

AltaraSocial: pre-launch landing pages to validate a community platform

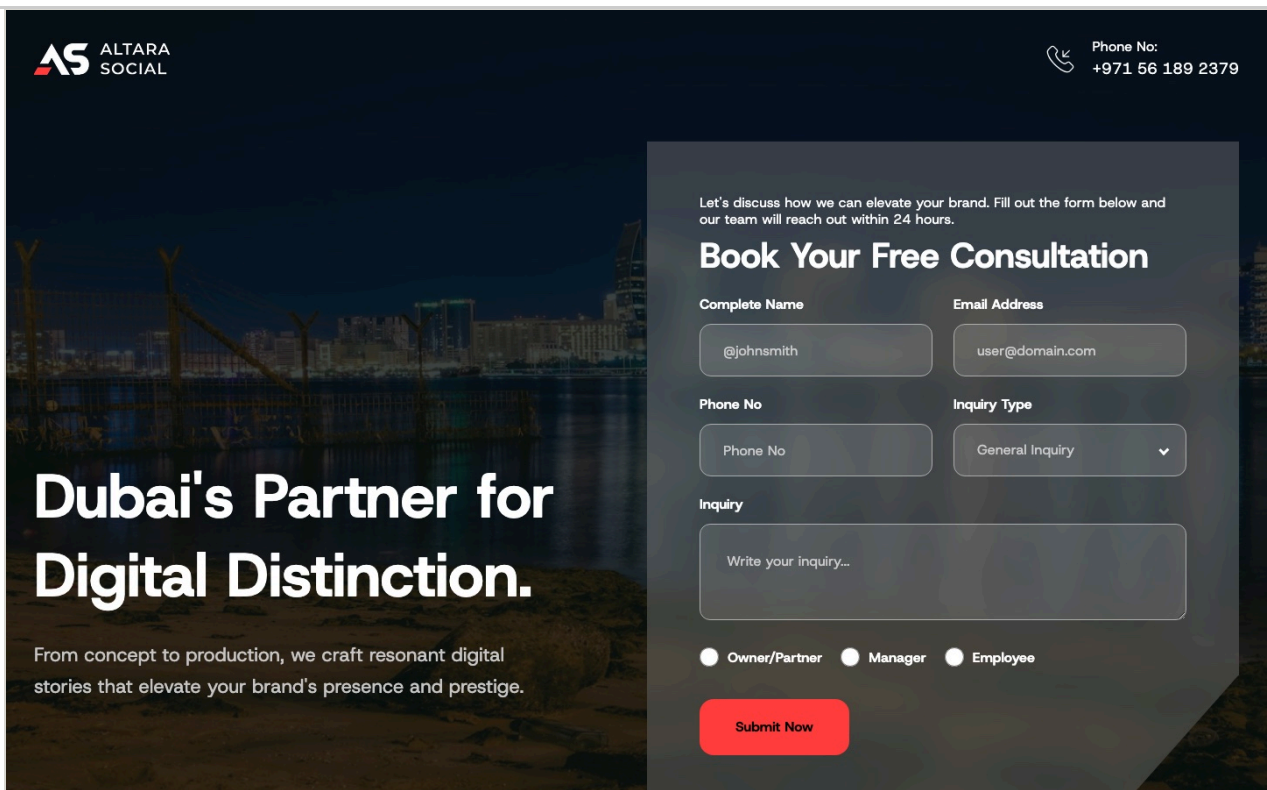
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Role: Sole developer

Stack: Static HTML, CSS and JavaScript (Bootstrap, Swiper, Fancybox), with a PHPMailer-backed interest form on one variant

Client: Altara Group

Status: Landing pages only. The platform itself was not built.



SCREENSHOT FROM A LOCAL BUILD OF THE REPOSITORY

Context

The Altara Group planned a social and community platform and wanted to test positioning and collect sign-ups before committing to a build. The right artefact for that is a set of landing pages with a working interest form, not a platform, and that is what was delivered, alongside the Altara Law site for the same group.

What I built

Three landing-page variants:

- ◆ **altarasocial-landing1** and **altarasocial-landing2**, two template-based directions with different emphasis and layout, so the group could compare how the proposition landed visually.

- ♦ **landing-altarasocial**, a lighter single-page variant with a PHPMailer form capturing interest, so sign-ups could be collected from day one regardless of which direction won.
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Honest framing

An earlier version of my resume described AltaraSocial as an internal social and community platform. On review, no platform code exists: the main repository holds only a README, and the verifiable work is the three landing pages above. The resume and this page now describe the project as what it is, pre-launch validation work, and the correction is recorded here on purpose. Anyone reading a portfolio should be able to trust that every line has been checked against the source.

Why it is in the portfolio

It is a small, legitimate piece of client work with A/B-style variants and a lead-capture form, and it belongs to the client-websites track record rather than the platform builds. It also stands as a marker of how the rest of this portfolio was assembled: from the code, not from memory.