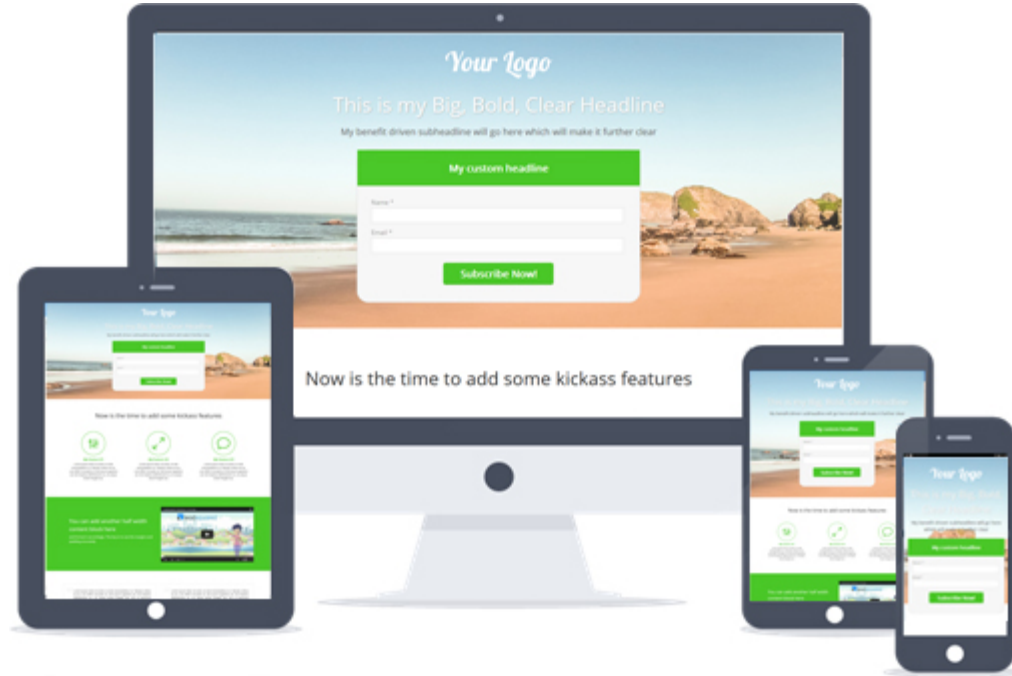


LeadSquared landing pages are now responsive



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

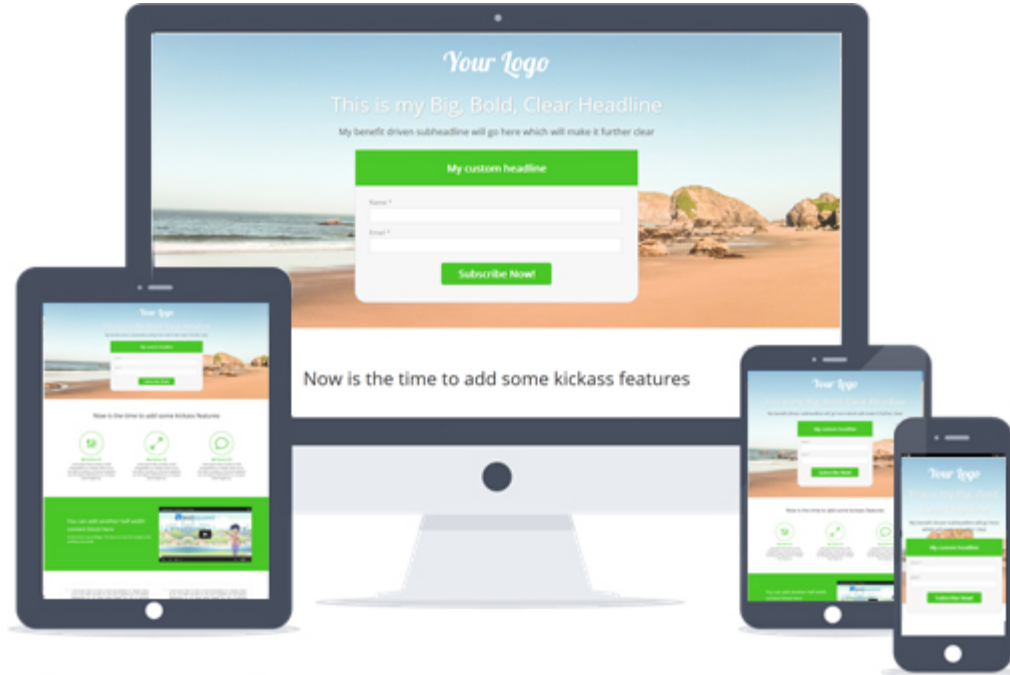
- ❑ Smartphones and tablets have changed the approach towards design and user experience
- ❑ You lose visitors and money if your page doesn't render well on mobile
- ❑ To provide optimal user experience
- ❑ Google has declared Responsiveness as one of the most important landing page practices



