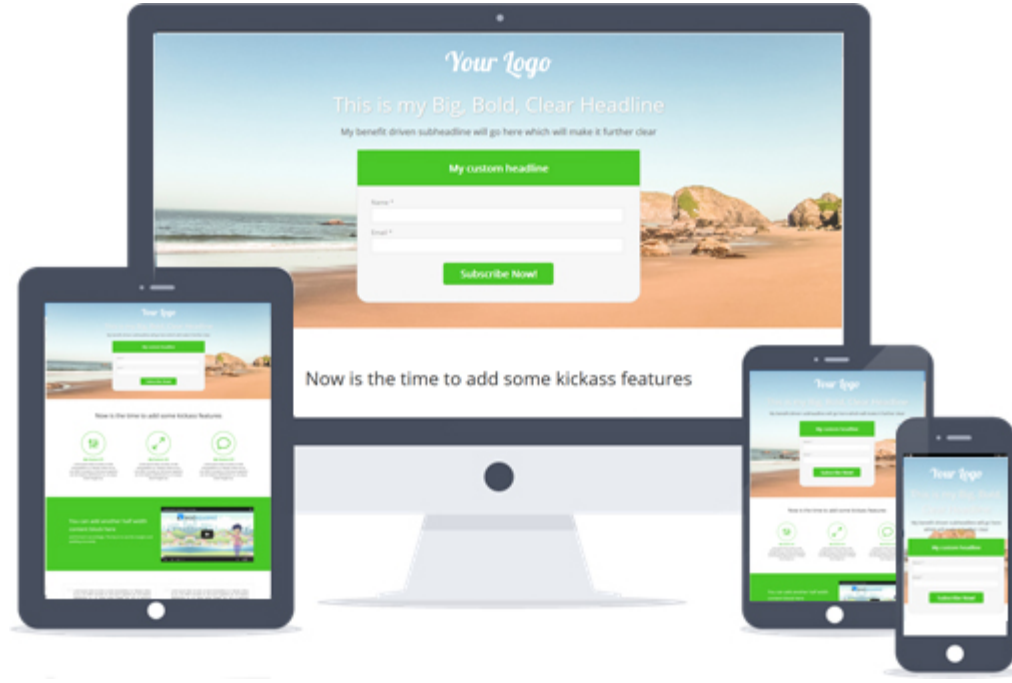


LeadSquared landing pages are now responsive



What is a responsive Landing page



Technically

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).



Simply

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

Why is responsive design important

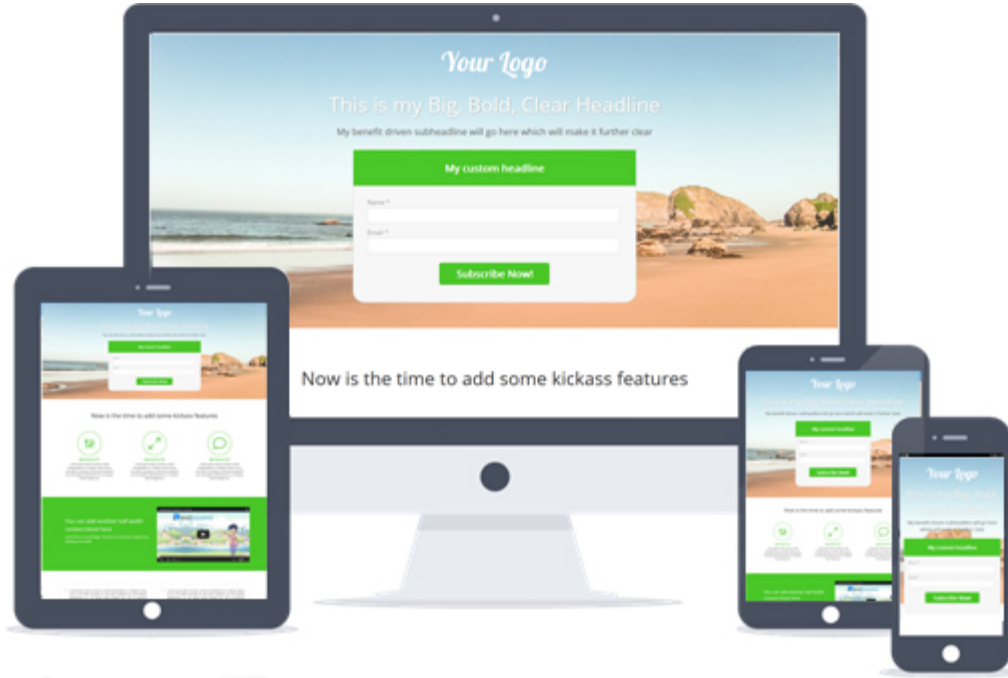
- ❑ Smartphones and tablets have changed the approach towards design and user experience
- ❑ You lose visitors and money if your page doesn't render well on mobile
- ❑ To provide optimal user experience
- ❑ Google has declared Responsiveness as one of the most important landing page practices



