

Series from  GetResponse

HOW TO...

Landing Page Creator 101

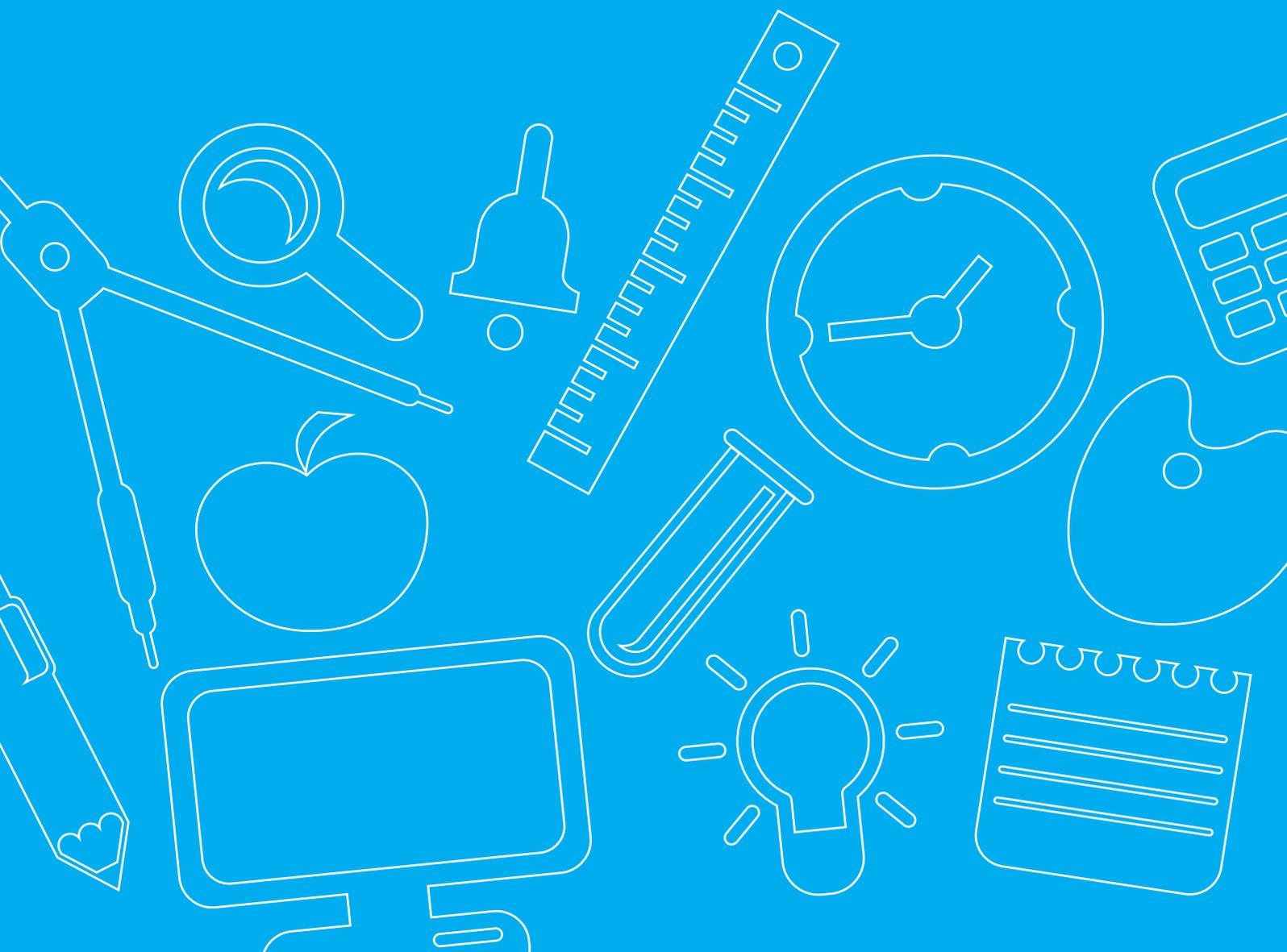


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What is Landing Page Creator?

GetResponse Landing Page Creator includes all the essential tools for planning, designing, publishing, producing, testing and evaluating your online campaigns.

Now you can create landing pages that look great across all devices: **mobile, smartphone, desktop, and laptop**. Landing Page Creator uses best practices of responsive web design (RWD), where it's all about accessibility.

Our **100+ templates** are designed with a **mobile-first approach**, so you don't need to worry about how the published page will look on various devices. We make sure they look perfect everywhere.

You don't need extensive HTML programming knowledge. Landing Page Creator lets you create professional pages using intuitive, easy-to-use drag'n'drop blocks. You can edit them as you want: **resize, rescale, reshape or crop, modify opacity**, and **add shadows, gradients, and rounded corners** — your options are limitless.

Power up your landing page with **embedded videos** — straight from YouTube to your page. Add social media magic with social share icons and instant integration with your Facebook fan page. Add PayPal buttons to generate sales.

Built-in web forms help you build your audiences in no time. Add custom fields, edit input fields, and move your form or its individual elements anywhere you want!