Statistics

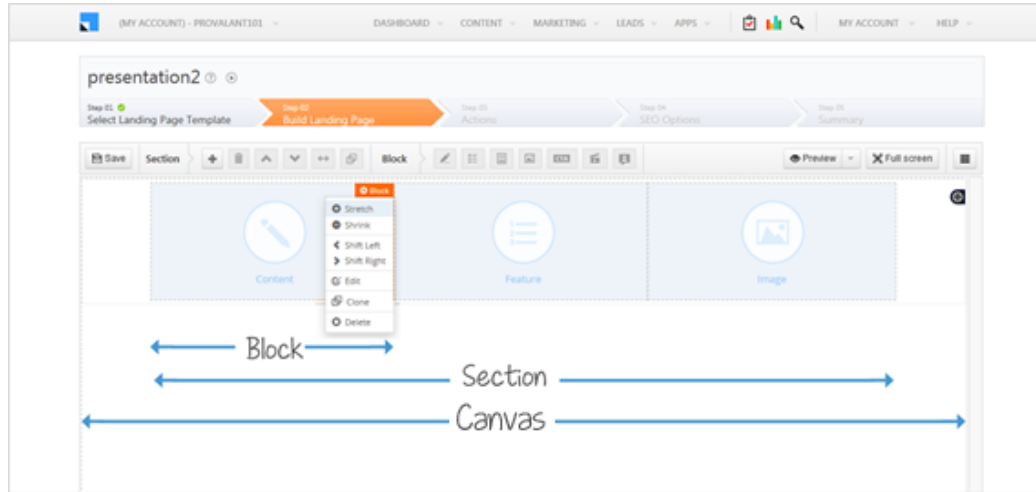
A responsive landing page converts 40% more than an unresponsive landing page

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  Select Landing Page Template