Statistics

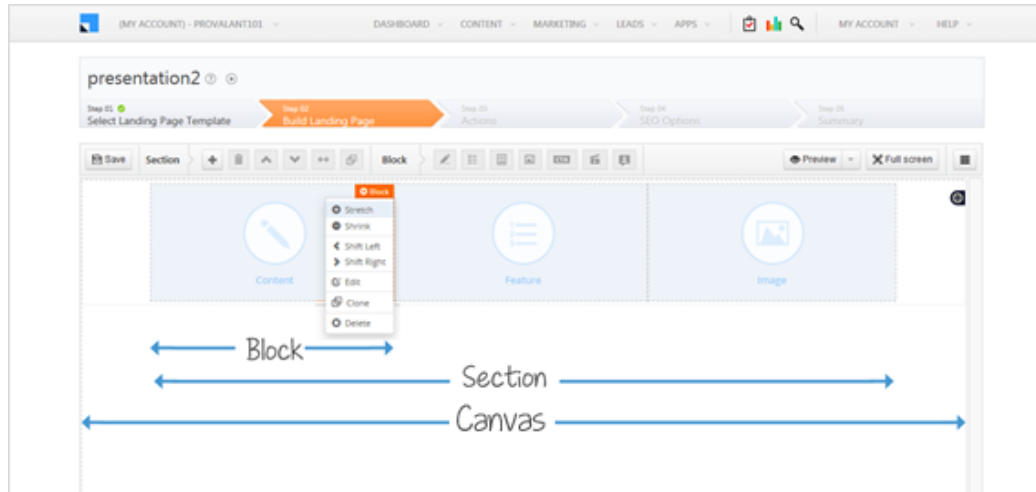
A responsive landing page converts 40% more than an unresponsive landing page

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 a fixed area on the canvas, where you can add various blocks .

Meet the Editor

landing page demo

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

Save Section + - < > Block [Block Type Icons] Preview Full screen

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

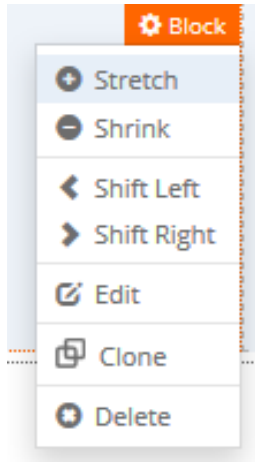
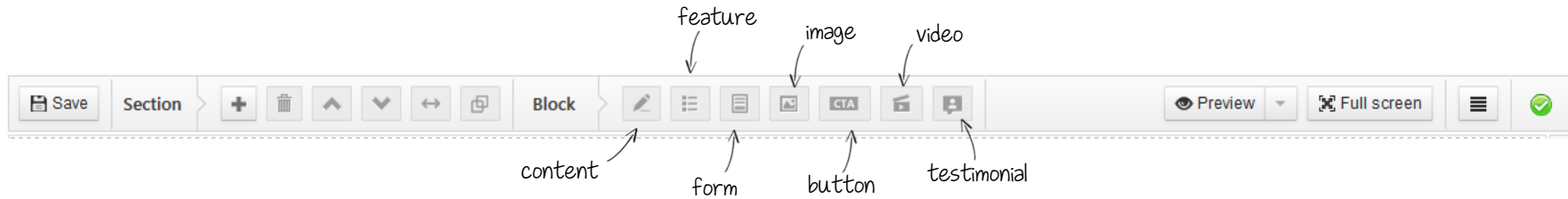
Border

