

# New Landing Pages - Create and manage landing pages

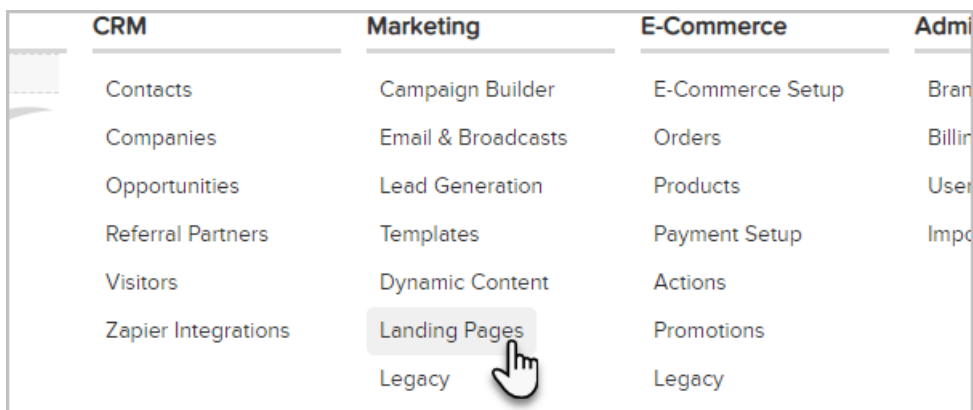
This article applies to:

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](#)

