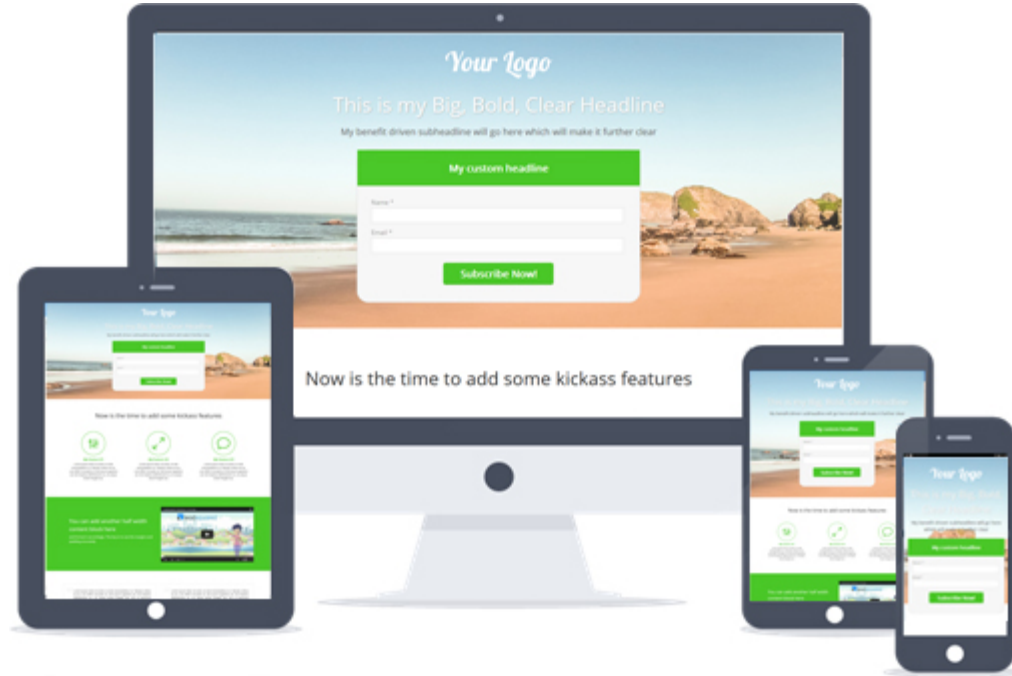# LeadSquared landing pages are now responsive

# What is a responsive landing page

**Technically**

It is an approach to **web design** aimed at crafting sites for an optimal viewing experience—easy reading and navigation with minimal resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones).

**In simple terms**

A responsive page will adapt to the screen size and will look good on every device

# Why is responsive design important

❑ Smartphones and tablets have changed the approach towards design and user experience

❑ You lose visitors and money if your page doesn't render well on mobile

❑ To provide optimal user experience

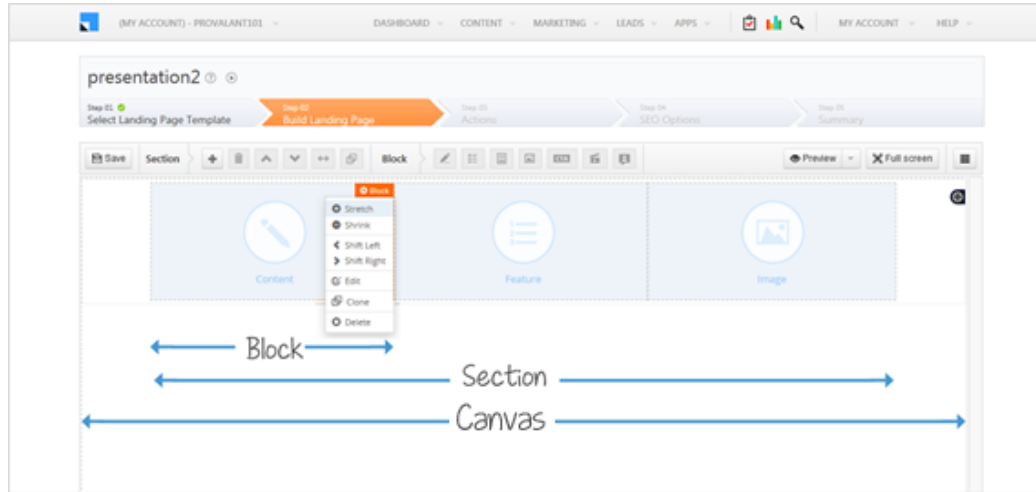❑ Google has declared Responsiveness as one of the most important landing page practices

