

Keap Forms in a Landing Page - Create and Manage Landing Pages

Time To Complete

35 min

What Will You Learn

The article details how to create, customize, and publish landing pages in Keap. It highlights the advantage of embedding the entire landing page form (instead of just the form) to enable thank-you page redirects. It walks users through choosing templates, editing content, customizing slugs and domains, embedding pages into external sites via JavaScript, and adding multiple forms with tags for segmentation. It also covers mobile formatting tips, editing live pages, and tracking analytics like views and conversions.

Prerequisites

*Embedding a Keap Landing Page Form as opposed to Embedding the form itself allows for a Thank you page URL after submitting

Create a new landing page

Go to **Marketing > Landing Pages**

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1. Click **Create a landing page**
 2. Select a **Template** or **Start from Scratch**

3. Name your landing page and click **Continue**

4. Design your landing page

5. Click **Next** to publish your landing page

Share your published landing page

- **Landing Page URL:** A custom URL is created based on the name you gave your landing page. Copy the link and share it on your social platforms or link to it from your website.
- When you change the name of your page, it will automatically change the ending URL (called a slug)
- You can also manually change the slug separately by clicking on the **Edit URL**
- You can also use your existing website domain by selecting **Edit URL**, then choosing to **Use your existing website domain** and following the steps. You'll need to have a subdomain already set up (subdomain.domain.com) before proceeding. Your landing page will now have your domain name (slash) your page name (ex. domain.com/landing-page-name.) Note that the URL may take 48 hours to propagate.
- **Add to your website:** You can use a javascript snippet to add an iframe of your landing page to your website. Copy the code and paste it to a page on your website using HTML editing.

Edit a landing page

1. Navigate to **Landing pages**
2. Click the icon next to the landing page you would like to edit
3. Select **Edit** from the dropdown
4. Make your edits and click **Next**
5. Click Publish changes to make your new edits live

New edits to an existing landing page can take 15-30 minutes to appear on the live version of the page

Pro-Tip: When using the State field you will need to also include the Country field in your form

Landing page reporting

You can track the effectiveness of your landing pages based on your page views, unique visitors, and conversion rate.

1. Navigate to **Landing pages**
2. Click **Filter**
3. Choose **Published** from the dropdown

4. Review your published landing page statistics

Add a form to a landing page

You can one or more forms to a landing page to collect leads

1. Drag the form widget onto the template
2. In the panel on the right-side of the page, you can configure the fields and the look and feel of the form.
3. If this landing page has multiple purposes, you can more capture forms.
4. You can apply a tag when someone fills out a specific form by using the Apply Tag option. This comes in handy when you use multiple forms and want to segment them based on which form or forms they filled out. You can also create a tag on-the-fly. And with the power of automation, you also create an Easy or Advanced automations based on a tag applied to their contact record!

Pro Tip: Landing page not submitting? When using the State field you will need to also include the Country field in your form in order for it to submit.

Changing the padding on forms can cause formatting issues with the mobile version, especially when changing the left padding. When going higher in px, it causes the formatting of the form to be off-center of the landing page in the mobile version. It does not do this in the desktop version. The form element is the only element affected by this.

This is not a defect. The average mobile screen sizes differs from 350-450px based upon the device company and brand. Therefore, if you give 400px as left-padding to any element it will be outside the screen view. Even though the element will still exist on phones screens you just need to scroll to the left and see that element.
