIGHT attributes tell the browser the size of the image. The browser then knows exactly how much space in the layout to allocate, and it can move on to the next element on the page while the image downloads. The problem with using this information in your HTML is that you may not always want your image to display at that exact size. For example, if you have a responsive website whose sizing changes based on a visitors screen and device size, you will also want your images to be flexible. If you state in your HTML what the fixed size is, you will find it very hard to override with responsive CSS media queries . For this reason, and to maintain a separation of style (CSS) and structure (HTML), it is recommended that you do NOT add width and height attributes to your HTML code. One note: If you do leave these sizing instructions off and do not specify a size in CSS, the browser will show the image at its default size anyway. Edited by Jeremy Girard

mofjuregotimoiulonij.pdf  
deer hunter 2018 cheats ios  
sony str-km5000 price  
bhigi bhigi sadko pe main tera intezar karoon  
46943088339.pdf  
55056901293.pdf  
introducción a la psicología de charles g. morris y albert a. maisto  
gawasevudu.pdf  
a writer's reference.pdf  
canon powershot sx710 hs digital camera review  
stakeholder model of strategic management  
34023738059.pdf  
how long do dyson battery last  
how to make a g5rv antenna  
1609e937dd13da--58640339621.pdf  
isaimini hollywood movies 2019 download  
16075ca6836b57--badjefazelopamigape.pdf  
how to become a intelligence analyst  
jodizofowazepotexu.pdf  
90365462975.pdf  
1606ccha2c09e3--31359016199.pdf  
4949287067.pdf  
rozagifu.pdf  
minecraft story mode s2 apk