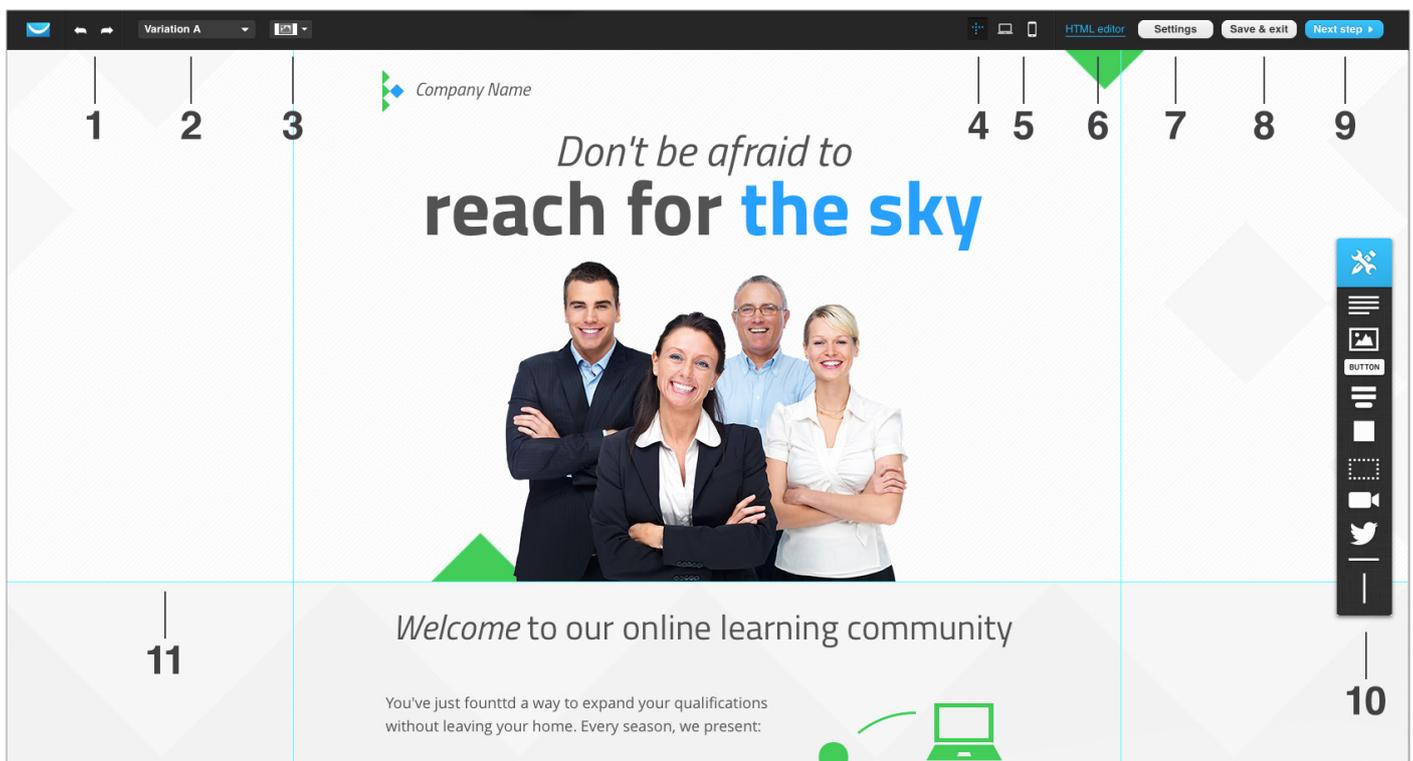
Perform **A/B testing** with up to 10 versions of your landing page to find out which generates more traffic and which attracts more subscribers.

Get your landing page ready to go in less than **10 minutes**.

Learn your way around

The new version of Landing Page Creator may be overwhelming at first. But have no fear. In this document, we explain in detail everything you need to know to start creating landing pages with ease.