**Statistics**

A responsive landing page converts 40% more than an unresponsive landing page

# Let's take an example
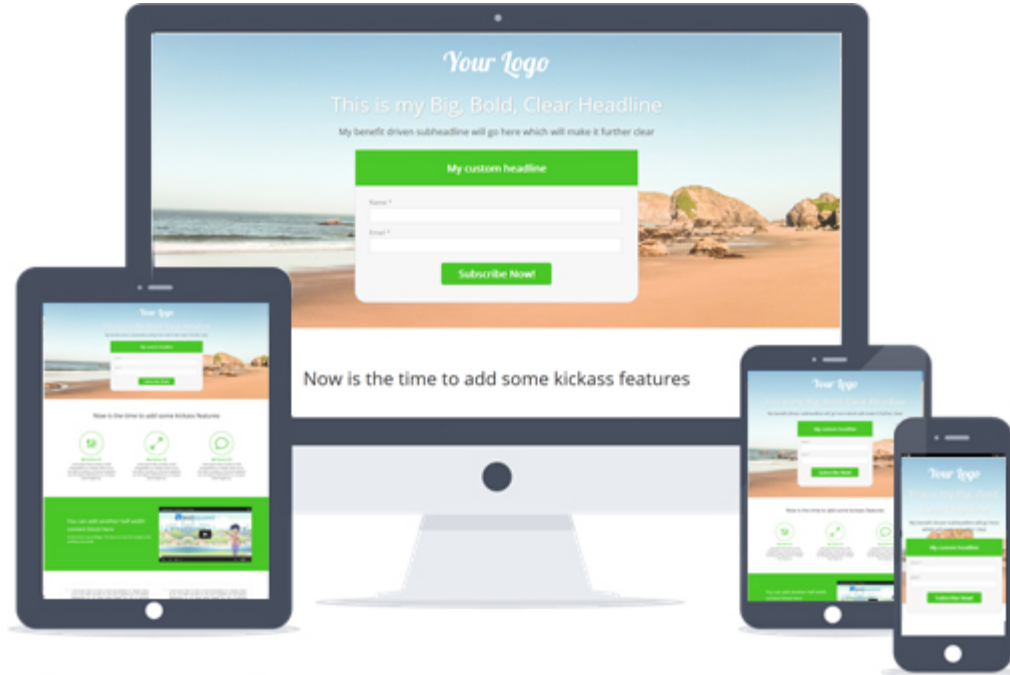
# Ready to create this in LeadSquared ?

Hold on! Before you get started, you should know a few terms.



A section is an area, where you can add blocks .

A block is an area where you can add the content

# Meet the Editor



landing page demo

| Step 01 ✔ | Step 02 | Step 03 | Step 04 | Step 05 |
| Select Landing Page Template | Build Landing Page | Actions | SEO Options | Summary |

Section Options

Block Types

Select a block from the toolbar

Blank Default Section

Properties Panel

---- Section 1

Dimension & Spacing

Min Height: 150 px

Margin Top: 0 px
Margin Bottom: 0 px
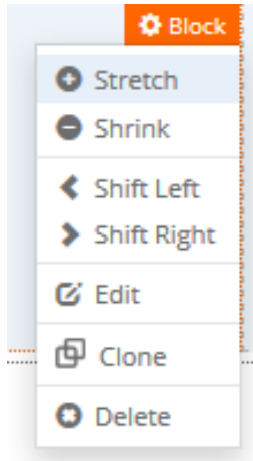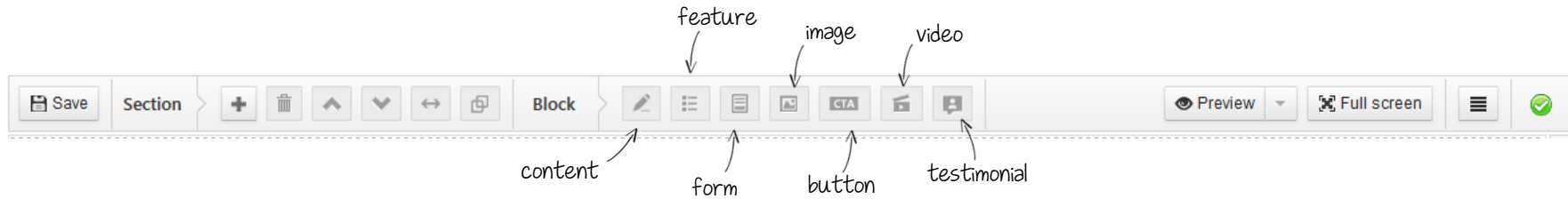
Padding Top: 0 px
Padding Bottom: 0 px
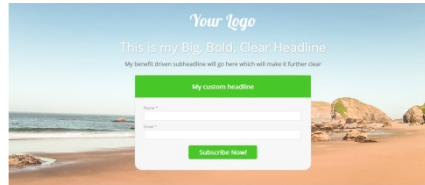
Background

