User Guide: Landing Pages

July 2013

What is a landing page?

Landing pages are a great tool for conveying targeted information to prospects, as well as existing customers. They are most often used as destinations: Someone reads an interesting email or online ad, clicks to learn more, and is taken to a landing page that fulfills the expectation set by the email or ad.

You can use Act-On to create landing pages that incorporate many of the other features available within the application. Your landing pages can link to forms, webinars, documents, and other landing pages.

This guide explains the options that are available when you create a landing page.

1. CREATE A NEW LANDING PAGE

To create a new Landing Page within Act-On, move your mouse pointer over the **Library** drop down menu on the main navigation and choose **Landing Pages**. Once on the landing pages homepage click *New Landing Page* in the upper right corner.
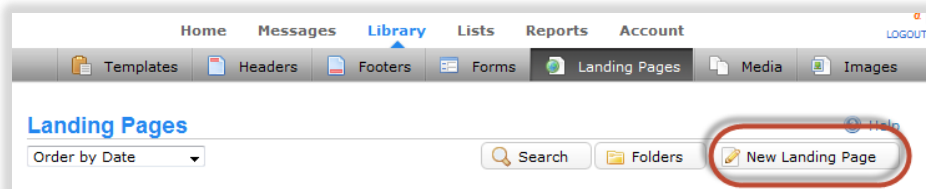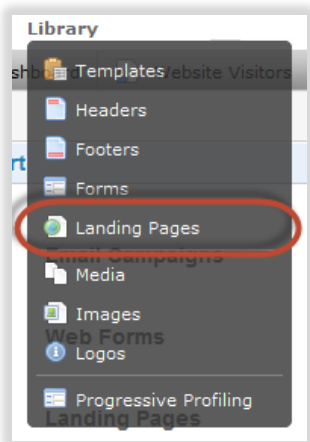
Document shortcuts

- Create a New Landing Page
- Page Options
- Define Content
- Options
- Reports
- Clickthrough Links

Act-On will prompt you to choose a starting point for your new landing page. You have three choices in the window that appears.
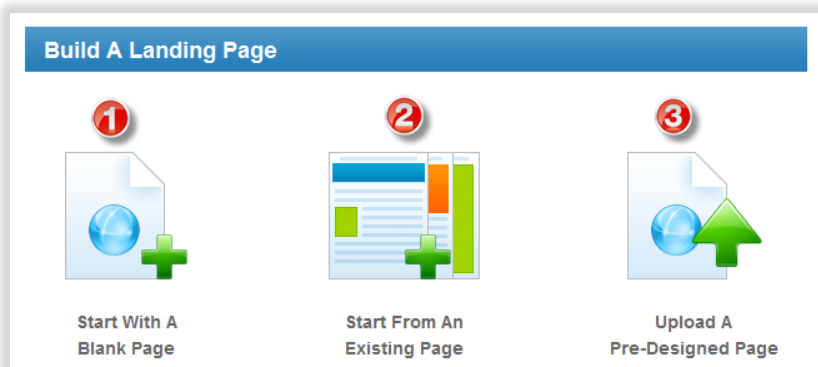

1. *Start with a Blank Page:* In this case Act-On will create a page with a Rich Text Block and use your default branding options. Start with the initial Rich Text Block, and add more blocks to your page as needed.

2. *Start From an Existing Page*: Choosing this option allows you to select a page that you've already created from within Act-On. In this case you will be presented with a list of landing pages that you may select and preview in the preview pane on the right. Once you've found the landing page you'd like to use, select *Next* in the upper right corner. This will bring you to the editing step of landing page creation.

3. *Upload a Pre-Designed Page:* Upload predesigned HTML into your Act-On landing page. Browse for the desired file on your computer and click upload to import content. You will be able to modify the code before using it.

Choose an option and click.

