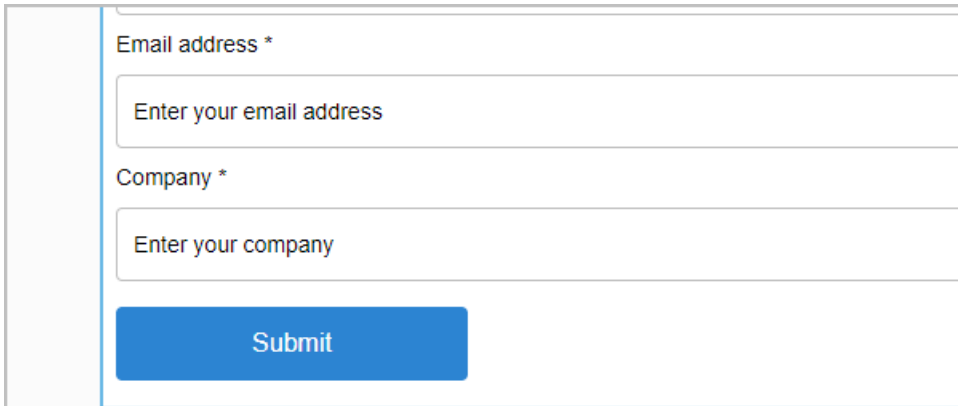


URL Parameters

This article applies to:

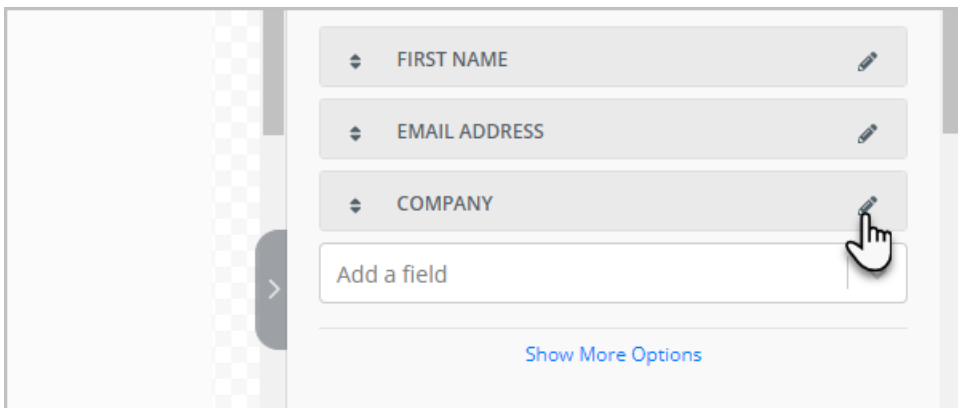
You can have certain fields be pre-populated with specific info to help you track certain lead sources instead of needing to copy or duplicate landing pages. By following these steps, the info populates into the field when the landing page initially loads.

1. Add a form to a landing page



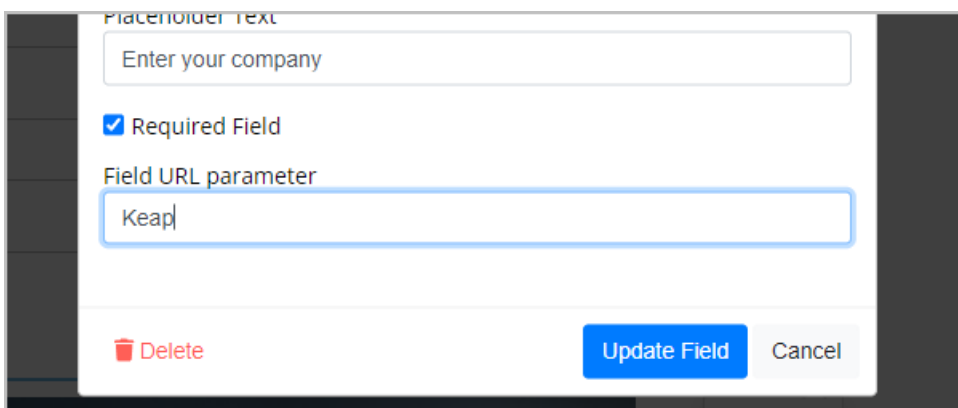
A screenshot of a landing page form. It features two text input fields: "Email address *" and "Company *". The "Email address" field contains the placeholder text "Enter your email address". The "Company" field contains the placeholder text "Enter your company". Below the fields is a blue "Submit" button.

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



A screenshot of a field configuration menu. It shows three options: "FIRST NAME", "EMAIL ADDRESS", and "COMPANY". Each option has a pencil icon to its right. A mouse cursor is clicking on the pencil icon for the "COMPANY" option. Below the options is an "Add a field" button and a "Show More Options" link.

3. Enter in your value. The value input here is not the value that will be populated into the field, but rather the field label that's used when constructing the URL parameter.



A screenshot of a field configuration dialog box. It shows a "Placeholder text" field with the value "Enter your company". Below it is a "Required Field" checkbox, which is checked. The "Field URL parameter" field is highlighted with a blue border and contains the value "Keap". At the bottom of the dialog are three buttons: "Delete", "Update Field", and "Cancel".

4. Click the Update Field button

Placeholder Text

Enter your company

Required Field

Field URL parameter

Keap

Delete Update Field Cancel

5. Publish the landing page

6. Add the value to the landing page URL link. With the above example, in order to pre-populate a value into the Company field when the landing page loads, we would modify our landing page URL appending ?

Keap=yourvaluehere to the end of the URL as follows: `yourlandingpageurl.html?Keap=yourvaluehere`

FAQ

Q: Is it possible to pass form submission values into the Submit redirect URL via URL parameters?

A: While there's currently no supported method of passing form submission values into the Submit redirect URL via URL parameters, field submission values will auto-populate into form fields if the thank you page is redirected to another landing page. This is useful when multiple forms need to be submit back to back.
