New Landing Pages - Create and manage landing pages

This article applies to:
Pro
Max

Create a landing page that allows you to capture new leads on a custom-designed page hosted by Keap.

1. Create a new landing page
2. Share your published landing page
3. Edit a landing page
4. Landing page reporting
5. Frequently asked questions

Create a new landing page

1. Go to Marketing > Landing Pages
2. Click Create a landing page
3. Select a **Template** or **Start from Scratch**

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

5. **Design your landing page**

6. 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)

![Page details](image)

• 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 custom domain](image)

• **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**

```
<table>
<thead>
<tr>
<th>Publish</th>
<th>Save as a template</th>
<th>Next</th>
</tr>
</thead>
</table>
```

5. Click Publish changes to make your new edits live

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New edits to an existing landing page can take 15-30 minutes to appear on the live version of the page
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Pro-Tip: When using the State field you will need to also include the Country field in your form
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**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

Frequently asked questions

How do I follow up with a contact who fills out a landing page?
Landing pages are available in both Easy and Advanced Automations to create automatic follow-up after a contact fills out a landing page.

Are there differences between Pro, & Max landing pages?
Yes, while the building experience is the same, Max customers also have the ability to add additional pages to their landing page. Pro customers are limited to 2 pages, including the thank you page.

Can I have different subdomains depending on the landing page?
No, only one subdomain can be created that's shared between all landing pages.

Will a landing page submission opt-in a contact who has previously opted-out?
No, landing page submissions aren't able to opt-in email addresses who's email status is currently in an opt-out status. If this is needed, a web form can be used instead.