Workspace

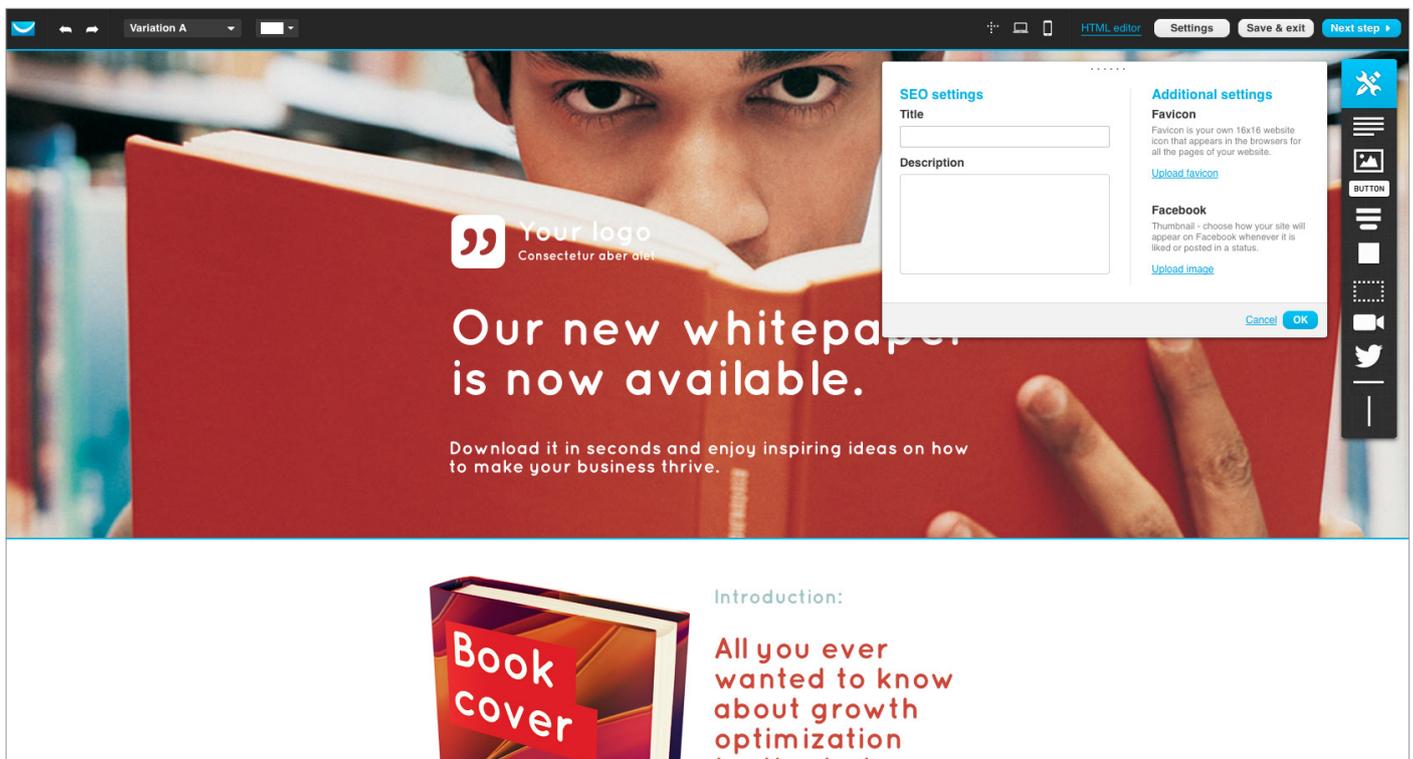


- 1. Toggle history** – view changes you’ve made and revert to a previous version if needed.
- 2. A/B Test and Thank You Page options** - view all versions of pages you’ve created for testing purposes, add a version or edit your Thank You page.
- 3. Page background settings** - change color, insert an image, and set up your page background.
- 4. Toggle layout guides** – turn layout grid on and off with a click.
- 5. Enable page preview** – take a look at mobile and desktop preview of you page before you will publish it to make sure everything is exactly as you have planned.
- 6. Toggle HTML code view** - use this only when you know HTML coding.
- 7. Open page settings for SEO and META tags** - make your page visible for search engines and adjust for sharing on social media.
- 8. Save your page and exit** - to save your design without publishing.
- 9. Go to publish settings**
- 10. Available drag’n’drop blocks**
- 11. Enabled guides**

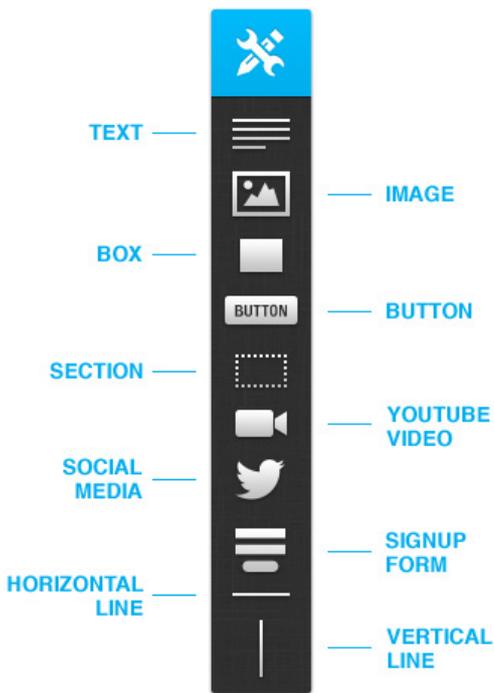
Settings

When creating your page it is essential to think about its reach. SEO (**Search Engine Optimization**) is a good place to start. Make sure that you page contains following elements:

- 1. Title** - will be visible for search engines as META tag <title>, however it will also be visible in search results, or in the browser window indicating user what page is visited currently.
- 2. Description** - tell your prospect visitors what the page is about. This description is also important for search engines to know how to categorize your landing page.



Make your landing page paper great everywhere by adding **favicon** image and **Facebook image** that will be visible whenever people will share your page on their wall.



