

Change Field Labels

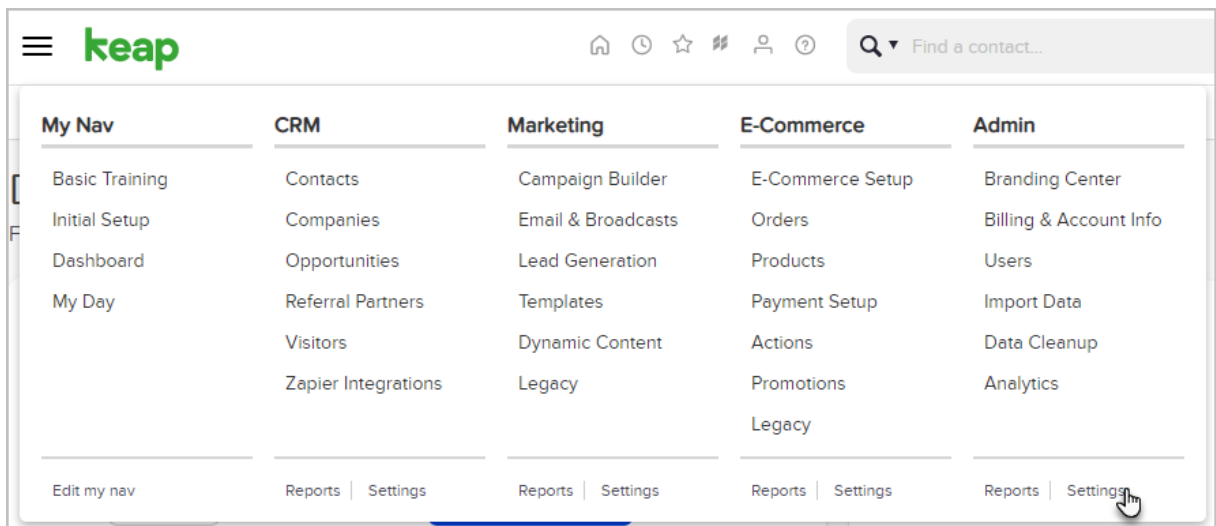
This article applies to:

You can customize the standard labels displayed within your Keap application. This allows you to re-purpose a standard field or use names that are more familiar to you and your Keap users. When you change the label for a record or field in Keap, it is only a cosmetic change. It does not change the back-end database name that you would use to integrate other systems with Keap through the API .

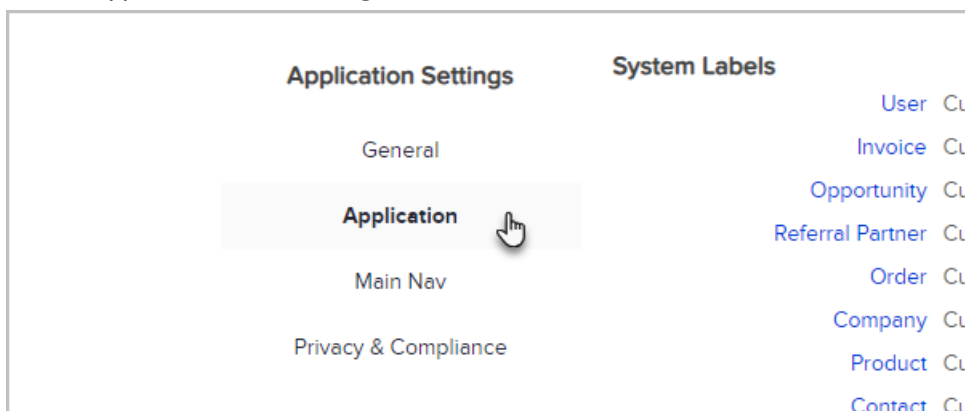
Labels are displayed in the area navigation and drop-downs (e.g., You could change the label "Companies" to "Accounts" or change "Opportunities" to "Deals".)

Field labels are displayed within individual records, like a contact or company record. You can customize field labels to align with address field names for your locale.

1. Go to **Admin > Settings** in the main navigation menu



2. Click on **Application** in the settings menu



3. The first section on this screen displays a list of system labels. Click on the link for the type of label you want to change (Order, Company, Contact, etc.) The standard field labels are on the left.

| | | |
|----------|-----------------------------------|--|
| | User | Customize systemwide User labels. |
| | Opportunity | Customize systemwide Opportunity labels. |
| | Company | Customize systemwide Company labels. |
| pliance | Subscription Plan | Customize systemwide Subscription Plan labels. |
| | Contact | Customize systemwide Contact labels. |
| ettings | Referral Partner | Customize systemwide Referral Partner labels. |
| | Invoice | Customize systemwide Invoice labels. |
| | Order | Customize systemwide Order labels. |
| on Rules | Product | Customize systemwide Product labels. |

4. Click on the link (e.g. "No Value") next to the record or field label you want to change, and then enter and save the new label name. In the example below, we rename "Company" to "Account."

Manage System Labels

Record Labels

Company [\[Save\]](#) [\[Cancel\]](#) [\[Reset\]](#)

Company (plural) No value

Field Labels

| Field | Label |
|-------|-------|
| | |