Step 02 **Build Landing Page**

Step 03 Actions

Step 04 SEO Options

Step 05 Summary

Save

Section

+

🗑️


⬆️


⬆️


↔️


📄


Block

















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 ▾

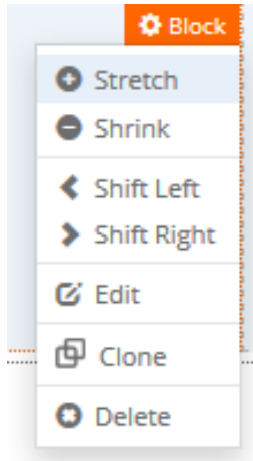
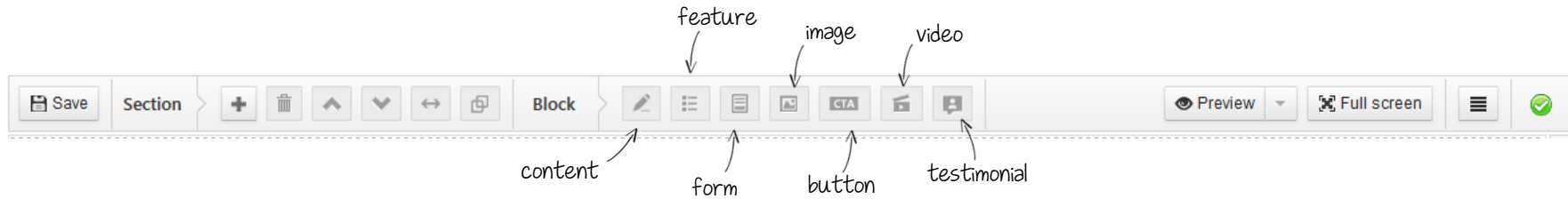
Border ▾

Box Shadow ▾

Advanced > CSS ▾

Blocks

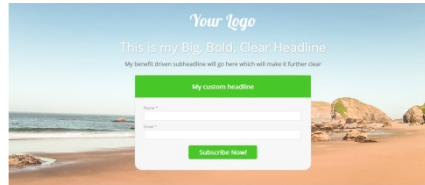
The editor has 8 default blocks which cater to most of the needs



You can edit or move the blocks by clicking on them

Good to go. Let's begin

This is what we will make in next 15 minutes



Now is the time to add some kickass features



My Feature #1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non justo auctor, nunc malesuada venenatis, faucibus enim. Ut enim euismod, velit tempus malesuada magna. Sed non justo auctor, nunc malesuada venenatis, faucibus enim.



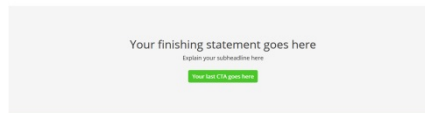
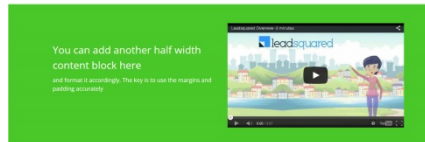
My Feature #2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non justo auctor, nunc malesuada venenatis, faucibus enim. Ut enim euismod, velit tempus malesuada magna. Sed non justo auctor, nunc malesuada venenatis, faucibus enim.



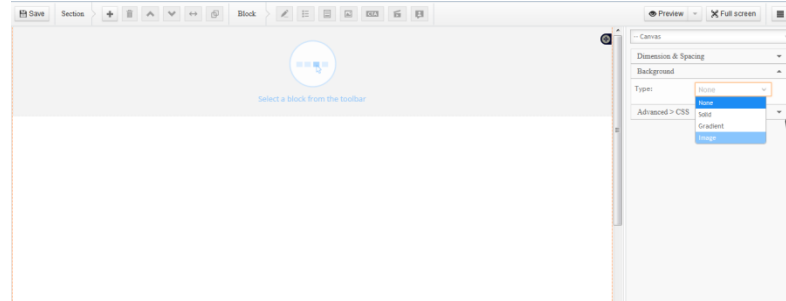
My Feature #3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non justo auctor, nunc malesuada venenatis, faucibus enim. Ut enim euismod, velit tempus malesuada magna. Sed non justo auctor, nunc malesuada venenatis, faucibus enim.



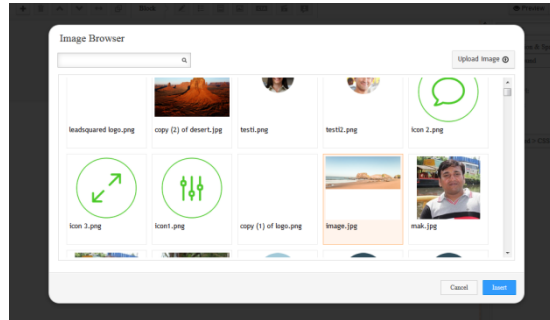
Let's start by adding the background image