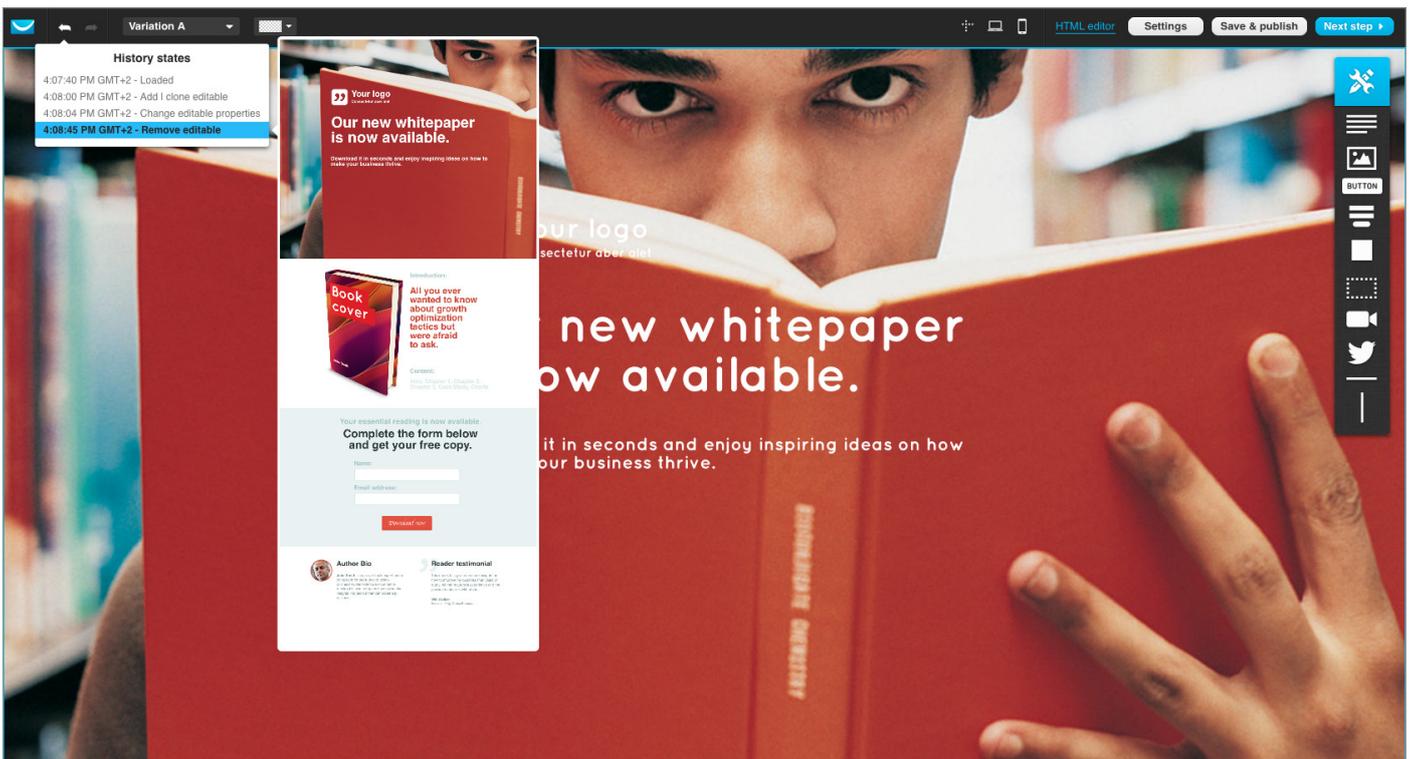
Blocks

While creating your landing page you have several blocks you may use in your design. To use them simply drag'n'drop them wherever you want the block to be in your workspace, you may also double click on its icon to add id at the bottom.

Take a look at description of available blocks on the left.

History

Anytime during design process you may lookup all the changes you have made and even go back in time if you need to. Simply hover your mouse cursor on the back or forward arrow and the history will show up.

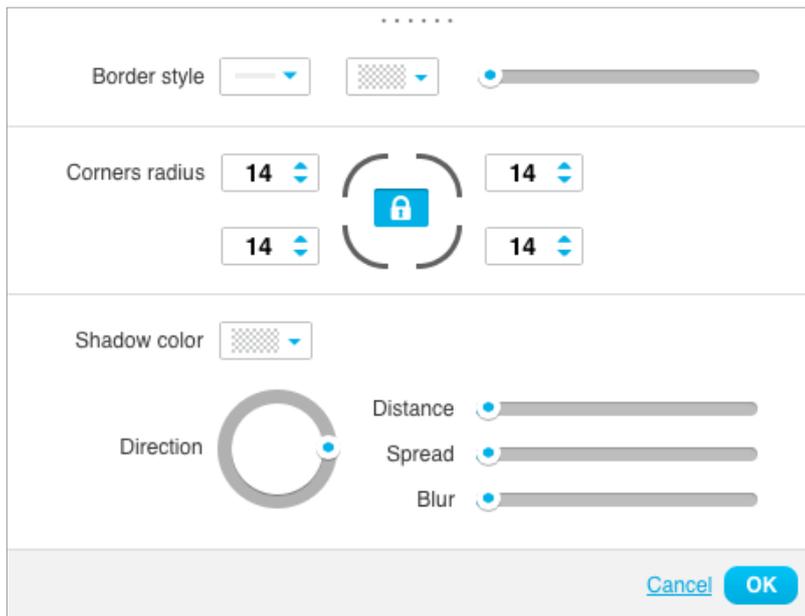


Controls

Thanks to knowledge of controls you will be able to move freely within the workspace and design your landing page exactly how you see it.

Forms

Click on the signup form to toggle the controls. You can resize its container box by holding and dragging the anchors, add custom fields, change its background or display advanced settings by clicking on the brushes icon next to background color drop down.



