

Your Exam Study Guide

The following guide walks through key lessons from each of the six certification classes. Use this as a guide as you prepare for your HubSpot Design Certification test.



Introduction to Building Templates with the HubSpot Design Tools

I. What are the HubSpot Design Tools?

- What is the HubSpot COS?
- What do the tools do?
- How do they differ from other CMS platforms?
- What are the two tools that are available for designing?

II. How do you create a new template layout?

- How do you create and edit a new template?
- What are the functions of the buttons in the Template Builder?
- What types of templates can be created?
- What are 'System Pages' and how are they used?
- What is the Actions menu?

III. How do you build with modules?

- What are groups and why use one? What types of groups can you create?
- How are modules moved and split?
- What types of modules are available to you?
- What modules are used for lead generation?
- What modules are specific to blog layouts?
- Why is placeholder text important?
- What are body classes?

IV. How do you use the code editor?

- What is the purpose of the Code Editor?
- How do you style a template built in the visual editor?
- How are styles and templates previewed?
- How do CSS Stylesheets and Templates interact?
- What is a primary CSS file and what does it do?
- What boilerplate styles are referenced in new stylesheets?

V. Advanced tactics

- How are Javascript and jQuery used with HubSpot templates?
- What are HubL tags, and how are they used?
- How is a custom module created?
- Why would you create a custom module?

Building a World-Class Email Template

I. Why use HubSpot to build email templates?

- What are the limitations of email, in general?
- What modules are common in successful emails?
- How are email layouts tested?
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II. Best practices for structure

- How can images be used?
- What should designers avoid, regarding images?
- What is CAN/SPAM and how does it affect your template?

III. Best practices for marketing

- How can you help the content creator brand their emails?
- What are Personalization Tokens?
- Do you know which modules to include to increase lead generation for the template user?
- How do you ensure that CTAs load on a mobile device?

III. Building an email template

- Build an email template in the template builder.
- If possible, send a test email to yourself and test responsiveness on a smartphone and/or tablet.
- How do you style an email?

Creating Engaging Page Templates

I. Why use the HubSpot design tools to build page templates?

- How is creating page templates in HubSpot different from other CMS platforms?

II. How do you build an effective page template?

- Whose experience should a designer focus on, when building page templates?
- What is 'the fold'? Why is it important?
- What is a landing page and what does it typically contain?
- What are Calls-to-Action, and do they relate to page design?
- How are homepages different from landing pages?
- What kinds of modules and content would you include on a homepage?
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III. Building a page template

- Build a landing page template with the template builder.
- Customize the template by adding or removing modules.
- Create a page using the landing page tool.
- Publish the page and have friends or colleagues evaluate the responsiveness and functions on the page.
- How do you approach styling a page template compared to an email template?
- How do you style a form?

Engineering effective blog templates

I. Why use the HubSpot design tools to build blog templates?

- How is creating page templates in HubSpot different from other CMS platforms?

II. Best practices for structure

- What unique challenges should be considered when designing a blog template?
- How should a blog look, compared to the rest of the website?
- What is the primary goal for the end user, when building a responsive blog?
- How is the structure of individual blog posts built?

III. Best practices for marketing

- How can designers help generate more blog visitors blog?
- How can designers help to promote the company's thought leadership?
- What kinds of content should go in the sidebar to drive conversions?

IV. Building a blog template

- Build a blog template with the template builder.
- Publish the blog template somewhere and add a sample post through Content > Blog.
- Test the blog template's responsiveness.
- Format the layout of your posts using the Blog Content module options.
- Try adding a CTA into the post listing of your blog template.

Designing a User-Focused Experience

I. Why is user-focused design important?

- How much does the complexity of a site impact the user experience?
- What are you trying to achieve and maintain when designing a user experience?

II. How do you design for the user?

- Plan some user personas to guide your practicum creation.
- Evaluate and assess the user experience of your current site design.
- What steps should be taken to re-design a website?
- What tools does a designer need to create a mockup or prototype?

III. Key user experience design principles

- How do you create a consistent user experience across different pages?
- Where should you add affordances in your design?
- What design elements can be used to ensure that buttons are visible and obvious to click on?
- What kinds of feedback can be added to a form?
- How can designers use constraints to their advantage?
- Consider what you'd include in a style guide for your company.

Drafting Smarter Mobile Designs

I. Why design the mobile experience?

- How does browsing the web on a mobile device differ?
- How does reading emails on a mobile device compare to a desktop experience?
- Why do you need to consider a mobile user's physical surroundings when they are interacting with your content?
- Compare and contrast the differences between responsive design and adaptive design.

II. How can you best support mobile users?

- What are some ways to optimize a mobile user's sensory experience, both visual and tactile?
- What steps should be taken to re-design a website?
- What tools does a designer need to create a mockup or prototype?

III. Creating the mobile optimized experience

- What are some of the standard mobile breakpoints for media queries?
- Do you know how content stacks on a mobile device compared to a browser?
- Do you understand how to modify the stacking order of your content on mobile?
- How much time should you devote to testing on a mobile device?
- What would the HTML that would open a map or the phone app look like?

Sample Exam Questions

I. What category of pages contains the option to build an email subscription management page?

- a) Alert Pages
- b) System Pages
- c) Warning Pages
- d) Notification Pages

II. What are HubL tags?

- a) HubL tags are a form of server-side code, used for building templates.
- b) HubL tags are another form of CSS, used for advanced page design and typography.
- c) HubL tags are similar to jQuery in that they enable features like interactive, animated divs.
- d) HubL (short for HubSpot Lingo) tags are a way that you can use common JavaScript snippets easily.

III. True or False: A well-designed Landing Page is like an employee that works for you 24/7.

- a) True
- b) False

IV. How do you change the layout of an individual blog posts?

- a) This is changed in the Blogging tool, when editing a post.
- b) This is changed in Content Settings > Blog Layout.
- c) This is changed through the Blog Post Template Builder.
- d) This is changed by clicking on the blog module settings button, and “Edit Options.”