ABSTRACT

DEVELOPMENT OF WEB LANDING PAGE CMS WORDPRESS WITH
THRIVE ARCHITECT PLUGIN IN EVENTS ENTREPRENUER
GATHERING 5

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Landing page is a visualization where internet users, especially on websites, can attract visitors more comfortably and convert sales and indexation with the seller's website.

In the current era the use of landing pages is very diverse and widely used by website users and digital marketing to generate visitors and generate sales that can be converted into passive income.

Development of wordpress web landing page cms with thrive architect plugin on entreprenuer gathering event 5. Where this development was carried out to increase visitors' interest in registering at entrepreneur gathering 5 events held by Ratakan, so that visitors will feel more comfortable and will register at the event.

The method used in the development of this web uses the Table Layout method that is by presenting data in the form of columns and rows by showing similar data and each row consists of columns showing groups of data in one unit.

From PKL / KP, the writer develops landing page websites and customizes the basic appearance, sales letter, copywriting, visualization, and the addition of several features on the landing page, so it is expected to be able to help create and manage landing pages better.

Keywords : Thrive Architect, Website, Wordpress