You may also move whole form or its elements one by one wherever you want inside the workspace.

Advanced web form settings

With those intuitive and simple to use controls you may add and modify borders, enable rounded corners, add shadows and modify its options such as direction, distance, spread and blur. As soon as you get the settings your way click the OK button to apply and save your changes.

Text

Click on any text to show edit toolbar. Change font, text size, decoration, background, etc. Play with the text to get the best possible result according to your idea. Boost your CTA performance with additional effects such as text shadow. Simply there are no limits.

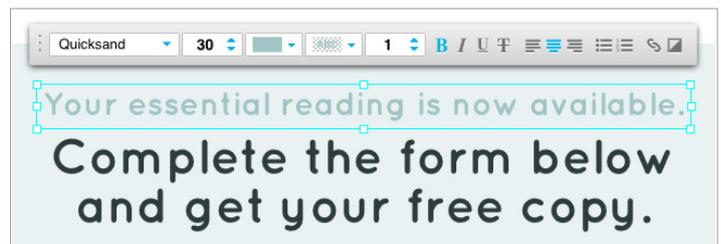
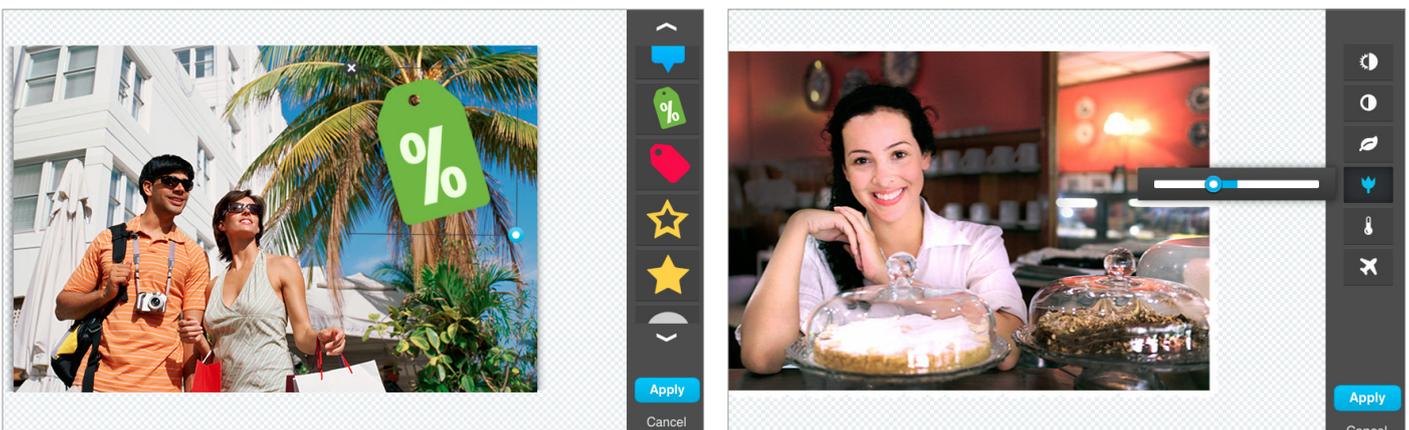
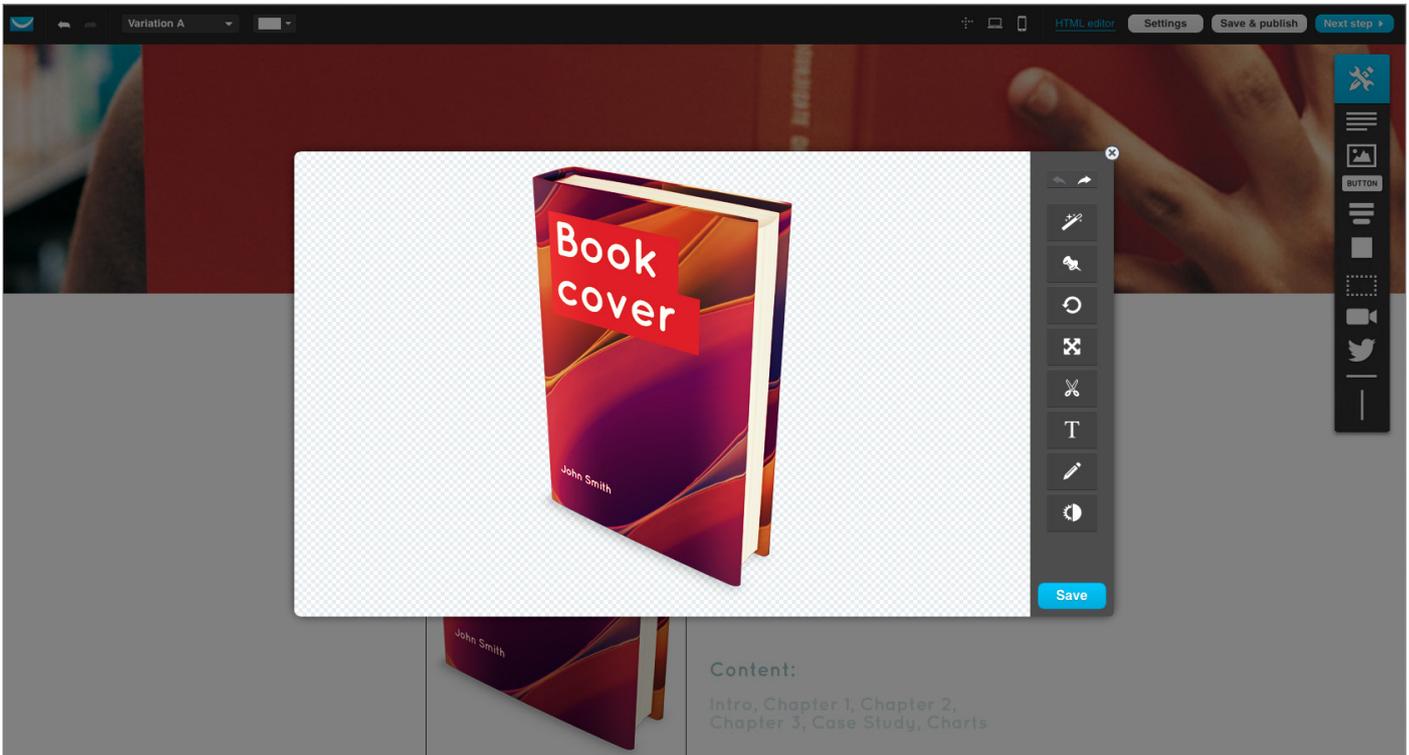


