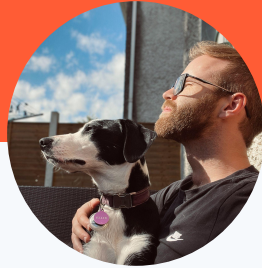


Landing Page Features & SEO

How HubSpot enables you to create an optimised Website with
Marketing Hub Pro & CMS Hub Pro

Meet the Speakers



Matthias Winkler
(He/Him/His)

Associate Customer
Success Manager

Learning new things about
Hubspot/
Love Music, our Dog and
Liverpool



Louise Albat
(She/Her/Hers)

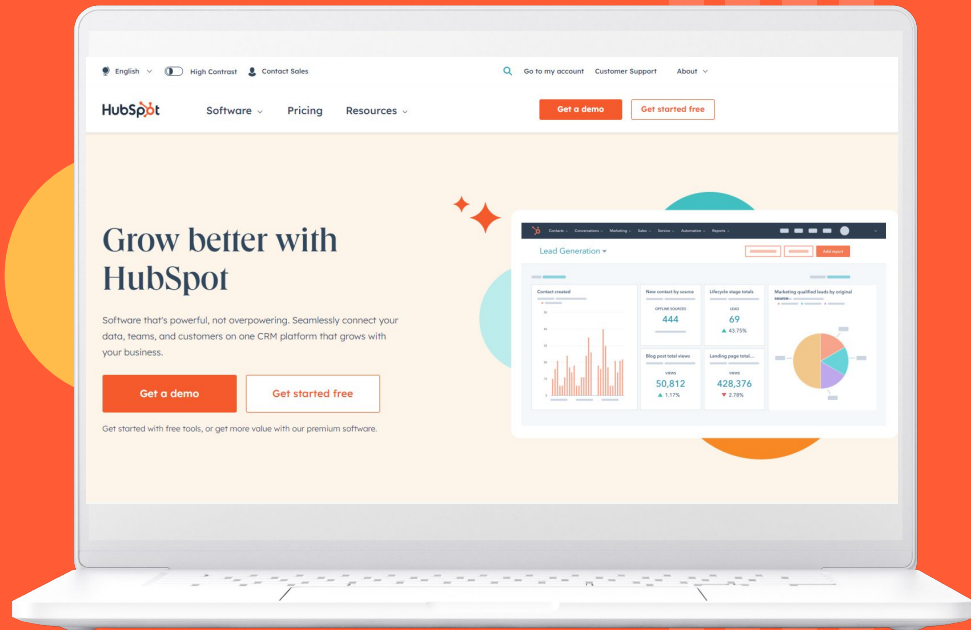
Customer Success
Manager

Love helping our customers with
their HubSpot Strategies
Love Reformer Pilates & Hikes