Box Shadow

Advanced > CSS

Blocks

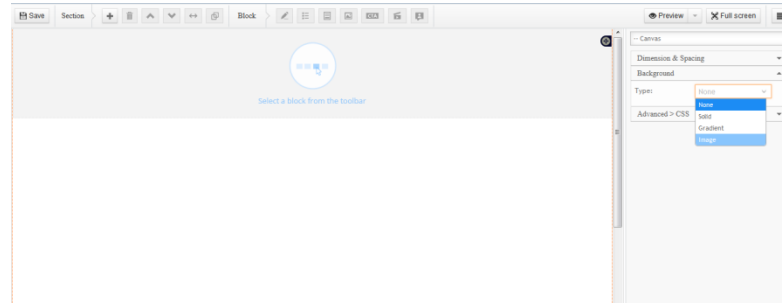
The editor has 8 default blocks which cater to most of the needs



You can edit or move the blocks by clicking on them

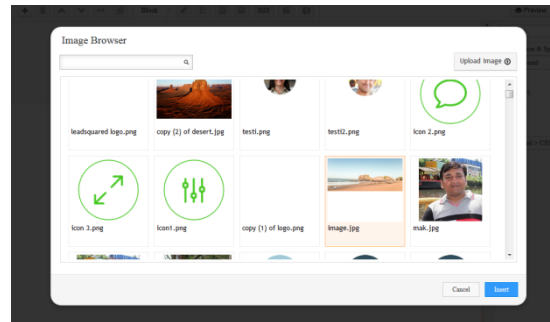
Let's start by adding the background image

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

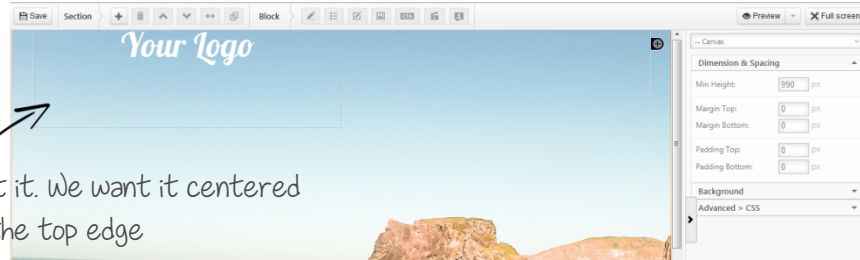


Make sure you select a high resolution
image, typically around 1500px width

Now it's time for the logo

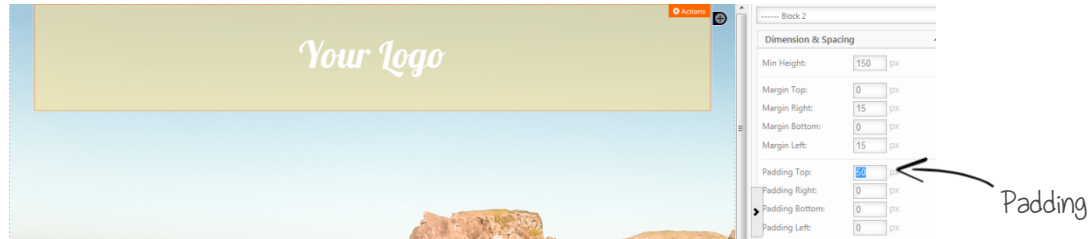
Logo is an image; we can use image block for the logo.

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



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.