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

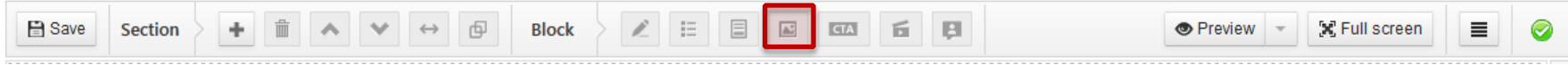


Make sure you select a high resolution image, typically around 1500px width

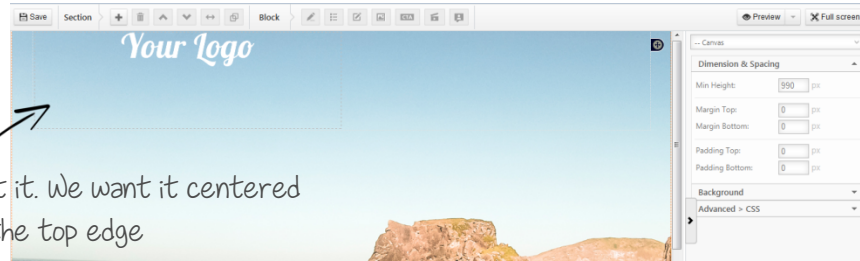
Now it's time for the logo

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

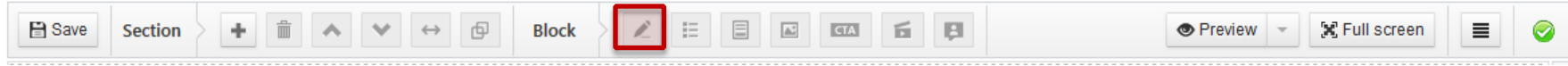
TIPS TO NOTE

- ❑ 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

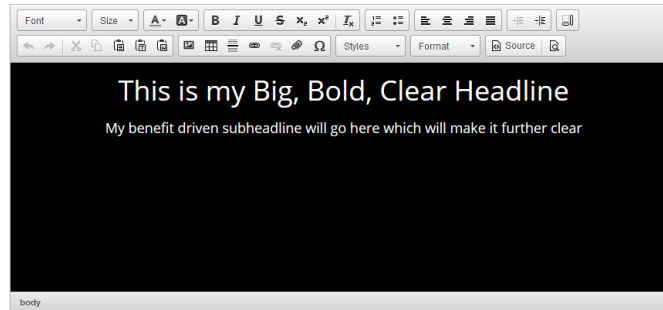
For headline select **Content Block > Double click to enter html editor > Write your content**



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



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

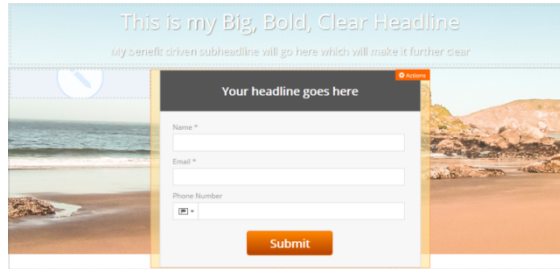
Let's add heart to your landing page, The form

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

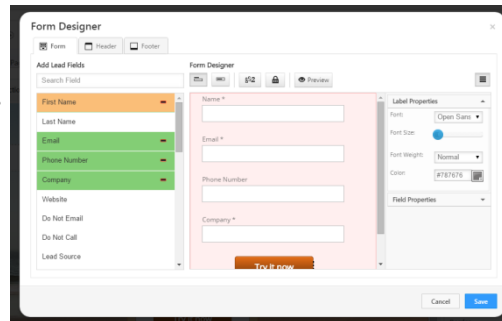
To add form, select **Form Block. To keep it in the center add an empty block first**