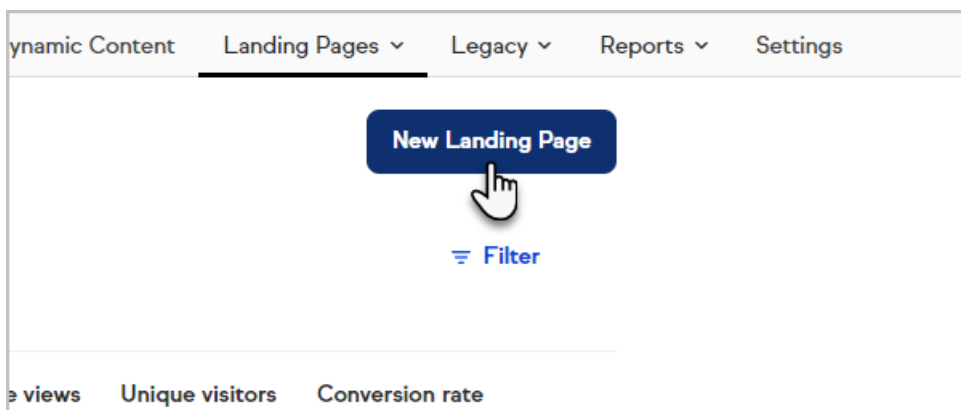
## Create a new landing page

1. Go to **Marketing > Landing Pages**

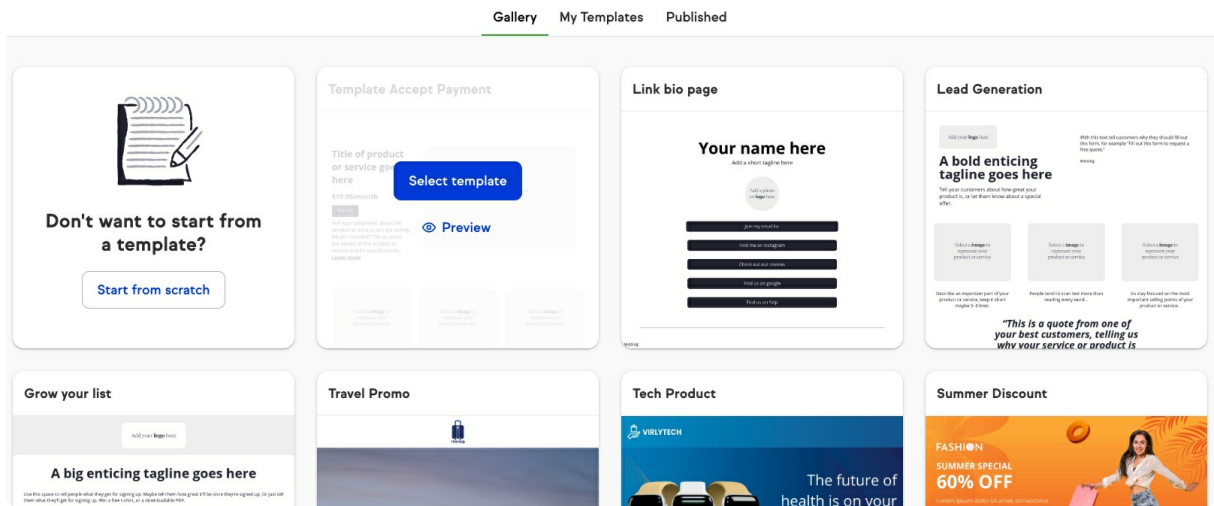


CRM	Marketing	E-Commerce	Admin
Contacts	Campaign Builder	E-Commerce Setup	Brand
Companies	Email & Broadcasts	Orders	Billin
Opportunities	Lead Generation	Products	User
Referral Partners	Templates	Payment Setup	Impo
Visitors	Dynamic Content	Actions	
Zapier Integrations	Landing Pages	Promotions	
	Legacy	Legacy	