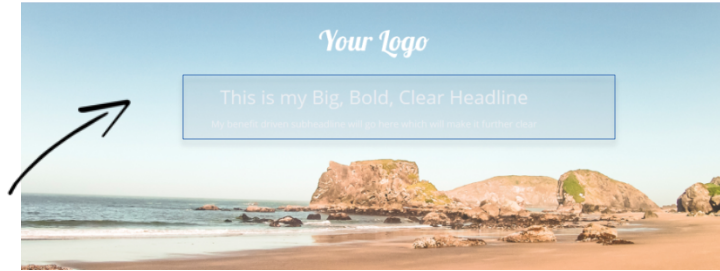
Now let's add another section for headlines

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

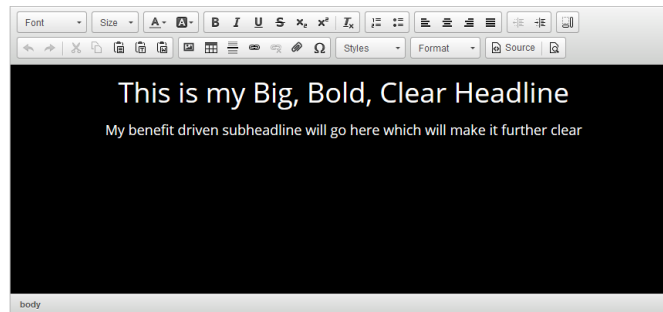
For headline select **Content Block > double click to enter html editor > write your content**



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



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

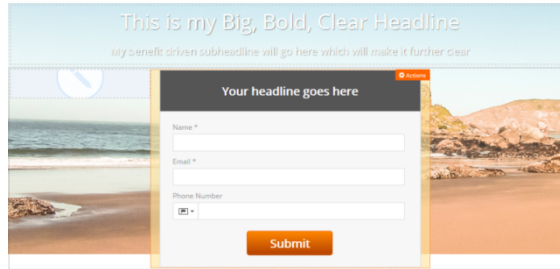
Let's add heart to your landing page, The form

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

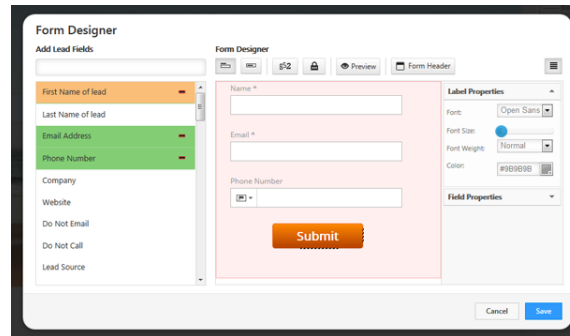
To add form, select **form block**. To keep it in the center add an empty block first



See how the content block gets added to the left. Keep minimum height as 0



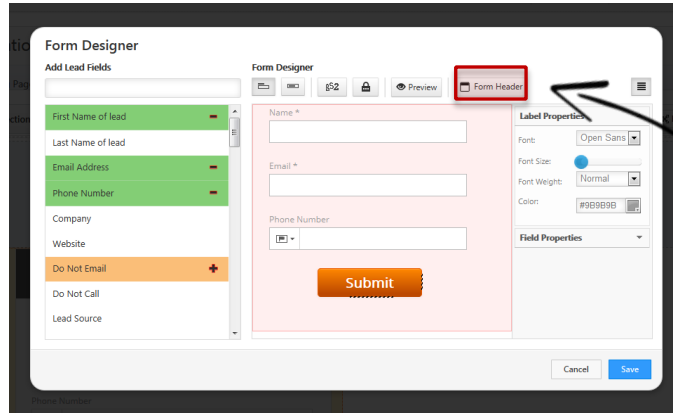
This is how the form editor looks like



You can add/delete the fields, make custom adjustments and customize the CTA here.