Border

Box Shadow

Advanced > CSS

# Blocks

The editor has 8 default blocks which cater to most of the needs

feature

image

video

content

form

button

testimonial

| Save | Section | + 🗑 ⋀ ⋁ ↔ ⧉ | Block | ✏ ☰ 🗎 🖼 CTA 📑 💬 | 👁 Preview ▾ | Full screen | ☰ | ✔ |

⚙ Block

⊕ Stretch

⊖ Shrink

◀ Shift Left

▶ Shift Right

✏ Edit

⧉ Clone

✖ Delete

You can edit or move the blocks by clicking on them

# Good to go. Let's begin

This is what we will make in next 15 minutes

# Let's start by adding the background image

From the properties panel select **Canvas > Background > Select image**
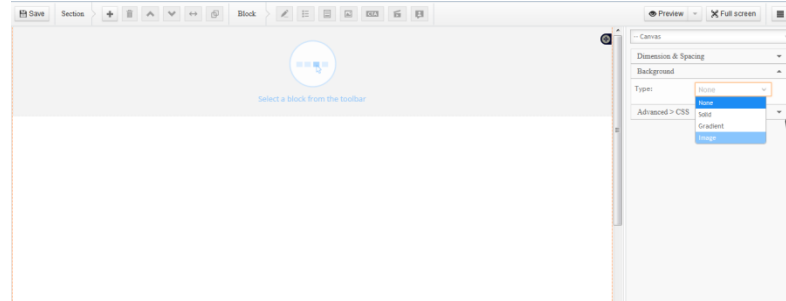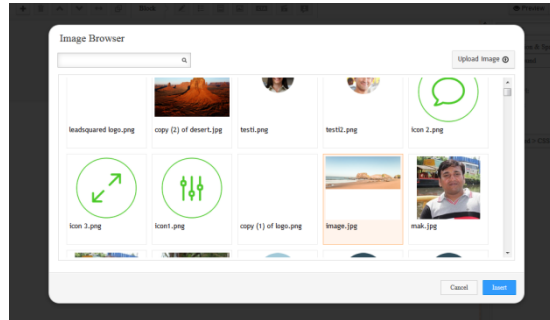


You can choose solid color, gradient, or an image from the dropdown

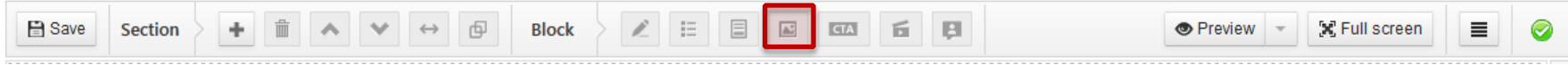Upload and select the image you want to set as the background



Make sure you select a high resolution image, typically around 1500px width
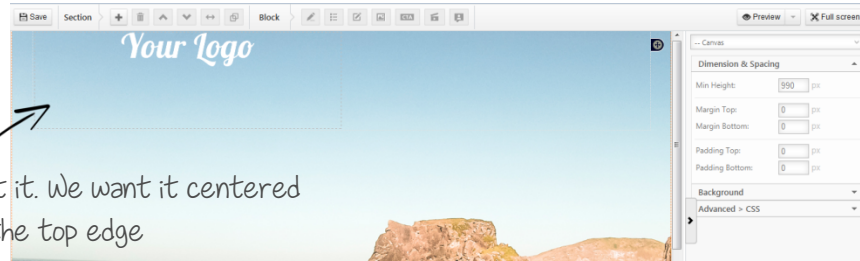
# Now it's time for the logo

Logo is an image; we can use image block for the logo.