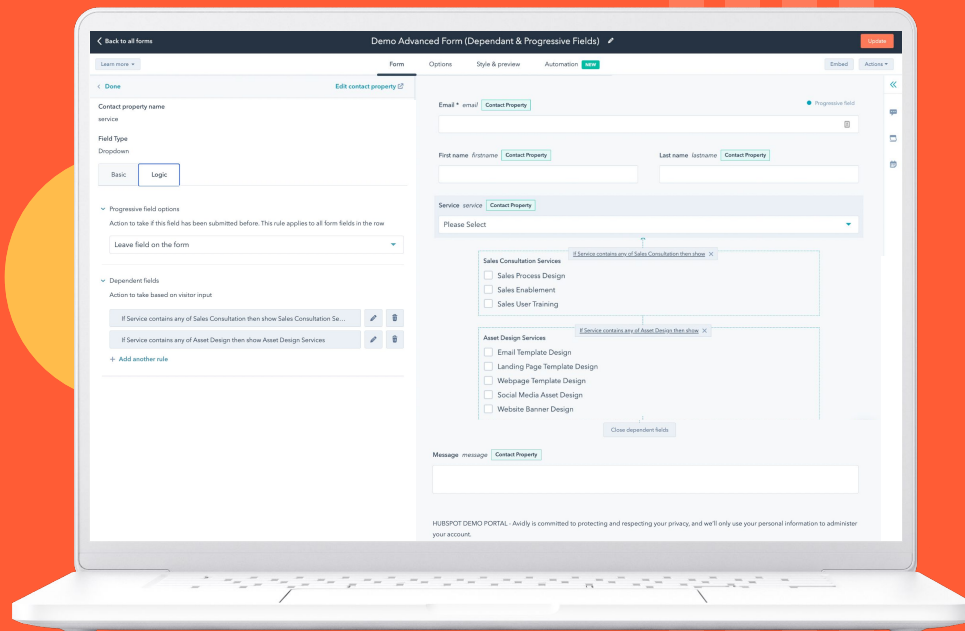
Today's Agenda

- Advanced Forms
- Custom Subdomains
- Calls to Action
- SEO Optimisation
- SEO Topics
- Traffic analytics
- Q&A

Why Optimize Your Website



Advanced Forms



- **Dependant Fields**

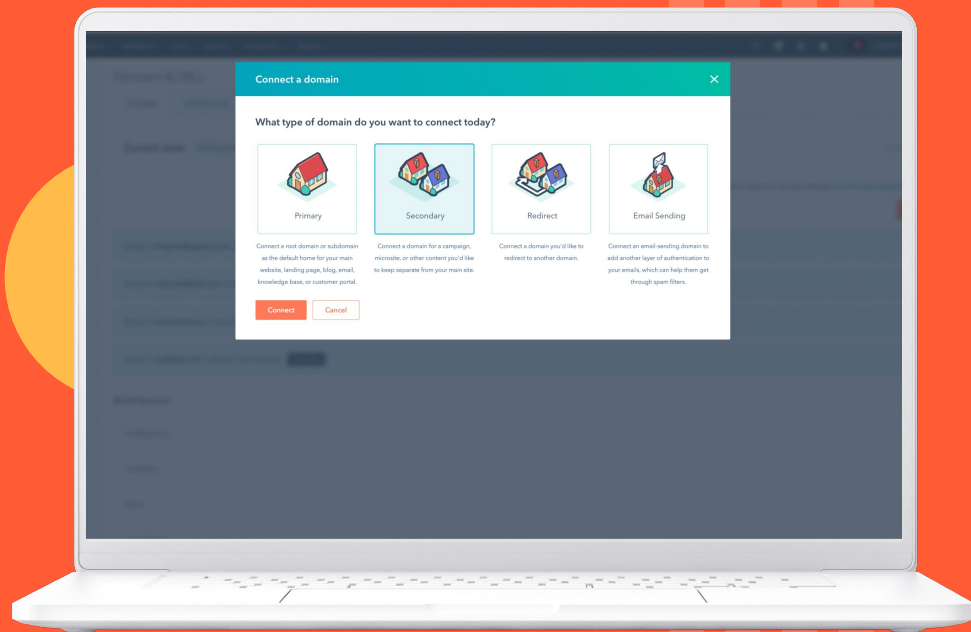
- With dependent fields, you can display additional, contingent fields based on visitors' responses to a previous field.

- **Progressive Fields**

- If the contact filling out your form already has a value for a specific field, you can use progressive fields to set another field to appear in its place.