Customize the form header

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



Click this button to find the settings

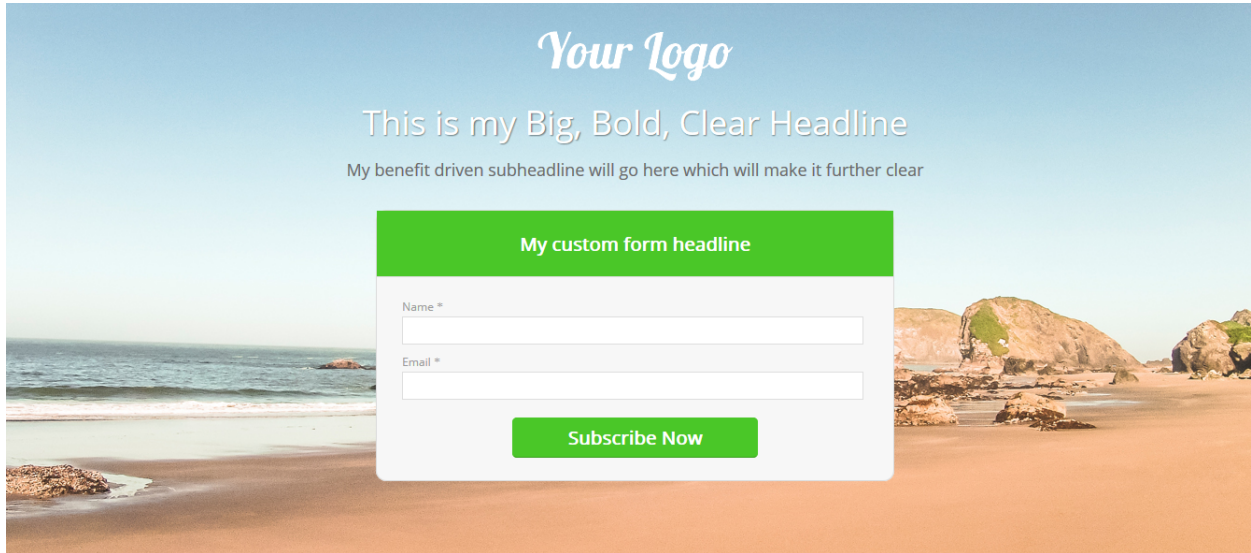
Change the background color by clicking on source



Change the color code here

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 *

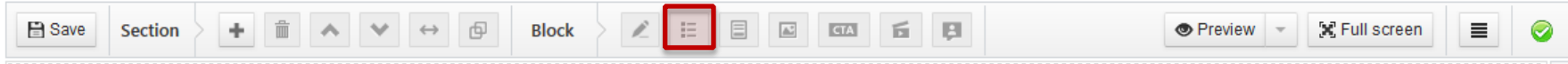
Subscribe Now

TIPS TO NOTE

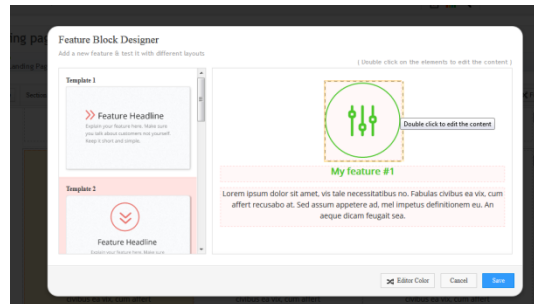
- ❑ Form is fully customizable. Double click to find fields, labels and header options
- ❑ To customize header color click on source and change the background color
- ❑ You can customize the button by clicking on it