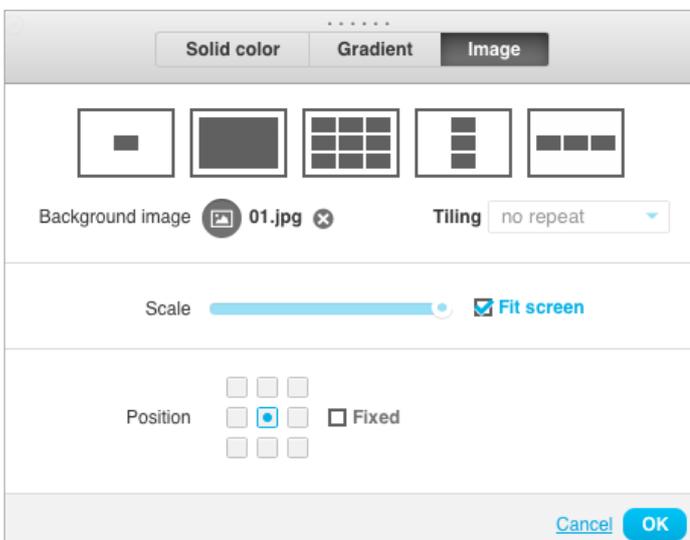
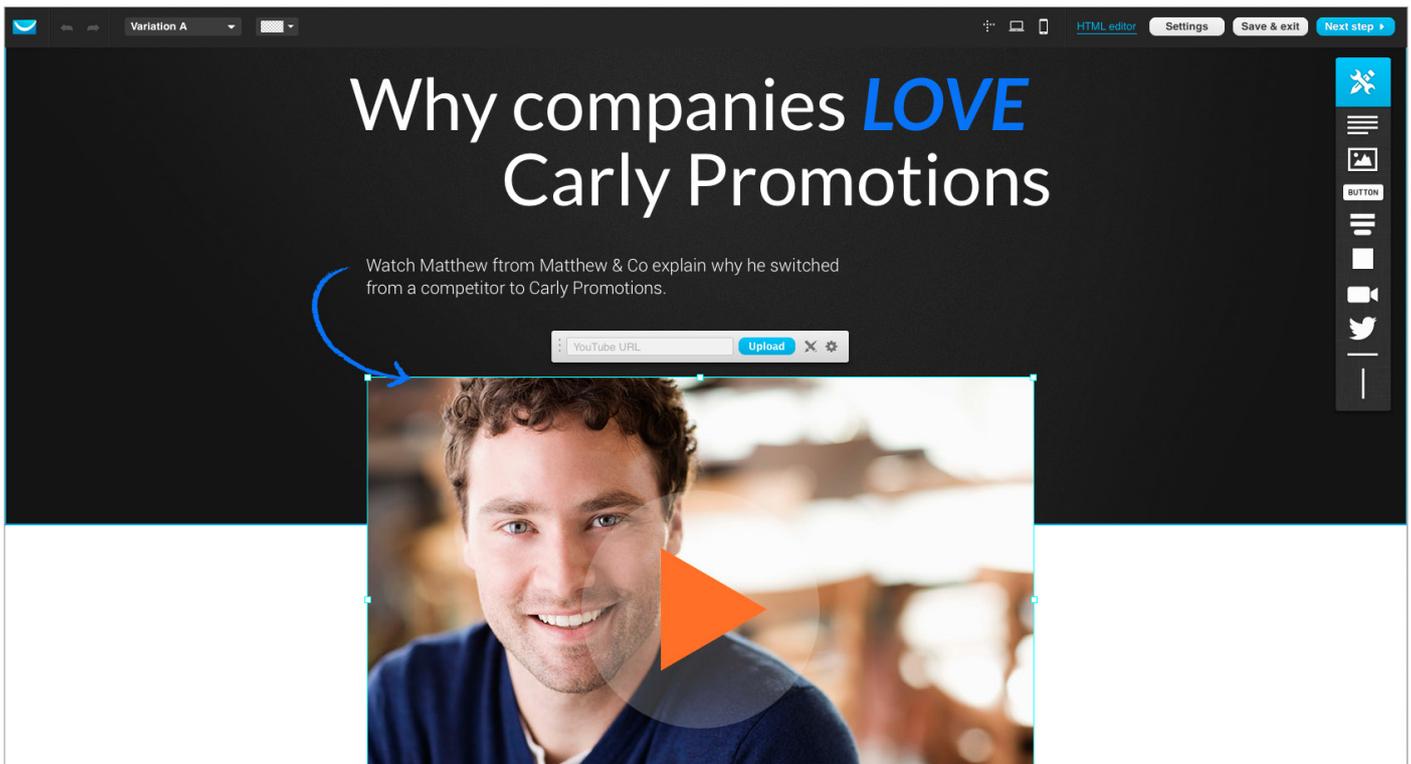
Image editor