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



This is how the form editor looks like



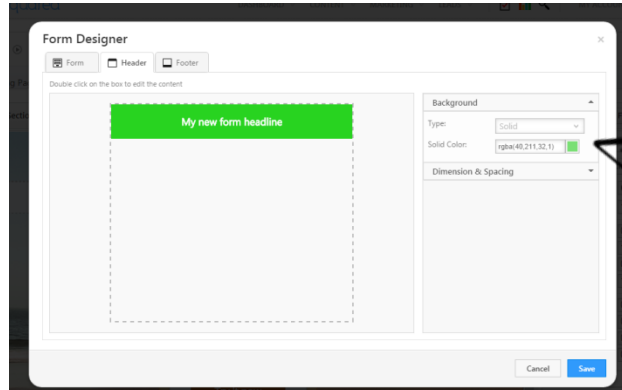
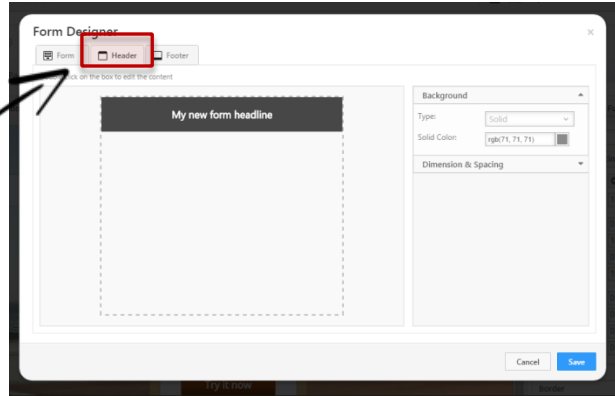
You can add/delete the fields here

You can make custom adjustments like color 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

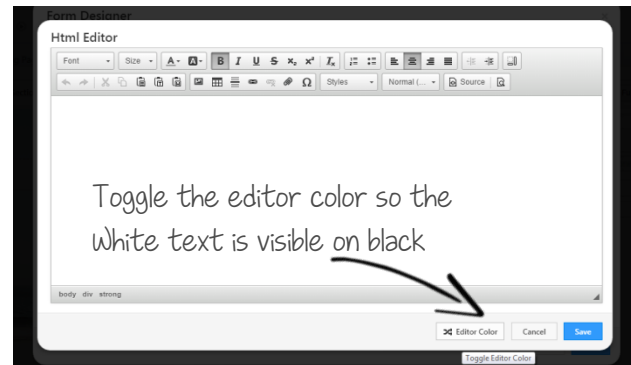
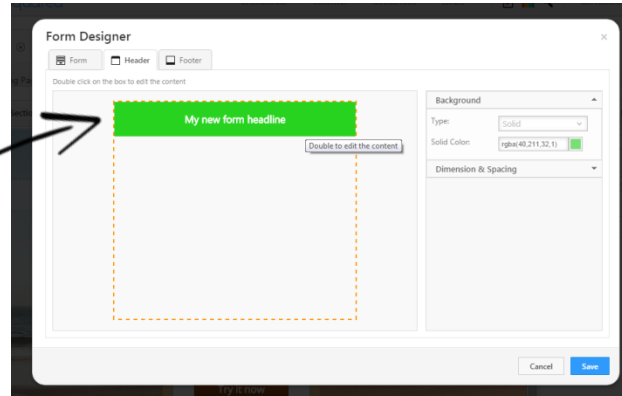