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

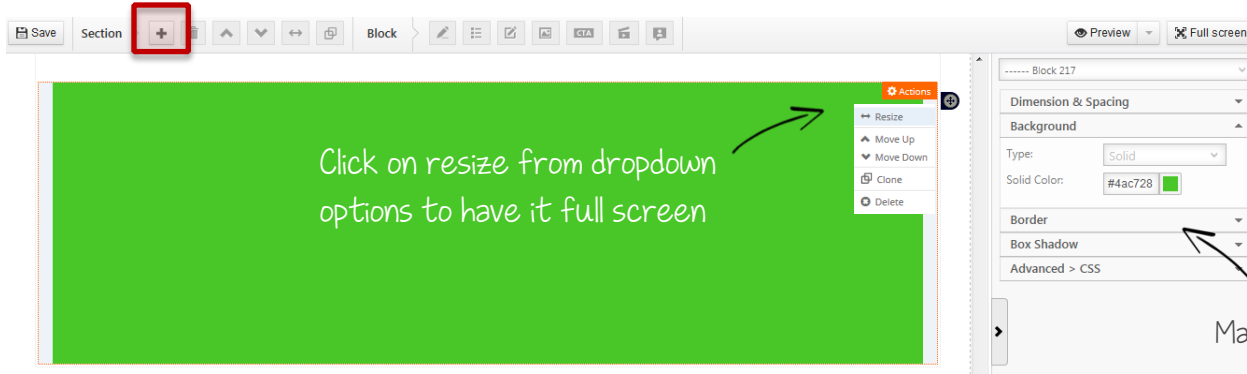


TIPS TO NOTE

- ❑ 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

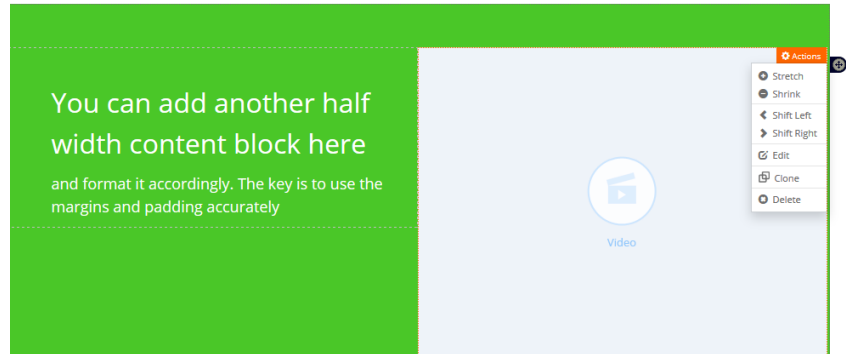
Create a solid color block

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,



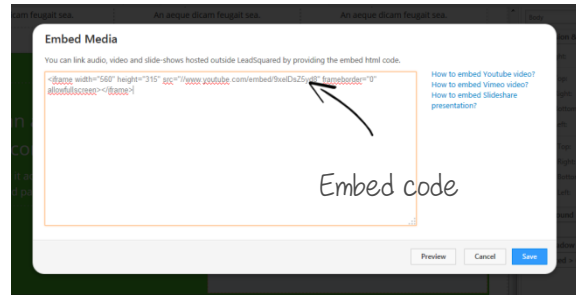
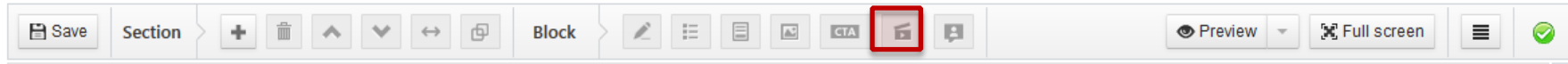
You can add another half width content block here

