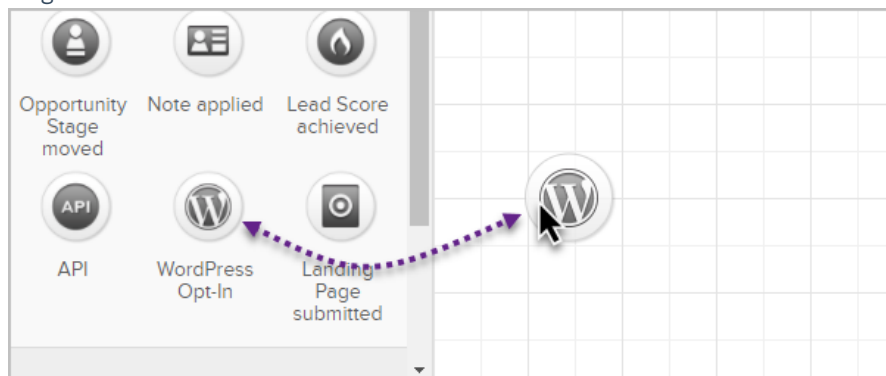


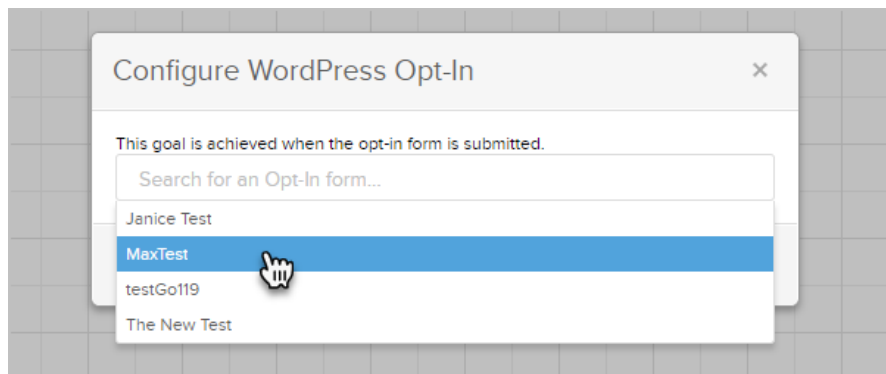
Automate something when someone fills out your WordPress form

This article applies to:

1. First, you need to install the [WordPress Opt-In form](#) on your website
2. You then need to [connect it to your Keap account](#)
3. Next, you will actually [build a WordPress Opt-In form](#). When the form is ready, move on to the next step.
4. Drag the **WordPress Goal** onto the canvas



5. With the WordPress goal on the canvas, double click it to designate which WordPress opt-in form completes this goal. Select the name of the opt-in form from the drop-down list. If you have a long list of opt-ins, begin typing the name of the desired form and you will be taken to the form in the list.



6. Once the desired opt-in form is selected, you can finalize this configuration by clicking the green **Save** button
7. The last step to finalize the WordPress goal completion setup is to ensure that the goal is connected to a sequence and the subsequent sequence is properly configured to initiate automation for contacts completing the WordPress opt-in form