Change the color and padding from
The properties panel

Change the form header text

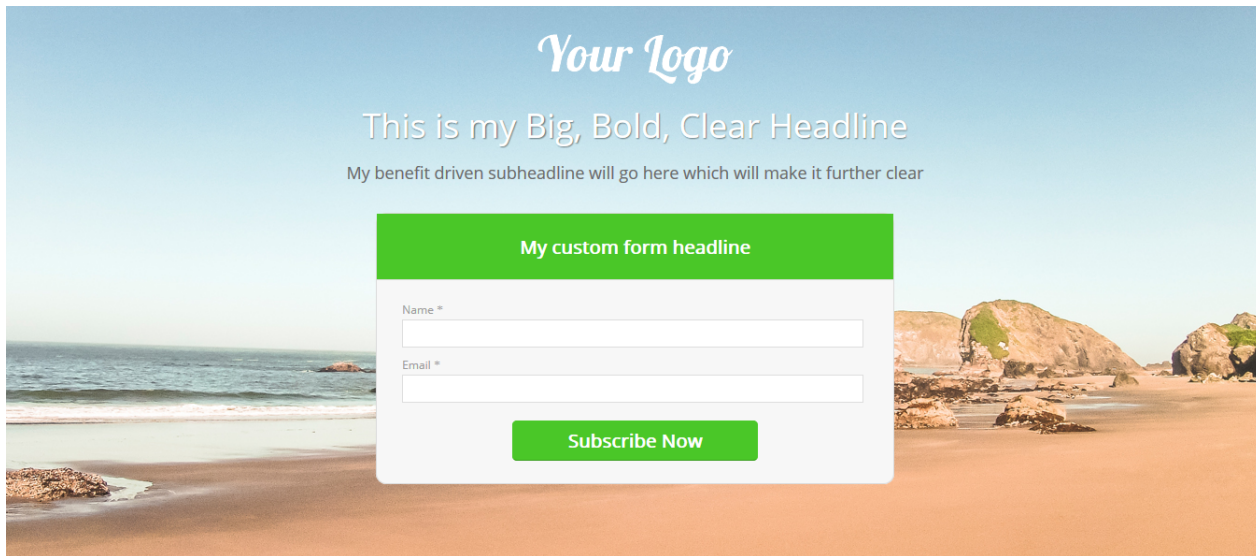
Double clicking on the header will allow you to change the text

Double click on the header to
Edit the text



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 *

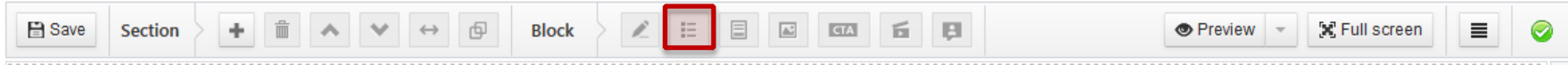
Subscribe Now

TIPS TO NOTE

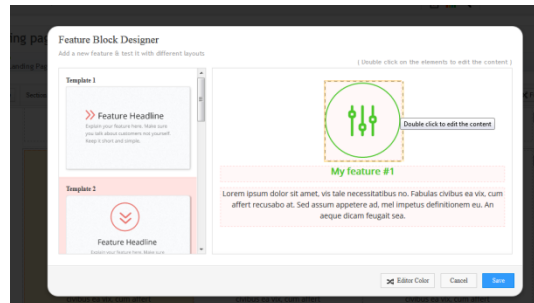
- ❑ Form is fully customizable. Check out the header and the footer tab
- ❑ The header and the footer properties are on the right properties pane. Double click on them to edit the text and custom html
- ❑ You can customize the button by clicking on it. To change the text you can simply type the content 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

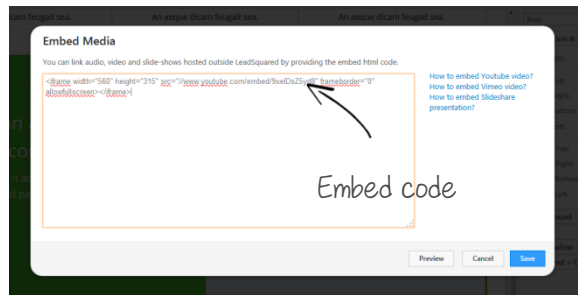
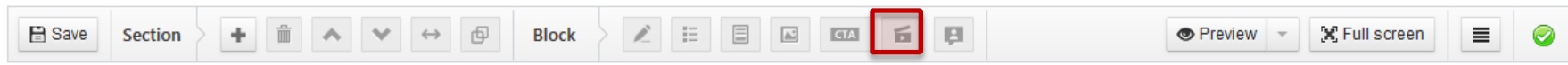
You can create a solid block by simply adding a section, and choosing a solid color as background