Style images for additional performance boost. Add **rounded corners**, **border styles**, **shadow**. Everything you need to make your images pop is now in one place. You can even **add stickers**, **text**, **special effects** to any image you want. It's like Photoshop but a lot easier.



Video

There is no better thing that will boost your landing page performance than video explaining your point and offers. Simply drag and drop video placeholder into the workspace, paste a link to your YouTube video and you are ready to go. Additionally you may resize the video block to adjust its size to best fit your design.



Layout elements

With advanced background editor you may set images as your background. Fit images to the browser window, select its position or set it up as fixed background. Alternatively you may use solid colors or gradients if you prefer to keep your landing page minimal and clean.

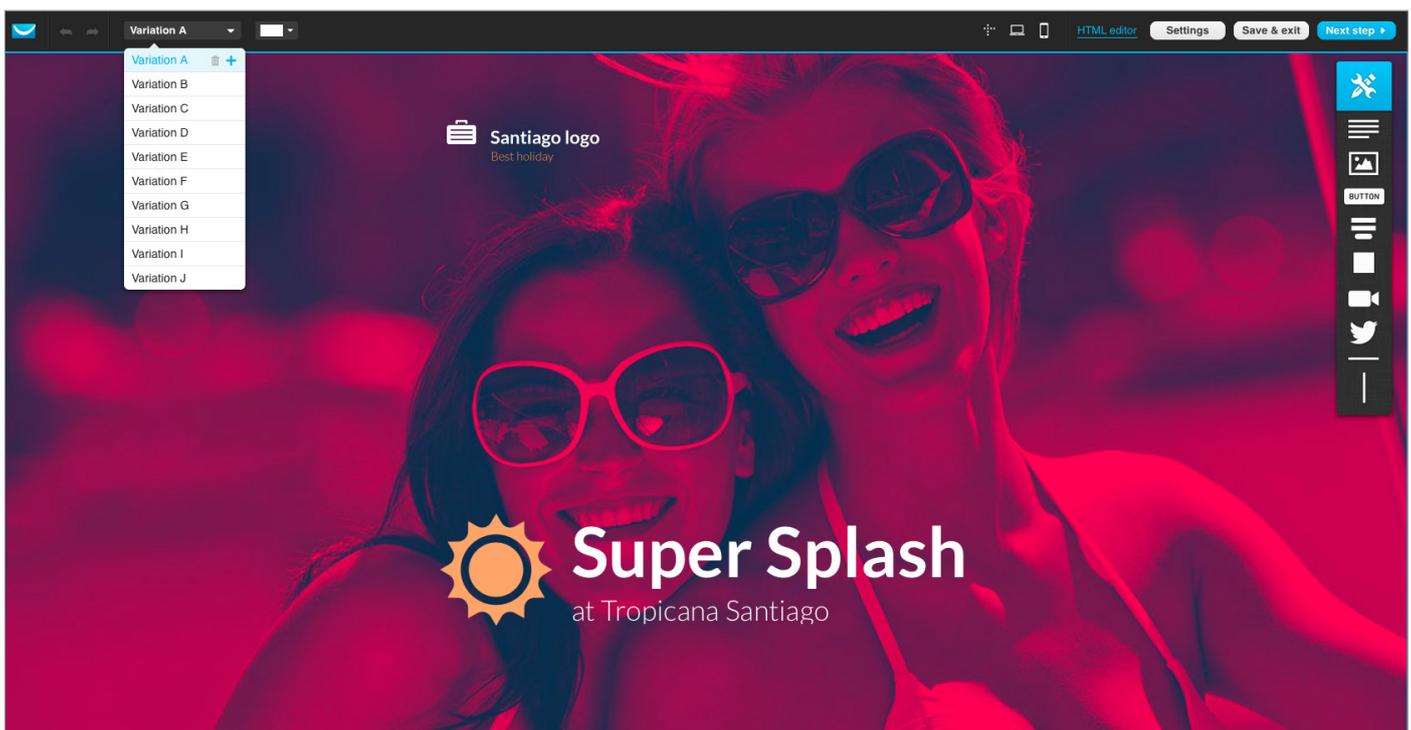
Additionally you may enable helpful guides, view preview of your landing page to make sure your design meets your needs and vision.

