Adding Routing Forms to Your Unbounce Landing page

Adding a routing form to your Unbounce landing page is quick and easy.
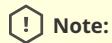
> ⬡ **Note:**
>
> You can add custom javascript when working in the Classic Unbounce Builder only.

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 Unbounce.

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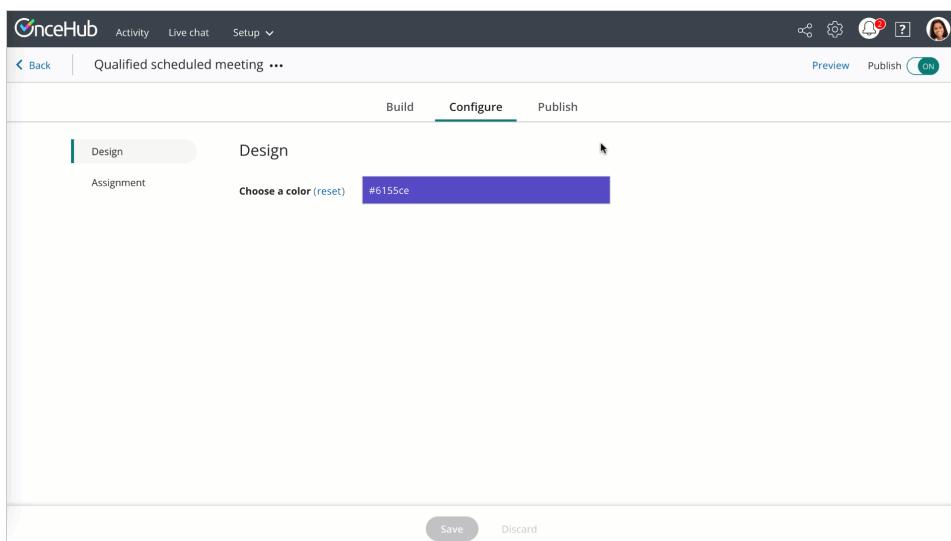
Figure 1: Copy the embed code

In Unbounce

In the Classic Builder, you'll use a **custom HTML widget** in each individual 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 to add a **custom HTML widget**.
3. In the **Embed Custom HTML Code** section, paste the code from OnceHub and adjust as needed.
4. 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. This may require multiple attempts as you adjust and preview.
5. Save your page.

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