2. PAGE OPTIONS

Click the enlarge button on the newly opened page to make it full screen, if needed.
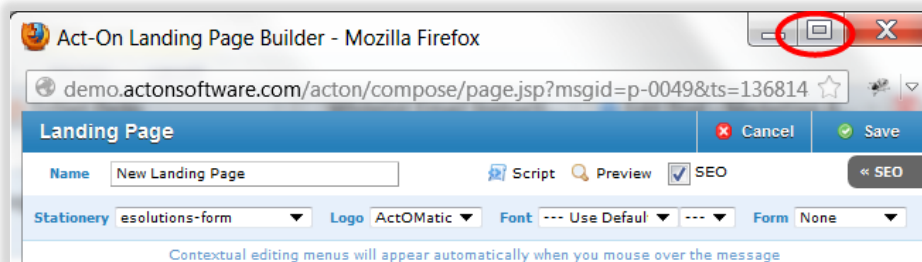
Immediately below the blue bar along the top of the window, note the tools you have to assist in composition.

- **Name**: The name of your landing page will be used for internal purposes only. It will display on the *Landing Pages* main page.
- **Save**: Save your new landing page or changes to an existing landing page.
- **Cancel**: cancel any edits or changes to the landing page.
- **Script:** Enter the JavaScript code snippet for Google Analytics (or other external web analytics system) in the box provided.
- **Preview**: Act-On will render your entire landing page for you, showing how it will be seen by your end users.
- **SEO**: Allows you to control the page elements that may affect search engine ranking. Learn more at *Meta Tags for your Landing Pages* here.
- **Stationery**: choose a Stationery and Logo from your library. Stationery can be built or uploaded by going to *Account > Branding > Stationery.*
- **Font**: Set the default *Font* and *Font Size* for your message. The default font and font size will apply to all text for which a specific font or font size has not been set. Default font and font size will also apply to any text that is generated by Act-On (for instance, the name of the viewer if your landing page is personalized).
- **Form**: Insert your forms directly into your landing pages through a drop-down menu. You can insert form fields to the left or right of your existing landing page content, allowing rich, yet flexible, layouts. Modify how the form is shown within the Landing Page by adjusting the width and height.

Note: You can also further customize the location of the form within the landing page via an iFrame. Click here to learn about iFraming a form to a landing page.

3. DEFINE CONTENT

Act-On lets you create content for landing pages using Smart Content Blocks. You can insert blocks wherever you like, and each one can serve a specific purpose.

Move your mouse pointer over a block to access a menu that allows you to *Edit*, *Delete*, *Move*, or *Insert Block.*

When inserting a new block you can choose from any one of the Smart Content Blocks:
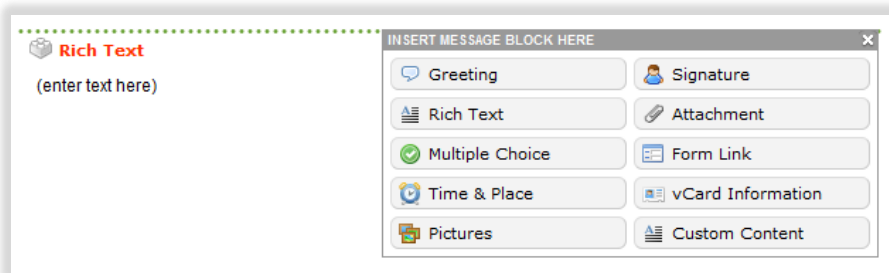
- **Greeting**: Designed to assist you in creating a personalized landing page. Edit the greeting block to choose the opening for your page and how you would like to address your viewers. The greeting block will automatically pull the first name or last name from the list you are marketing to when promoting your landing page via email or as a landing page after a form.

> iFrames allow a visual HTML browser window to be split into segments, each of which can show a different document. Learn more.

- **Signature**: Edit this block to choose from one of the signatures you have created in Act-On. To create a signature in Act-On, go to *Account > Branding > Signature.*

- **Rich Text**: As the most versatile content block within Act-On, the Rich Text block allows you to create text, insert pictures, link to documents and forms, create tables, and much more. Click *Edit* to open the Rich Text editor and along the top of the content window you will find a series of icons to assist you in creating your message. You may be familiar with some of the icons here, but there are also additional ones may prove helpful.