A/B testing?

Now you can make sure that your landing page elements meet your target audience expectations. Thanks to A/B testing you may test up to **10 variations of your landing page**. Swap images, CTA elements, headlines and more. Follow the test results and choose the best variation that will bring you most conversions.

To add new landing page variation click on the drop down list in the top left corner to expand the variation list (VARIATION A, selected by default) and click the “+” sign next to the current visible variation. You will see next position on the list appear, available for editing.

At the very bottom of the list you will see **“Thank you page”** click on this link to edit the default thank you page that will be displayed to your visitors upon subscription.



Templates

You can create your very own landing pages using one of the **100+ free mobile-ready templates** we have prepared just for you.

In the Choose Your Template section, you'll find the following categories. Simply choose the right category and click on it to view all the available templates. Once you've found the one that you like best, simply click on it to proceed to the Landing Page Creator.

1. Opt-In Pages

Opt-in pages aim to collect leads and newsletter sign-ups.

2. Download Pages

This type of landing pages are designed to easily share resources such as whitepapers, ebooks or reports.

3. Thank You Pages

Use them when to show your gratitude for your audiences' actions. They should be shown to visitors who e.g. filled out a survey form, purchased a product or registered for your webinar.

4. Sales Pages

The main purpose of these pages is to sell your products and services using hero shots, powerful copy and great call-to-action buttons.

5. Discount Pages

Use discount pages to reward your visitors with special coupons and price discounts, which will motivate them to make a purchase.

6. Webinar Invite Pages

These pages should be used when collecting sign ups for your upcoming webinars, 1-to-1 meetings and workshops.

7. About Me Pages

Are you an author, artist or an entrepreneur? Use About Me pages to showcase your skills, experience and achievements to greater audience.

8. Video Landing Pages

Present your products or services with powerful and compelling videos on landing pages to attract new audiences.

9. Start from scratch

Load most basic workspace and create your own design from ground up.

HTML Editor

If you feel comfortable with plain HTML code you can choose to alter it, instead of relying solely on the intuitive drag'n'drop editor.

Simply click on the HTML Editor icon, confirm that you know HTML code and gain access.

Here you can completely change the code, replace it with your own or make minor changes to adapt it to your own needs.

This is your primary page headline.



Add your logo
or any other
image here.

```

1 <body marginwidth="0" marginheight="0" data-twtr-rendered="true" id="body-hlneh" data-uid="body-hlneh">
2   <div hidden="true" id="OPM">
3     <form action="#" method="post">
4       <div>
5         <input type="hidden" name="template_id" value="133|1">
6       </div>
7     </form>
8   </div>
9   <section data-section="section" style="height: 1200px;" id="section-cvelh" data-uid="section-cvelh">
10    <div data-section="wrap">
11      <div data-editable="text" style="top:46px; left:170px; width:640px; height:50px;" id="edi-vuhee" data-uid="edi-vuhee">
12        <div style="font-size:36px; font-weight:700; color:#595e61; text-align:center;" class="text-content">
13          This is your primary page headline.
14        </div>
15      </div>
16      <div data-editable="box" style="top:124px; left:190px; width:600px; height:320px; background:url(https://app.getresponse.com/images/common/templates/landing/133/1/img/01.gif) repeat;
17        id="edi-hxuxn" data-uid="edi-hxuxn">
18        <div data-editable="multimedia:image" style="top: 80px; left: 57px; width: 199px; height: 149px; background-image: url(https://app.getresponse.com/images/common/templates/landing
19        /133/1/img/02.png); background-size: 199px; background-position: 0px 0px; background-repeat: no-repeat no-repeat;" id="edi-nhvf" data-uid="edi-nhvf">
20          
21        </div>
22        <div data-editable="text" style="top:83px; left:288px; width:280px; height:160px;" id="edi-fhlcfc" data-uid="edi-fhlcfc">
23          <div style="font-size:39px; font-weight:700; color:#595e61; line-height:130%;" class="text-content">
24            Add your logo
25            or any other
26            image here.

```

Publish settings

Once you're happy with the look of your very own landing page, you can adjust its settings.

Page title

It's the title of your page, that will be visible for search engines as META tag <title>, however it will also be visible in search results, or in the browser window indicating user what page is visited currently.

Description

Right below the title of your page is the meta description. Through the description you can tell your prospect visitors what the page is about and convince them to open it. It is also important for the search engines, that will use this data when categorizing your landing pages.

Noindex meta tag

Switch off the Noindex meta tag if you don't want your landing page to be visible in the search engine results pages. With this you have full control over where and when people see your page.

Create page URL

You can host the landing page using your own domain or one of free GetResponse's domains.

Note: Assigning your own domain involves making additional adjustments to your own DNS settings. For more information please go to our FAQs (links available in the settings section).

Subscription

Select where your newly acquired subscribers should be added. Choose the right campaign and sequence of Autoresponders they'll receive upon signing up. Decide whether they'll receive a confirmation email prior to joining your campaigns or whether you prefer single opt-in.

Publish on Facebook

You can publish your landing page straight away on your Facebook fanpage. Simply integrate your account and choose what message will appear next to the landing page's URL.