Select **Image Block > Double click to edit > Choose your logo image> Insert**



This is not how we want it. We want it centered and a little away from the top edge

To make it centered , stretch the block and apply some padding on top
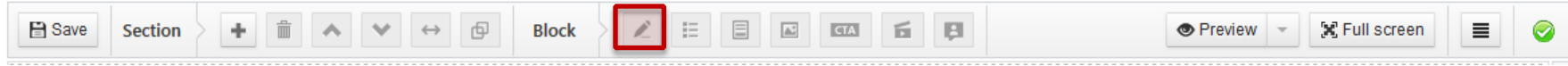


Padding

# TIPS TO NOTE

- ❏ Upload the hero image in the canvas background.

- ❏ Learn how to stretch and shrink the blocks.

- ❏ Give spacing and white spaces using padding and margins.

# Now let's add another section for headlines

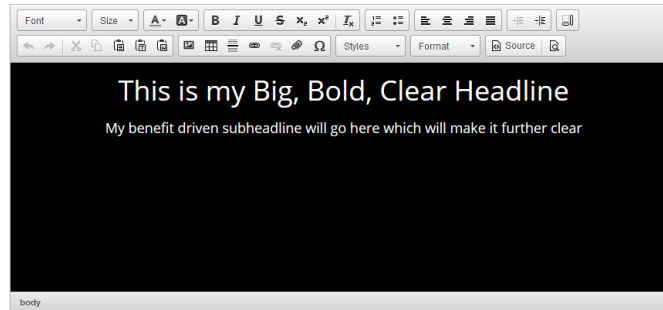We can use content block to write headline and sub-headlines

For headline select **Content Block > Double click to enter html editor > Write your content**

This is a content block. You can change the font, size, alignment etc. in the html editor

Clicking on the content blocks opens up the html editor

This is my Big, Bold, Clear Headline

My benefit driven subheadline will go here which will make it further clear

# TIPS TO NOTE

- ❑ The default font is Open sans, which is highly readable. Use readable fonts

- ❑ Switch the editor background to black, if your content color is white

- ❑ Try CTA Block if you have a click through landing page. It would have a headline, a sub-headline and a Button
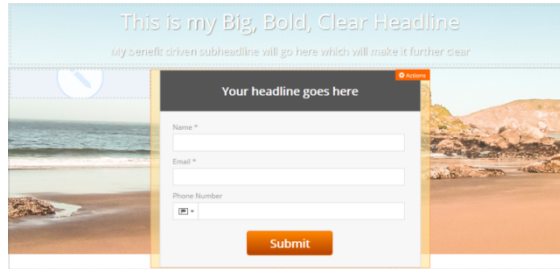
# Let's add heart to your landing page, The form

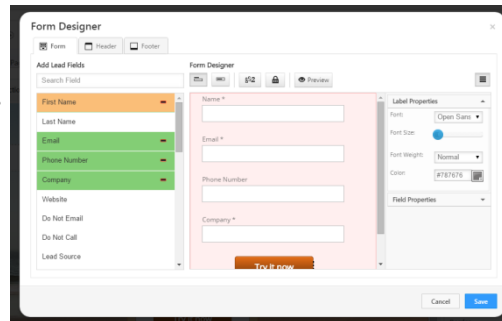Leadsquared offers a very powerful form editor, Create a new section and select a form block

To add form, select **Form Block. To keep it in the center add an empty block first**

