

training code: DM-NC / DM-NC / ENG DL 1d_Ip / EN

Landing page in 60 minutes: How to use no-code and AI to build it

In the fast-paced world of marketing, speed in creating and testing campaigns is crucial. This hands-on training will show you how to build effective, professional-looking landing pages in record time — even within 60 minutes. By leveraging the power of no-code tools (Webflow, Framer) and AI support, you'll learn how to quickly bring ideas to life, optimize them for conversion, and analyze results without relying on a large team.



Training recipients

This training is ideal for performance marketers, campaign specialists, growth hackers, and all marketers who need to quickly create and test landing pages for ad campaigns, webinars, or promotions. It will also benefit anyone who wants to learn modern and efficient no-code methods for prototyping websites.



Benefits

- You will learn how to quickly create and publish landing pages using Webflow.
- You will discover how to use AI to generate high-performing content: headlines, copy, and calls to action (CTAs).
- You will gain practical knowledge on optimizing landing pages for SEO and conversions.
- You will master the basics of A/B testing to maximize the effectiveness of your pages.
- You will explore tools for analyzing user behavior (e.g., Clarity, Hotjar, Google Analytics) and learn how to draw actionable insights from them.
- You will receive ready-to-use checklists and best practices to speed up your work.



Training program

- Introduction to landing pages – best practices
- Webflow – rapid website prototyping
- AI in content creation – headlines, CTAs, descriptions
- SEO optimization
- Testing and analyzing landing page performance
- A/B testing and personalization
- Conversion optimization checklists
- Tools for analyzing user behavior (Hotjar, Clarity, Google Analytics)



Expected preparation of the participant

No special preparation is required from participants.



Duration

1 days / 6 hours

Language

Training: English

Materials: English