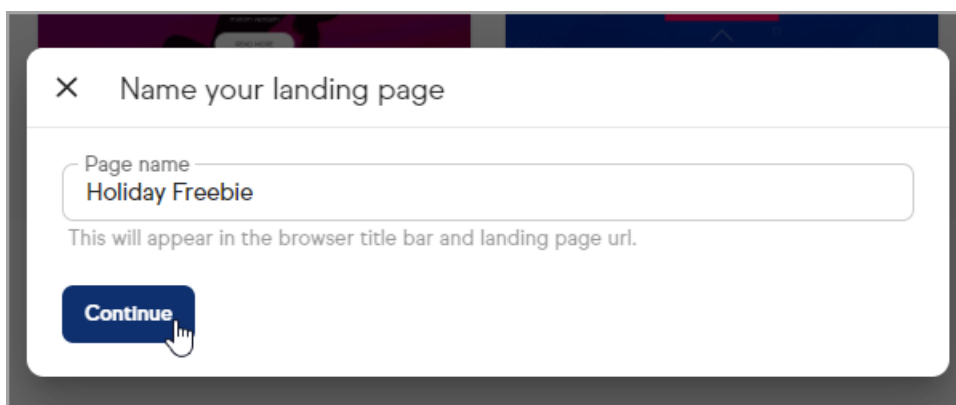
2. Click **New landing page**



3. Select a **Template** or **Start from Scratch**

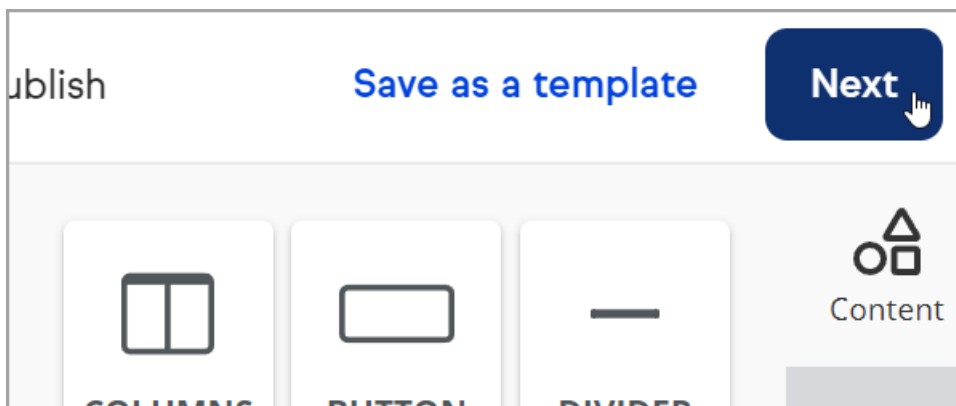


4. Name your landing page and click Continue



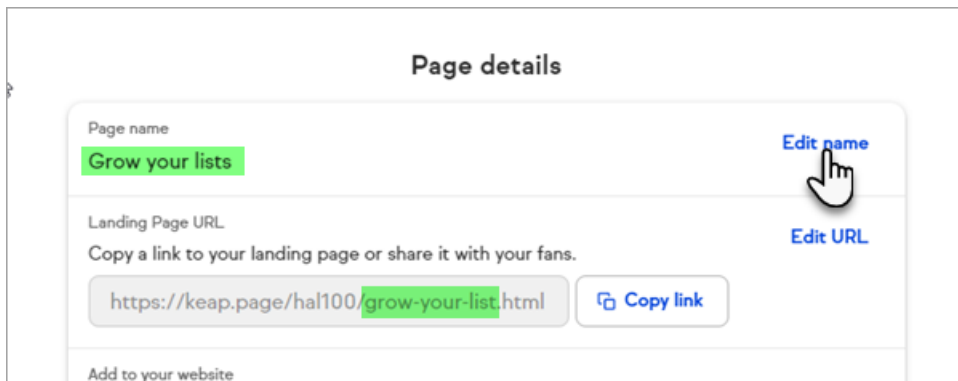
5. Design your landing page

6. Click Next to publish your landing page

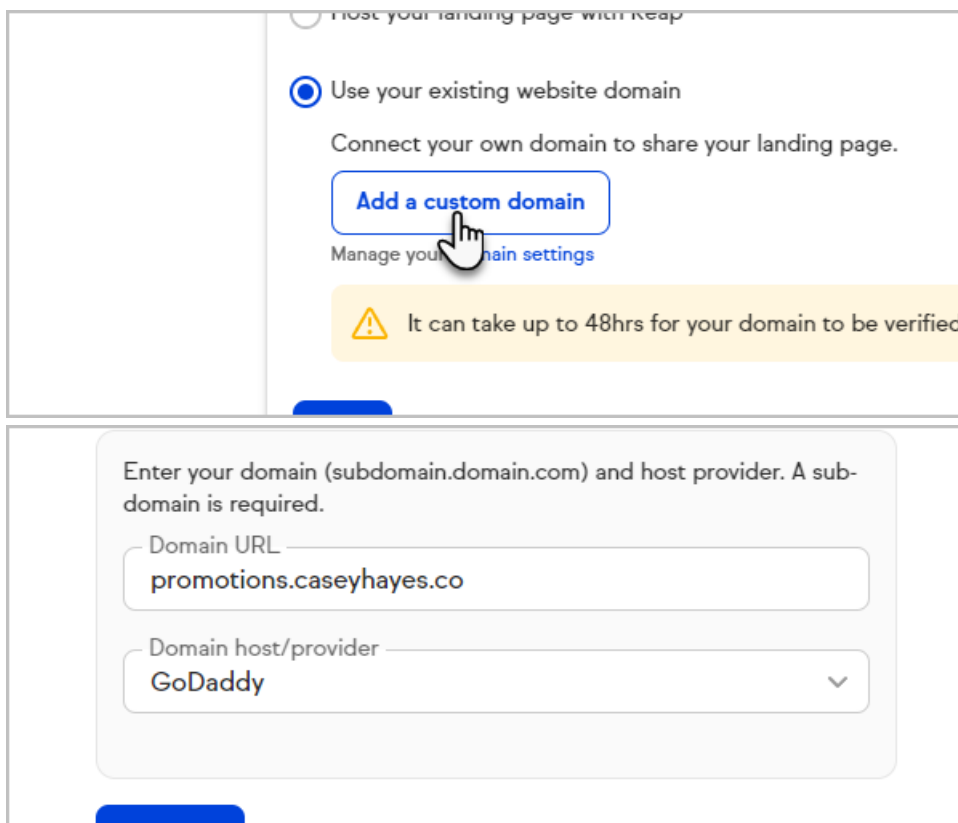


## Share your published landing page

- **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)



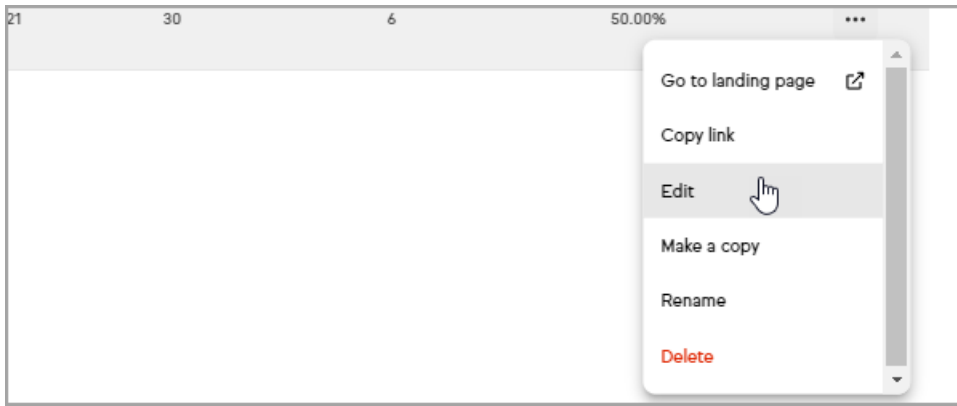
- You can also manually change the slug separately by clicking on the **Edit URL**
- You can also use your existing website domain by selecting **Edit URL**, then choosing to **Use your existing website domain** and following the steps. You'll need to have a subdomain already set up (subdomain.domain.com) before proceeding. Your landing page will now have your domain name (slash) your page name (ex. [domain.com/landing-page-name](https://domain.com/landing-page-name).) Note that the URL may take 48 hours to propagate.