This is how the content block gets added to the left . Keep minimum height as 0
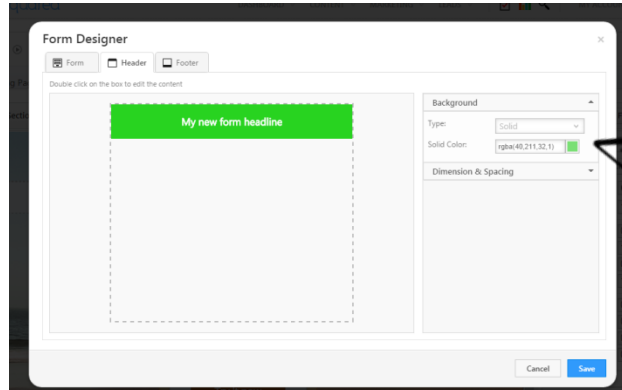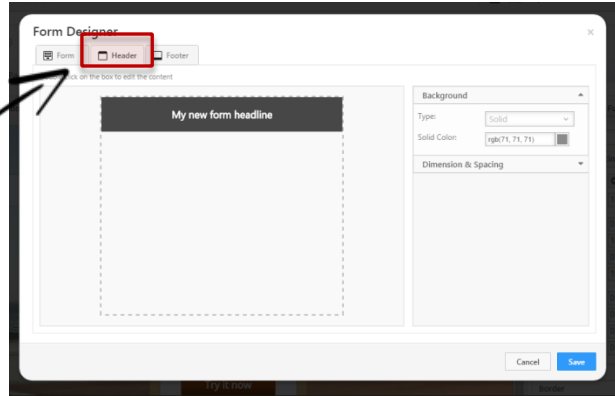
**This is how the form editor looks like**

You can add/delete the fields here

You can make custom adjustments like col or labels borders here

# Customize the form header

You can customize the color , text and other settings of the header here
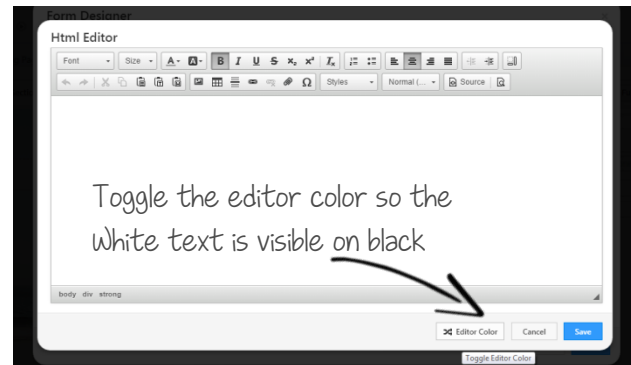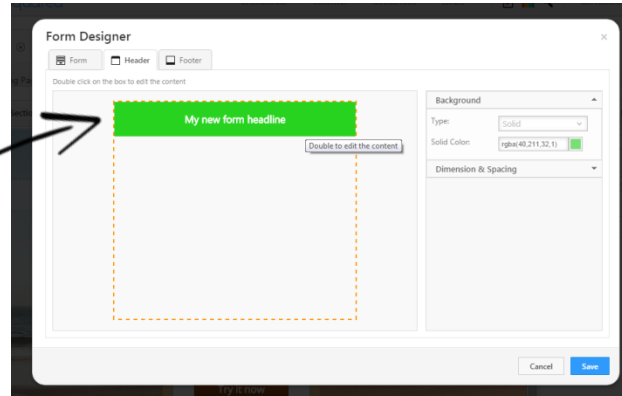


Click on the header tab to customize
The header

Change the color and padding from
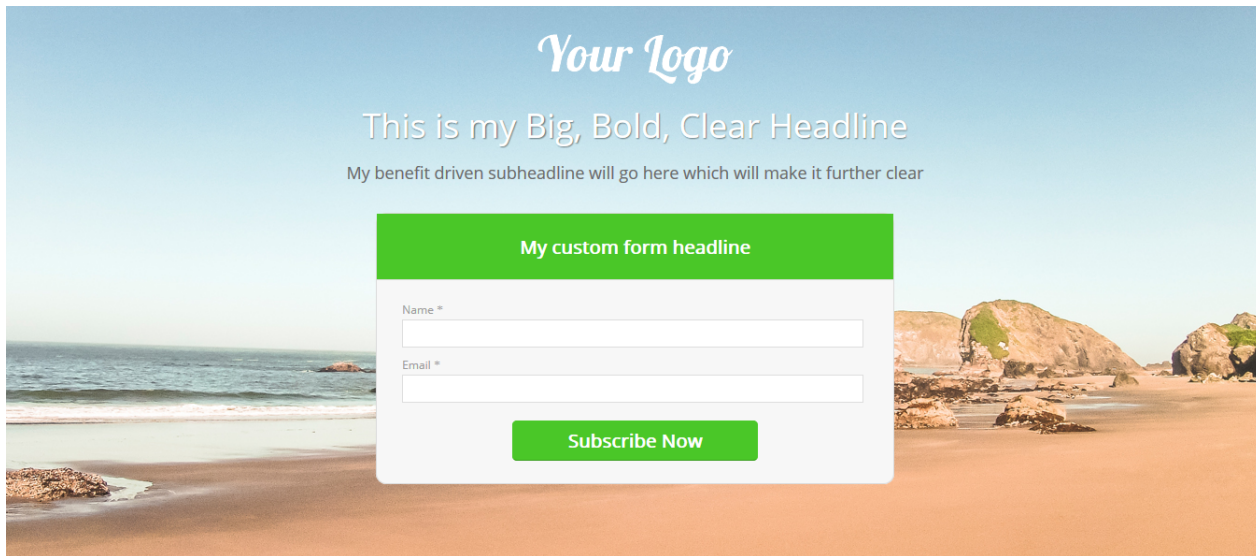The properties panel

