# 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	Admi
Contacts	Campaign Builder	E-Commerce Setup	Bran
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

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			New	w Landing Pa	ge	
				Ţ Filter		
e views	Unique	visitors	Conversion	n rate		

3. Select a Template or Start from Scratch

#### Gallery My Templates Published

-20000-	Template Accept Payment	Link bio page	Lead Generation
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4. Name your landing page and click Continue

× Name your landing page	
Page name Holiday Freebie	)
This will appear in the browser title bar and landing page url.	
Continue	

- 5. Design your landing page
- 6. Click Next to publish your landing page

Jblish	Save as a	a template	Next
			Content

## 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	
Page name	Edit pame
Grow your lists	رآس
Landing Page URL	$\cup$
Copy a link to your landing page or share it with your fans.	Edit URL
https://keap.page/hal100/grow-your-list.html	

- 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.

	<ul> <li>Use your existing website domain</li> <li>Connect your own domain to share your landing pag</li> <li>Add a custom domain</li> <li>Manage you</li> </ul>
Enter your do domain is rec	It can take up to 48hrs for your domain to be omain (subdomain.domain.com) and host provider. A sub- quired.
– Domain UF	-
	ost/provider

• 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

ublish	Save as a	a template	Next
			Content

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.



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

		<b>⇒</b> Filter
Unique visitors	Conver	All
		Published day
-		Unpublished changes
-		Drafts

4. Review your published landing page statistics

Landing Pages Create a					anding page	
Search landing pages	3				Published	
Landing page name	Last edited 🗸	Page views	Unique visitors	Conversion rate		
5 Tip to Tighten Your Golf Game Published	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.