The screenshot shows a design tool interface. At the top, a toolbar contains a 'Section' button with a plus icon, which is highlighted with a red square. Below the toolbar, a large green rectangular block is displayed. A handwritten note in green text says 'Click on resize from dropdown options to have it full screen', with an arrow pointing to the 'Actions' dropdown menu in the top right corner of the block. The 'Actions' menu is open, showing options: 'Resize', 'Move Up', 'Move Down', 'Clone', and 'Delete'. To the right of the block, a settings panel is visible. It has tabs for 'Preview' and 'Full screen'. Under the 'Background' section, 'Type' is set to 'Solid' and 'Solid Color' is set to '#4ac728' with a color swatch. Below this, 'Border' and 'Box Shadow' are set to default, and 'Advanced > CSS' is visible. A handwritten note in green text says 'Make it solid and choose color,' with an arrow pointing to the 'Solid Color' field.

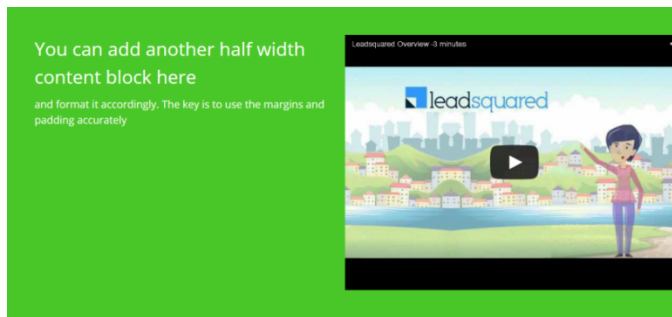
The screenshot shows a design tool interface with a layout. On the left, a green rectangular block contains the text 'You can add another half width content block here' and 'and format it accordingly. The key is to use the margins and padding accurately'. On the right, a light blue rectangular block contains a video placeholder icon and the word 'Video'. An 'Actions' dropdown menu is open over the video block, showing options: 'Stretch', 'Shrink', 'Shift Left', 'Shift Right', 'Edit', 'Clone', and 'Delete'.