# Change the form header text

Double clicking on the header will allow you to change the text

Double click on the header to
Edit the text

Toggle the editor color so the
White text is visible on black

# Let's refine it a bit more

Try to adjust the padding a little more, change form fields, colors and form headline to get better results.

**Your Logo**

This is my Big, Bold, Clear Headline

My benefit driven subheadline will go here which will make it further clear

**My custom form headline**

Name *

Email *

**Subscribe Now**

# TIPS TO NOTE

❑ Form is fully customizable. Check out the header and the footer tab

❑ The header and the footer properties are on the right properties pane. Double click on them to edit the text and custom html

❑ You can customize the button by clicking on it. To change the text you can simply type the content there in the popup.

# Let's add a features block

The features blocks has many templates. Choose whichever suits your needs.
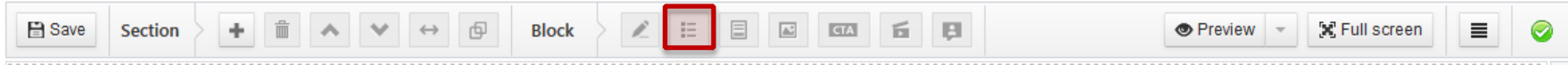


Double click the block to customize the content and icon
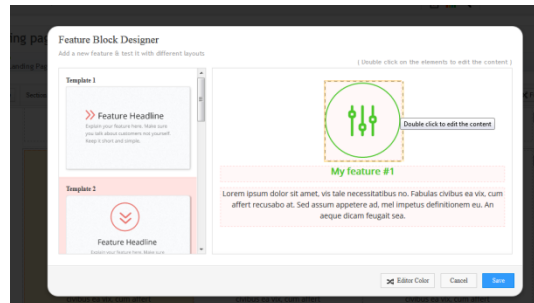
# TIPS TO NOTE

❑ Set your style on one features block and clone others.

❑ Choose good quality icons. There are plenty of free resources on the web

❑ To change the canvas width or height. Go to Canvas > Dimensions and Spacing

# Create a solid color block

You can create a solid block by simply adding a section, and choosing a solid color as background

Click on resize from dropdown options to have it full screen

Make it solid and choose color,

You can add another half width content block here

and format it accordingly. The key is to use the margins and padding accurately

# Embed your video on the landing page

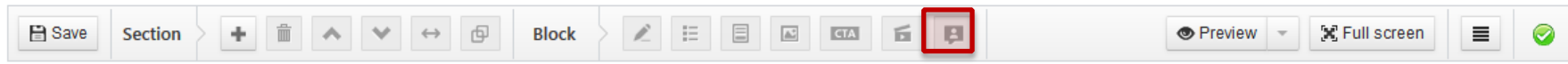You can also embed your SlideShare presentation on the video block. Just double click and paste the embed code
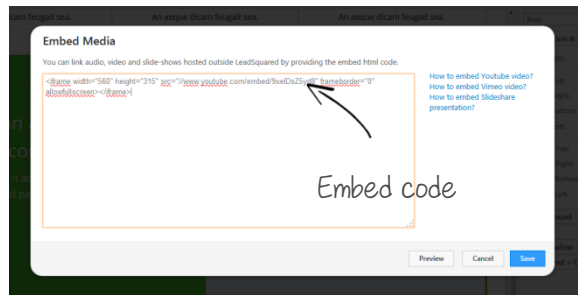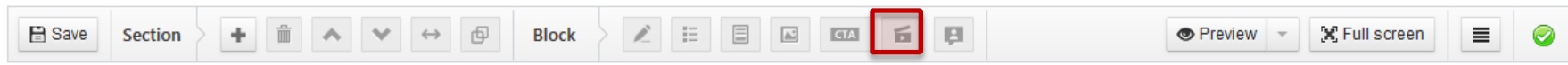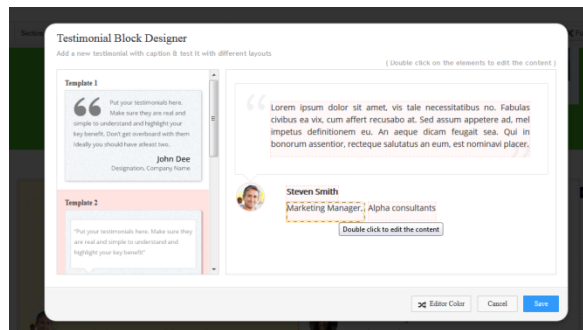


