

Adding routing forms to your Leadpages landing page

Last Modified on Aug 16, 2024

Adding a routing form to your Leadpages landing page is quick and easy.

Add a routing form to your landing page

Create the routing form

- 1. Go to Routing forms on the left.
- 2. Click on the **Create routing form** button OR duplicate another form by clicking the three dots menu for that form and selecting **Duplicate**.

Create the form as you prefer, either duplicated from another, from scratch, or using a template.

When you've added the interactions you want, routed them, and designed the form as you like, navigate to the **Embed on website** tab.

Install the code

In OnceHub

You'll grab the code you need for Leadpages.

- 1. On the Embed on website tab, pick a color for your routing form, then click Get the code.
- 2. Copy the code.

SinceHub Activity Live chat	Setup 🗸				~ @ P I 🔞
< Back Qualified scheduled meeting •••					Preview Publish ON
		Build	Configure	Publish	
Design	Design			•	
Assignment	Choose a color (reset)	#6155ce			
			Save Dis		

Figure 1: Copy the embed code

In Leadpages

You'll add an HTML widget on your landing page, in each place where you want a form. This creates an iframe on the page, where your form will appear.

- 1. Edit your landing page.
- 2. Click **Widgets** and drag the **HTML** widget onto your page. You may have to click **Show More** if HTML isn't listed. Learn more about the HTML widget
- 3. Paste the code from OnceHub and adjust as needed (for instance, the text for the link).



- 4. Save the widget.
- 5. Make sure the size of the widget is large enough on your page to hold the embedded form in it, as you want it displayed.
- 6. Publish/update your landing page.

That's it! Your landing page can now display your routing form in the place you added it.