Legacy Landing Pages vs. Web Forms 🔗

This article applies to:

[Max](#)
[Max Classic](#)

You may wonder if you should use a **landing page** or a **web form** for you particular lead capture activity. Generally speaking, a "Landing Page" or "Squeeze Page" is a single-page website with a very clear call to action. The page copy and page design exists to do one thing - establish a value proposition that entices the visitor to trade their contact information with your offer. It's a specialty, one-off web page that is not part of a larger website. It is supposed to be distraction-free and focus only on the offer.

A web form is more flexible than a landing page because a web developer can integrate it more seamlessly into your website. It can be used as your "Contact Us" form on your website, your newsletter sign up form, etc... It can be adapted to more diverse applications than just a landing page.

There are other technical differences between the two that may help you decide which one to use in your marketing strategy:

Feature	Landing Pages	Web Forms
Mobile Responsive	Yes	Yes
Can be embedded into your website	Yes	Yes
Pre-Populate Fields from an Email	Only First Name, Last Name, and Email	Yes
Hosted by Keap option?	Yes	Yes
Self-hosted option?	No, but you can point your sub domain to the landing page	Yes (Can be embedded on your website)
Pre-made starter templates	Yes	No
Modern Drag and Drop interface	Yes	No
Can be used to enroll a referral partner?	No, but can be done with a legacy action set	Yes