Your video is live on the page
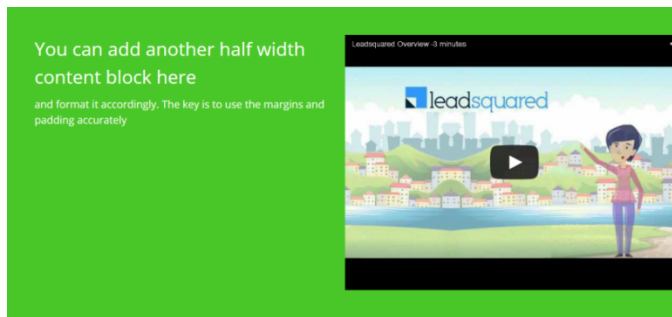
# Now let's add some testimonials

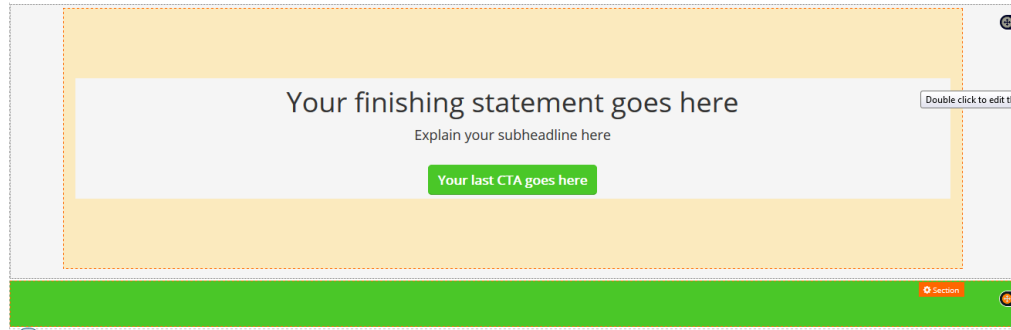Create a new section and add testimonial blocks



Testimonial Block

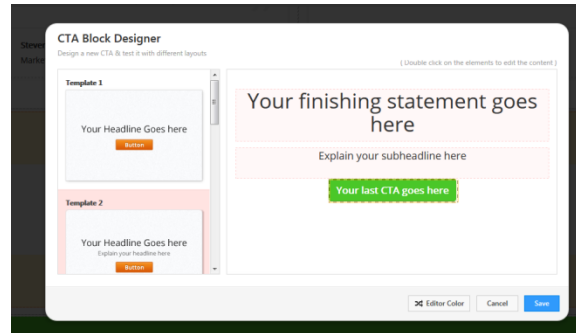To customize an element, double click

# Add a CTA Block at the end

Create a new section and add a CTA Block



Double click on any element to customize it

# Let's preview and check

You can preview the page anytime and check how it renders on each device

# TIPS TO NOTE

❑ Use resize button in a section drop-bar for full page width block or sections.

❑ Use top padding to achieve vertical spacing on lower resolution

# CHECK-OUT THE LIVE PAGE

http://responsive.landingpages.io/

# NEW ADDITIONS

- ❑ Visibility- Allows you to hide the blocks in mobiles
- ❑ Advanced CSS- Change the CSS of a particular block
- ❑ Style Editor- Add your custom CSS to override the default leadsquared blocks and create your own themes

# Visibility- hide blocks on Mobile

Select the block and click on visibility tab on the right property panel



My video headline goes here

My video description

Lorem ipsum dolor sit amet, vis tale necessitatibus no. Fabulas civibus ea vix, cum affert recusabo at. Sed assum appetere ad, mel impetus definitionem eu. An aeque dicam feugait sea. Qui in bonorum assentior, recteque salutatus an eum, est nominavi placer.