Insert Anchor		Insert anchors within the Landing Page that allow the viewer to click on a link an automatically scroll the Landing Page. Click here to learn how.
Insert Embedded Media		Insert the URL for various types of video files (like YouTube videos) to embed them onto the Landing Page.
Insert Social Share Link		Invite others to promote the Landing Page in Facebook, LinkedIn and Twitter.
Create a Custom Button		Insert your own custom button image using the Bullet-Proof Button that links to any URL.
Insert Images		Insert any image that you've uploaded into your Act-On Image Library. Image properties can be manipulated for alignment preferences or hyper linked to create action buttons.
Insert Form Link		Insert a link to a Form you've created in Act-On. Forms can be used to allow people to register for on and off line events, sign up for mailings, or to gather survey information.
Attach Media		Insert a link to a media file you've uploaded to your Media Library. Documents can be uploaded by accessing the Library drop down menu and selecting Media.
Insert Landing Page		Insert a link to a Landing Page you've created in Act-On. Landing pages can be created by accessing the Library drop down menu and selecting Landing Pages
Insert Personalization		Insert a pre-defined personalization field. You may also create custom personalization fields by placing the exact name of a list column inside these brackets {{Column Name}}.
Insert Layout Structure		Insert pre-made table structure. Especially useful when creating newsletters or complex landing page layouts.
Remove Formatting		Remove all formatting in a portion of highlighted text. This is beneficial to clean up and remove html that may be left behind when editing landing pages.
Cleanup Messy Code		Clean up messy code and any code fragments that have been left behind.

Back to Top

Edit HTML	HTML	View and edit the actual HTML of your message. A great way for those users that want more control to customize and design their landing pages.
Paste from Text		Click this icon to open a pop up window that you can paste text from a text file that you'd like to insert into your landing page.
Paste from Word		Click this icon to open a pop up window that you can paste text from a Word file that you'd like to insert into your landing page.

- **Attachment**: Designed specifically for media uploaded into your Act-On Media Library. The block allows you to choose the document you would like to link to, set an expiration date if desired, enter a label for the button or choose a button from your Act-On image library. To upload documents into Act-On access the *Library* drop down menu, select *Media* and click *Upload*.

- **Multiple Choice**: Gives recipients the option to select a multiple choice answer right from within your email landing page. Click *Edit* to create instructions and create associated answers for your recipients.

- **Form Link**: Designed specifically for attaching a link to a form that you have created within Act-On. Choose a form from your library, select whether you would like the form prefilled with information you know about your contact, and finally enter text for the button label or choose a button from you Act-On image library. To create forms within Act-On, go to *Library* > *Forms* > select *New*.

- **Time & Place**: When inviting a contact to an online meeting or offline event use this block to send them a downloadable iCal with all of your meeting information. Enter in your event description, time and place including a map, and any conference details you would like to attach.

- **vCard Information**: Present your information in a downloadable vCard that can be imported directly into your recipients contact list. To set or modify your contact information access the *Account* drop down menu > *Profile* and edit your *Name* and *Organization*.

- **Pictures**: Display side by side pictures with captions. To import pictures into Act-On: Access the *Library* drop down menu >*Images*>*Upload*.

- **Custom Content**: Upload predesigned HTML into your Act-On landing page. Browse for the desired file on your computer and click upload to import content with the ability to modify the code prior.

Once you have defined your content, click **Save** in the upper right corner to complete your form and return back to the main landing page screen.

When you save a new landing page, it will go into the default folder. To move it to another folder, hover over your new page, select *Move*, and then select your folder. When you save a change, it saves to the folder it already exists in.

4. OPTIONS

After completing your landing page, there are additional options as well as reports available that can all be found by accessing the Landing Page main page. You can access the Landing Page main page by accessing the **Library** drop down menu and selecting **Landing Pages**.