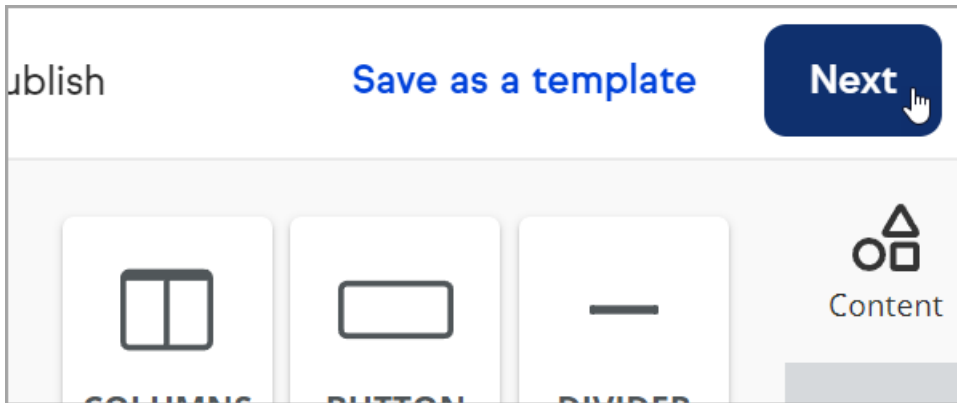
- **Add to your website:** You can use a javascript snippet to add an iframe of your landing page to your website. Copy the code and paste it to a page on your website using HTML editing.

## 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



5. Click Publish changes to make your new edits live

## Publish your landing page on Keap

You can share your landing page or embed it on your website after you publish it to Keap—just use the link or code below.

[Publish landing page](#)

[Finish later](#)

New edits to an existing landing page can take 15-30 minutes to appear on the live version of the page

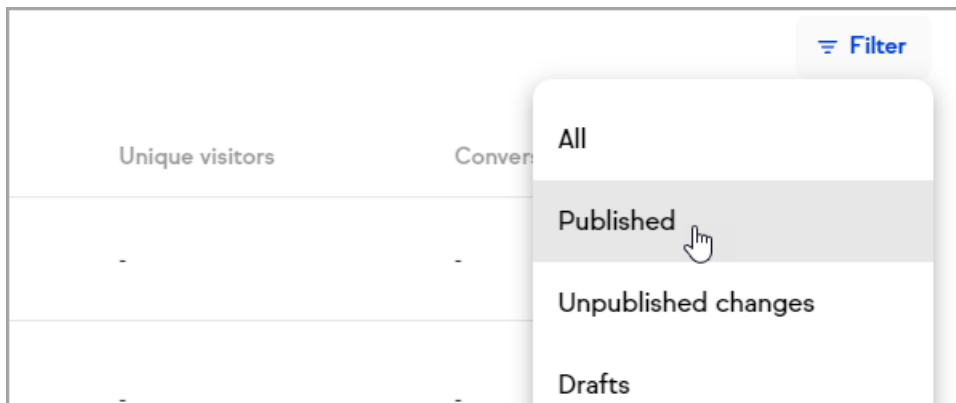
Pro-Tip: When using the State field you will need to also include the Country field in your form

## 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

**Landing Pages** Create a landing page

Search landing pages Published

Landing page name	Last edited ↓	Page views	Unique visitors	Conversion rate	
5 Tip to Tighten Your Golf Game <small>Published</small>	Oct 8, 2021	30	6	50.00%	...

## 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

### 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.

### How do I set the contact type when someone submits the form?

By default, the contact type will be set to "Prospect" when the contact record is created after submitting a landing page. This value can be found under CRM settings. Note that you can use the Automation builder to [set the field value](#) to something else if you wish.