Background

Border

Box Shadow

Visibility

In Mobile:  Shown  Hidden

Advanced > CSS

Style Editor

Activate Hidden.

By doing that the block will not appear on the mobile

# Advanced CSS- Add your custom CSS

Select the block and click on Advanced>CSS tab on the right property panel



Add your custom CSS here

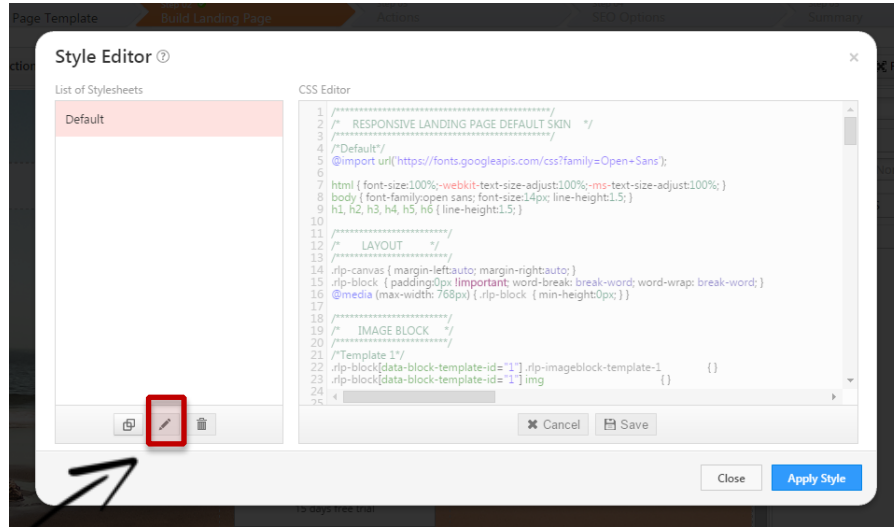# Style Editor- Change the overall theme of your page

Select the Style editor on the right properties panel



Create your own theme
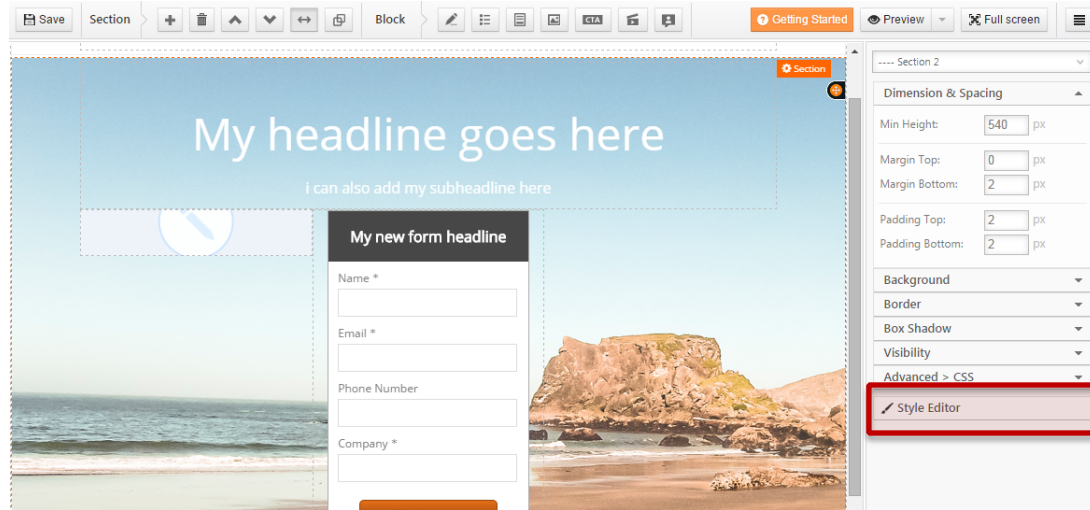
# Style Editor panel

Write down your own custom styles



Edit the code by clicking the edit tab and click on apply style.

# FOR ANY HELP OR TIPS

Write to support@leadsquared.com

GO RESPONSIVE TODAY