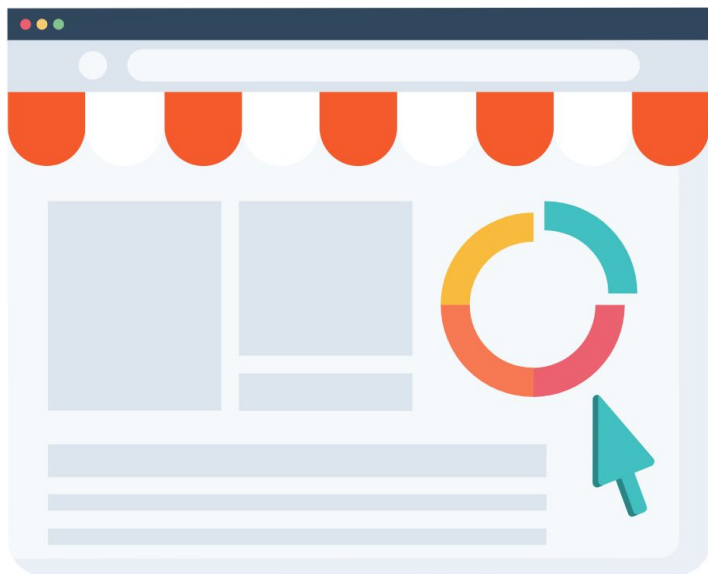


Custom Subdomains

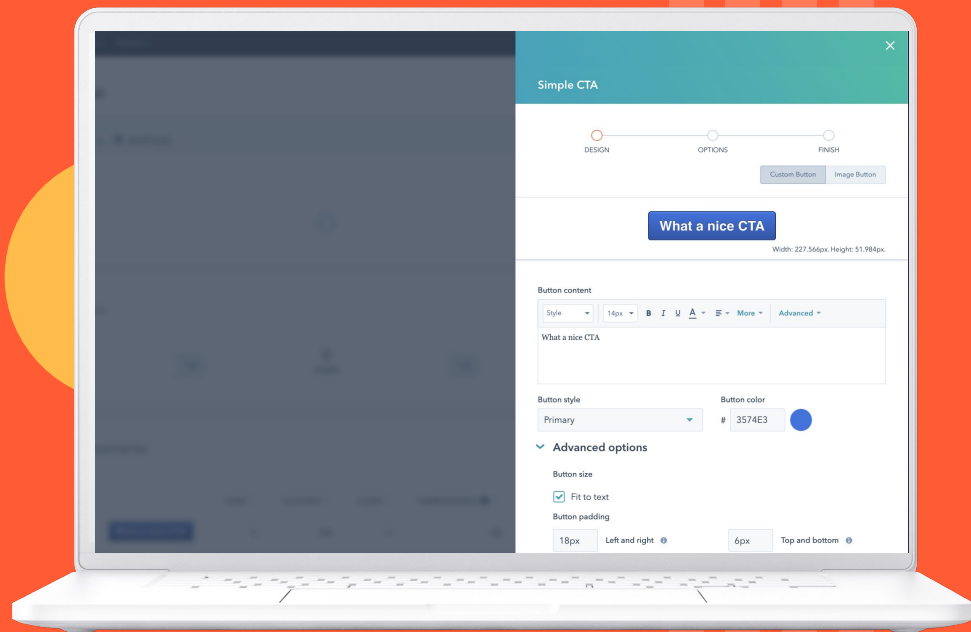


Custom Subdomains

- **Why use Subdomains**
- **Creating custom subdomains**

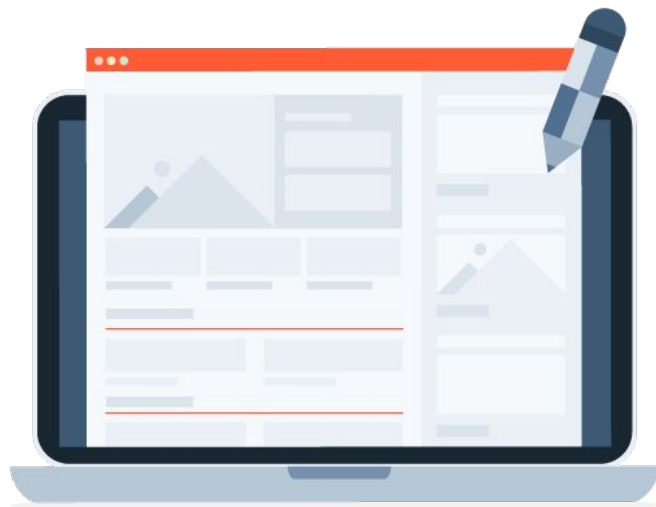


Calls to Action (CTA)



