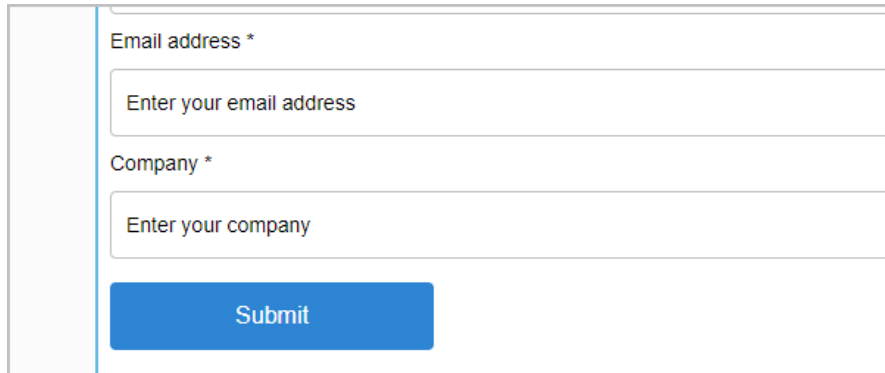


URL Parameters[@]

This article applies to:

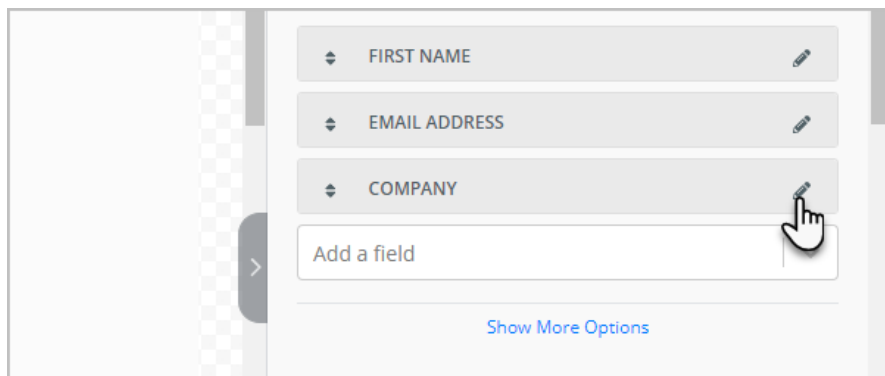
You can have certain fields be pre-populated with specific info to help you track certain lead sources instead of needing to copy or duplicate landing pages.

1. Add a form to a landing page



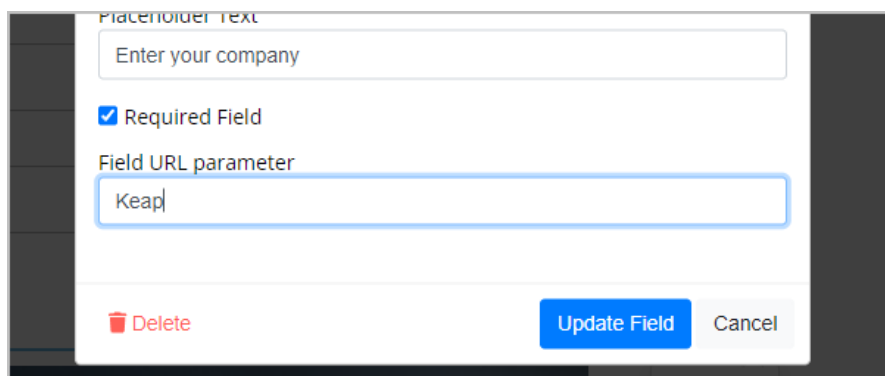
A screenshot of a form with two input fields and a submit button. The first field is labeled "Email address *" and contains the placeholder text "Enter your email address". The second field is labeled "Company *" and contains the placeholder text "Enter your company". Below the fields is a blue button labeled "Submit".

2. Select which field you want to use the URL Parameter and click the pencil icon



A screenshot of a field selection interface. It shows a list of fields: "FIRST NAME", "EMAIL ADDRESS", and "COMPANY". Each field has a dropdown arrow on the left and a pencil icon on the right. A hand cursor is clicking on the pencil icon for the "COMPANY" field. Below the list is an "Add a field" button and a "Show More Options" link.

3. Enter in your value






A screenshot of a field configuration dialog. It shows a "Placeholder text" field with the value "Enter your company". Below it is a "Required Field" checkbox that is checked. Underneath is a "Field URL parameter" field with the value "Keap". At the bottom are three buttons: "Delete" (with a trash icon), "Update Field" (in blue), and "Cancel".

4. Click the **Update Field** button

Placeholder Text

Required Field

Field URL parameter

 Delete  Update Field  Cancel

5. Publish the landing page
 6. Add the value to the URL link
-