



# How-to-instructions on creating a landing page









When creating a landing page, you can choose to create a single landing page, or a funnel template.

A funnel is a sequence or series of multiple landing pages, whereas a single page is one standalone landing page.

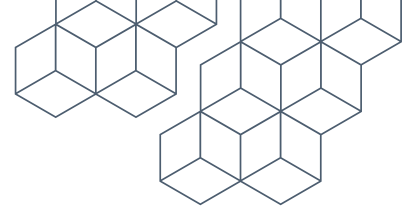
As an example, consider that a funnel would be two landing pages. One page in the funnel is an event sign-up page, and the other is a page thanking the user for signing up.

## Creating Pages Using Templates

There are several landing page templates available. To create a landing page using a template, do the following:

- 1 In SharpSpring's top toolbar, click
- 2 Content > Page Templates.
- 3 Click the All Templates drop-down menu.
- 4 Select one of the following template categories:
  -  Drive App Downloads
  -  Events and Webinars
  -  Generate Signups and Leads
  -  Launch a Business
  -  Promote a Product
  -  Sell Your Book
  -  Take Pre-orders
  -  Make a Blog
- 5 Click Create Funnel.
- 6 Enter a funnel name.
- 7 Select the funnel domain.
- 8 Click Create Funnel.





# Adding Content Blocks and Layouts

To add content blocks or layouts to landing pages, do the following:

- 1 In SharpSpring's top toolbar, click
- 2 Content > Pages.
- 3 Create or edit a landing page.
- 4 In the Content Editor panel, click Add Content.
- 5 Click either of the Blocks or Layouts tabs.
- 6 Click the desired design item.
- 7 Blocks and elements, by default, will appear at the bottom of the landing page.

# Adding Content Elements

To add content elements to blocks or layouts on landing pages, do the following:

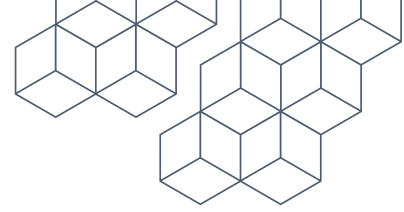
- 1 In SharpSpring's top toolbar, click Content > Pages.
- 2 Create or edit a landing page.
- 3 In the Content Editor panel, click Add Content.
- 4 Click the Elements tab.
- 5 Click the desired element.
- 6 Click the purple line in the content section that you would like that element to appear.

# Inserting and Editing Forms

If you have added a form as an HTML element, you are able to edit those SharpSpring forms directly in the editor panel. To edit forms in the landing page, do the following:

- 1 In a landing page, insert a form element.
- 2 Single-click on the inserted form element to open up the properties editor panel.
- 3 In the Select a Form menu, select the desired SharpSpring form.
- 4 Click Form Editor in the properties editor panel.
- 5 Edit form parameters as necessary.
- 6 Click Save Changes.
- 7 Click Close.





# Editing Existing Landing Pages

To edit existing landing pages, do the following:


- 1 In SharpSpring's top toolbar, click Content > Pages.
- 2 Locate the desired landing page.
- 3 Hover over the single page or funnel. Click Edit.
- 4 In the landing page that appears, click into a content block.
- 5 Edit the content as necessary.

Once a landing page is opened for editing, you can edit entire content blocks or specific content elements on a page. Double-clicking allows you to edit both sections and elements. Alternatively, you can edit the properties of an element or section by right-clicking and selecting Edit Properties.

You can also edit individual versions of the landing page for different devices. For more information, refer to [Editing Mobile Versions of Landing Pages](#).

## Reordering Content

When editing content in a landing page, you can reorder added sections or layouts. To reorder content on a landing page, do the following:

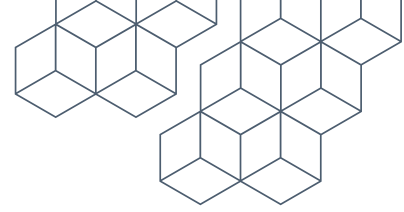
- 1 In a landing page, insert multiple content blocks or layouts.
- 2 In the Content Editor panel, click Edit Content.
- 3 Right-click the desired section.
- 4 Click  Reorder Sections.
- 5 In the window that appears, drag sections to desired locations.
- 6 In the Content Editor panel, click another feature to exit the reordering window.

## Deleting Content

When editing content in a landing page, you can delete content from the page. To delete content, do the following:

- 1 In a landing page, insert multiple content blocks or layouts.
- 2 In the Content Editor panel, click Edit Content.
- 3 Right-click the desired section.
- 4 Click Delete Element.
- 5 In the Content Editor panel, click another feature to exit the reordering window.





# Modifying Funnel Settings

The Page Settings feature provides the options to modify funnel name and slug settings of a landing page. To modify funnel settings, do the following:

- 1 In a landing page, click Page Settings.
- 2 In the Funnel Name text box, enter a name for the landing page.
- 3 In the Funnel Slug text box, enter a slug for the landing page.
- 4 Click Publish.

For more information on modifying slugs, refer to [Modifying Landing Page Slugs](#).

## Adding Pages and Metadata

Additionally, the Page Settings feature is where you add new pages to a funnel, as well as relevant metadata for those pages. To add pages to a funnel and metadata to pages, do the following:

- 1 In a landing page, click Page Settings.
- 2 In the Page Settings section, click Add New Page.
- 3 In the Page Title text box, enter a title for the new page.
- 4 In the Meta Description text box, enter a short piece of information that will summarize the page's content.
- 5 In the Meta Keywords text box, enter keywords that best reflect the content of the page.
- 6 Click the Allow Search Engines to Index This Page checkbox.
- 7 Click Publish.

Note: Click Edit on a page in its setting drop-down menu to toggle the current page. When entering metadata, consider the following:

- 📦 Meta keywords are individual keywords or phrases that, when entered into a search engine, retrieve the web page and display it in the available search results.
- 📦 Meta descriptions are the 160-character text snippets of information that are meant to provide a quick overview of what the web page is about. Search engines often display this text in search engine results. Social media platforms often display this information when a page link is shared.

Essentially, page visitors search for the page with meta keywords, and they view the meta description in a page's results.