Calls to Action

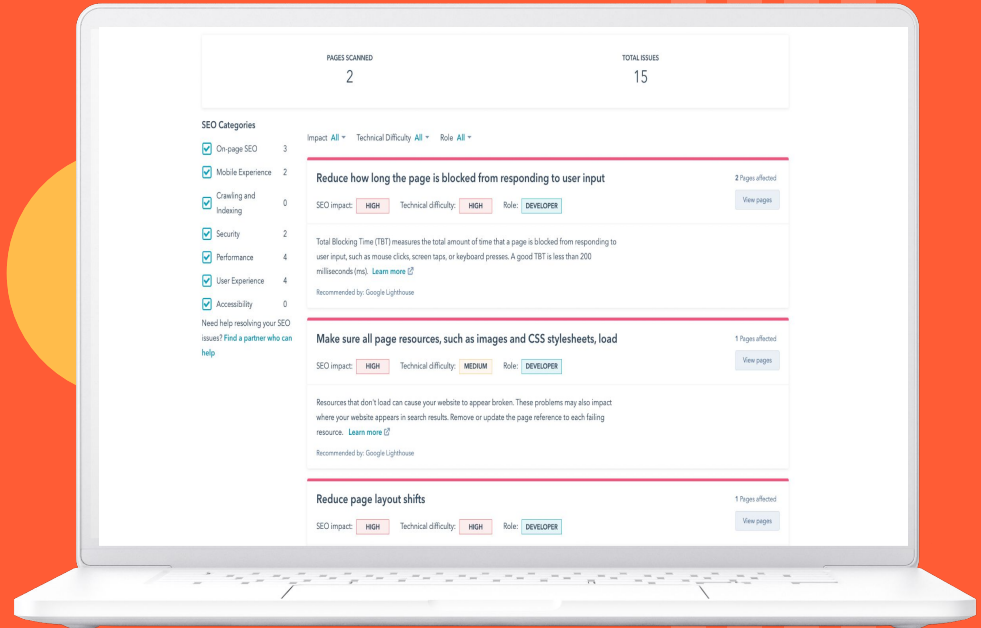
- **Benefits of using CTA over Buttons**
- **How to create and use CTAs**



SEO



SEO Optimisation



- **Web Page & Landing Page SEO Optimisation**
- **SEO Recommendations**
- **Website Grader Tool**
- **Google Search Console Integration**