Once on the main page, to access additional options move your mouse pointer over a landing page that you have you created. A hover menu will appear with some of the available options which include a link to *More...* that allows you to view additional choices.
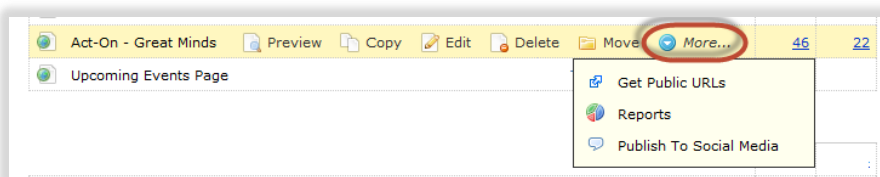

- **Preview**: Allows you to view your landing page as your users would see it. From the preview window you can choose Actions in the upper right corner Edit, Get Public URL's, and Reports.

- **Copy**: Will create an exact copy of your landing page so that you may repurpose it for use elsewhere. When a landing page is copied it will be completely independent of the old page and will have unique URL's for accessing the new page.

- **Edit**: Will open the editor and allow you to manipulate your landing page.

- **Delete**: Will completely remove the landing page from your account and it will no longer be accessible.

- **Move**: A pop-up window will allow you to choose a folder to move your landing page to which helps with organization.

- **More...:** Additional landing page options will be displayed:
  - *Get Public URLs* – create trackable URLs for use on websites or in emails and newsletters. Drive traffic to your landing pages using unique, trackable URLs including SEO-friendly URLs and short URLs.
  - *Reports* – allows you to see traffic to your page; both incoming and outgoing
  - *Publish to Social Media* – broadcast your landing page out to your Twitter, Facebook or LinkedIn account.

Additional information on how to make the most of your social media accounts can be found here.
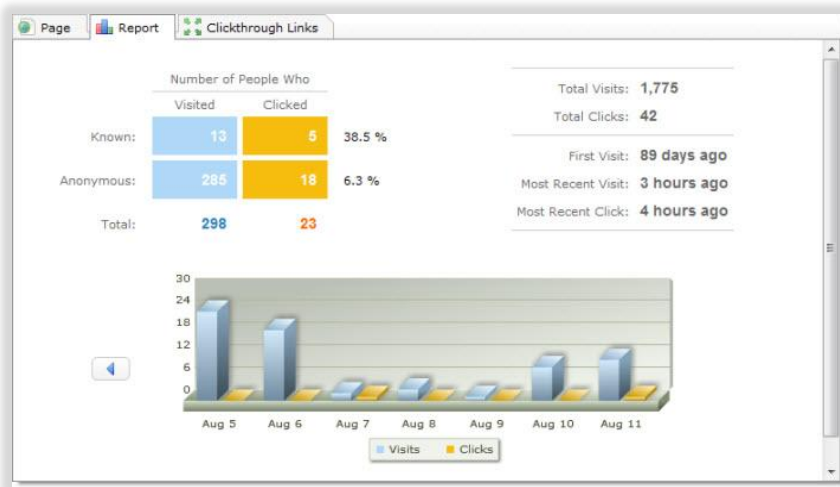
5. REPORTS

Report definitions:

- **Known Visited**: People that have interacted with your Act-On marketing tools in the past; contacts become known after filling out a form or clicking on a marketing email that you've sent them.

- **Known Clicked**: Number of page visitors that have taken action and clicked on a link that you incorporated into your landing page.

- **Anonymous Visited**: People that have not yet interacted with your marketing tools and have not yet been identified by Act-On.

- **Anonymous Clicked**: Number of anonymous visitors that have taken action and clicked on links that you have integrated into your landing page.

- **Total Visits**: The total number of page visitors both known and anonymous.

- **Total Clicks**: The total number of clicks your landing page has received by both known and anonymous visitors.

- **First Visit**: The very first visit that your landing page received from either a known or anonymous contact.

- **Most Recent Visit**: Date and time of the last visit to your webpage from either a known or anonymous contact.

- **Most Recent Click**: Date and time of the last time one of the links on this webpage was clicked.

6. CLICKTHROUGH LINKS

If you find you need to make changes to your landing page links, you can make them here. Make sure to save your changes.