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

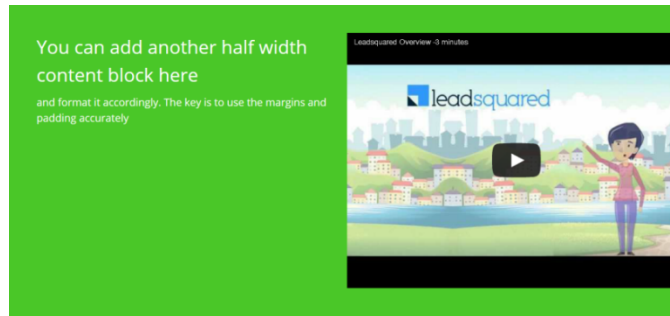
Video

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

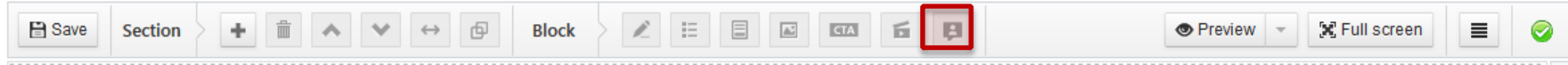


Your video is live on the page



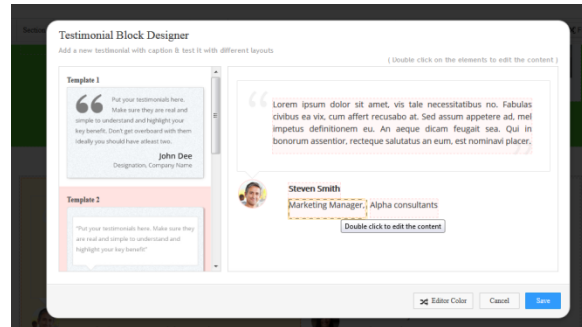
Now let's add some testimonials

Create a new section and add testimonial blocks



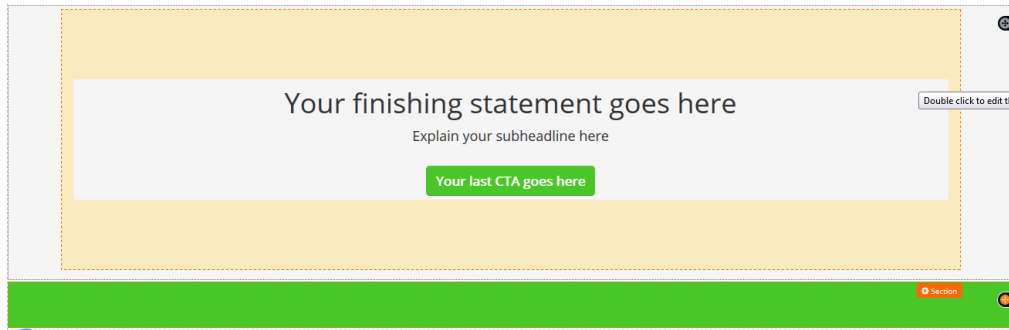
Testimonial Block

To customize an element, double click

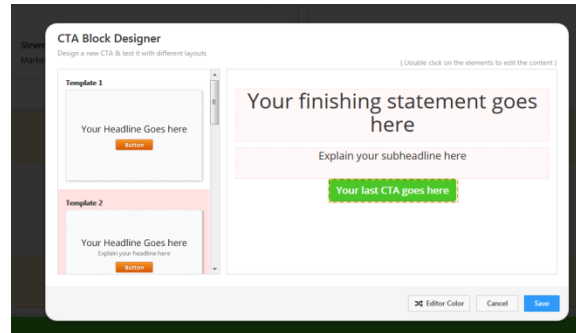


Add a CTA Block at the end

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

The screenshot displays a landing page builder interface. At the top, there is a navigation bar with a logo, user information "(MY ACCOUNT) - PROVALANT101", and menu items: DASHBOARD, CONTENT, MARKETING, LEADS, APPS, MY ACCOUNT, and HELP. Below this is a progress bar for "landing page demo" with five steps: Step 01 (Select Landing Page Template), Step 02 (Build Landing Page - highlighted in orange), Step 03 (Actions), Step 04 (SEO Options), and Step 05 (Summary). A toolbar contains various editing tools like Save, Section, Block, and icons for text, image, and video. A "Preview" button is highlighted with a red box. To its right is a "Full screen" button. A dropdown menu is open, showing device selection options: Desktop (1280 x 720), Tablet (1024 x 600), and Mobile (360 x 640). The main preview area shows a landing page with a blue header containing "Your Logo", a large white headline "This is my Big, Bold, Clear Headline", a subheadline "My benefit driven subheadline will go here which will make it further clear", a green button "My custom headline", and a form field "Name *". The URL at the bottom is testing.leadssquared.com/LandingPages/CreateLandingPageCompose?landingPageID=b239e3ca-8762-11e4-a592-22000b498d55#.

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/>



FOR ANY HELP OR TIPS

Write to support@leadsquared.com

GO RESPONSIVE TODAY