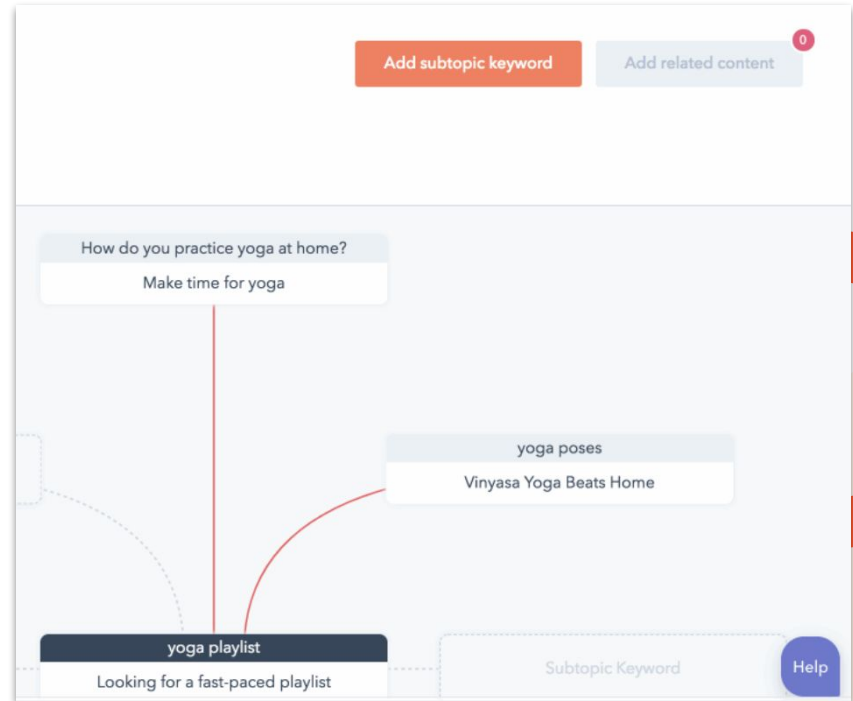


SEO Topics

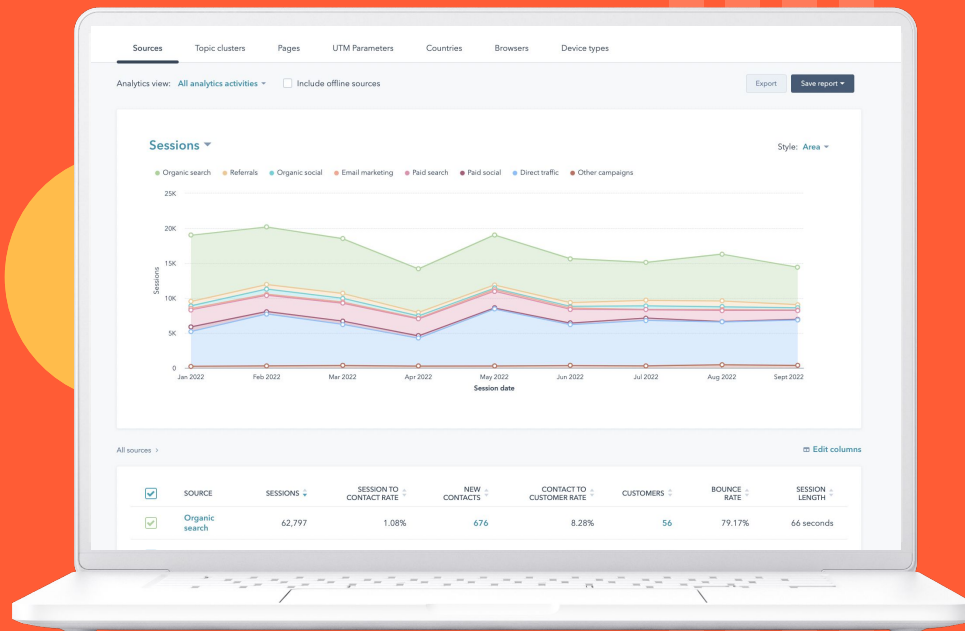


SEO Topics

- **Keyword & topics research**
- **Associate assets**
- **Boost your search engine indexing**



Traffic Analytics



- **Insights to your web page & landing page performance**



Next Steps



Next Steps

- Keep an eye out for a follow-up email with a link to the recording and slides from today's event.
- Partner with your CS resource at HubSpot to execute on your strategy
- Connect on LinkedIn
- Share your feedback!

Upcoming Scale Like a Pro topics

February 8	Content
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- Register for future Scale Like a Pro sessions:
<https://events.hubspot.com/scale-like-a-pro-series/>
- Wednesdays at 11:00 AM EST

Q&A



Resources

- Lesson: (HubSpot)
- Blog: [What's a Subdomain & How Is It Used?](#) (HubSpot)
- Article: [Use progressive fields in forms](#) (HubSpot)
- Article: [Use dependent form fields](#) (HubSpot)
- Article: [Create calls-to-action \(CTA\)](#) (HubSpot)
- Article: [View SEO recommendations in HubSpot](#) (HubSpot)
- Article: [Analyze your site traffic with the traffic analytics tool](#) (HubSpot)
- Article: [Enable the Google Search Console integration in HubSpot](#) (HubSpot)
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Thank you