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

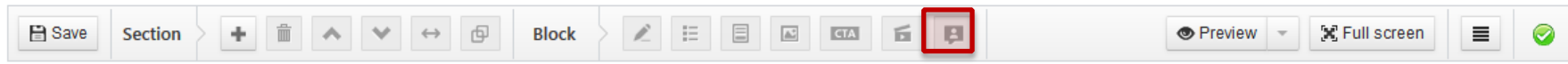


Your video is live on the page



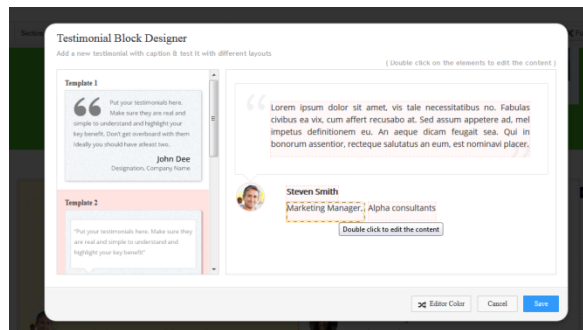
Now let's add some testimonials

Create a new section and add testimonial blocks



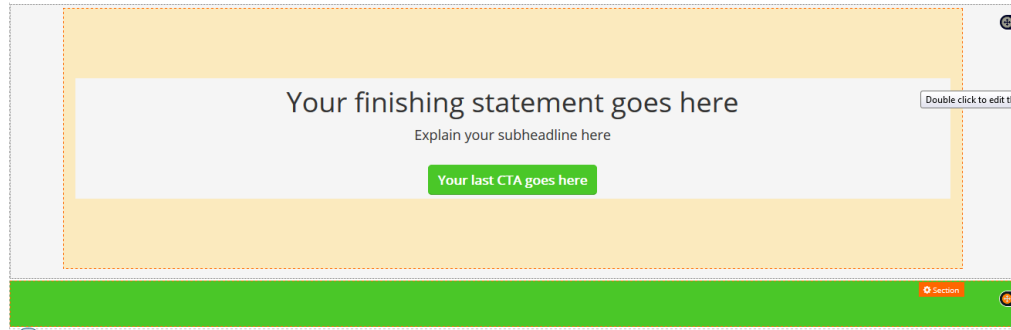
Testimonial Block

To customize an element, double click

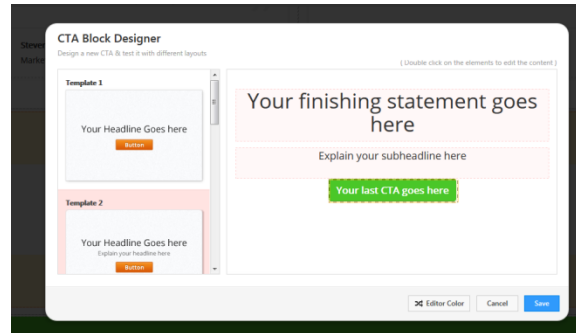


Add a CTA Block at the end

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 various menu items: DASHBOARD, CONTENT, MARKETING, LEADS, APPS, MY ACCOUNT, and HELP. Below this is a progress bar for a "landing page demo" with five steps: Step 01 (Select Landing Page Template), Step 02 (Build Landing Page), Step 03 (Actions), Step 04 (SEO Options), and Step 05 (Summary). The main workspace shows a preview of a landing page with a blue background, a "Your Logo" placeholder, a headline "This is my Big, Bold, Clear Headline", and a subheadline "My benefit driven subheadline will go here which will make it further clear". A green button labeled "My custom headline" is visible. The right sidebar contains a "Preview" dropdown menu, which is currently open, showing options for Desktop (1280 x 720), Tablet (1024 x 600), and Mobile (360 x 640). Below the device selection, there are settings for Type (Image), Image Url, Position (Top-Left), Tiling (None), and an "Advanced > CSS" section. 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/>

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 lead squared blocks and create your own themes

Visibility- hide blocks on Mobile

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

The screenshot shows a web design interface. On the left, a large orange block contains the text "My video headline goes here". Below it is a video player with a thumbnail titled "HTML5 and CSS3 Responsive design with media ...". To the right of the video player is a text block titled "My video description" with placeholder text. On the right side of the interface is a property panel. The "Visibility" tab is selected, and the "In Mobile" section shows two buttons: "Shown" (blue) and "Hidden" (red). A red rectangle highlights the "Hidden" button, and a black arrow points to it from the right. Below the "Hidden" button, the text "Activate Hidden. By doing that the block will not appear on the mobile" is written. The footer of the interface contains copyright information and a footer ID.

My video headline goes here

HTML5 and CSS3 Responsive design with media ...

My video description

Activate Hidden.
By doing that the block will not appear on the mobile

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Your Account Number: 2550

Advanced CSS- Add your custom CSS

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

The screenshot displays a web design tool interface. The main workspace contains a video block with the headline "My video headline goes here". The video player shows a thumbnail with the text "HTML5 and CSS3 Responsive design with media ... RESPONSIVE DESIGN". To the right of the video is a description box titled "My video description" containing placeholder text: "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 aequa dicam feugait sea. Qui in bonorum assentior, recteque salutatus an eum, est nominavi placer."

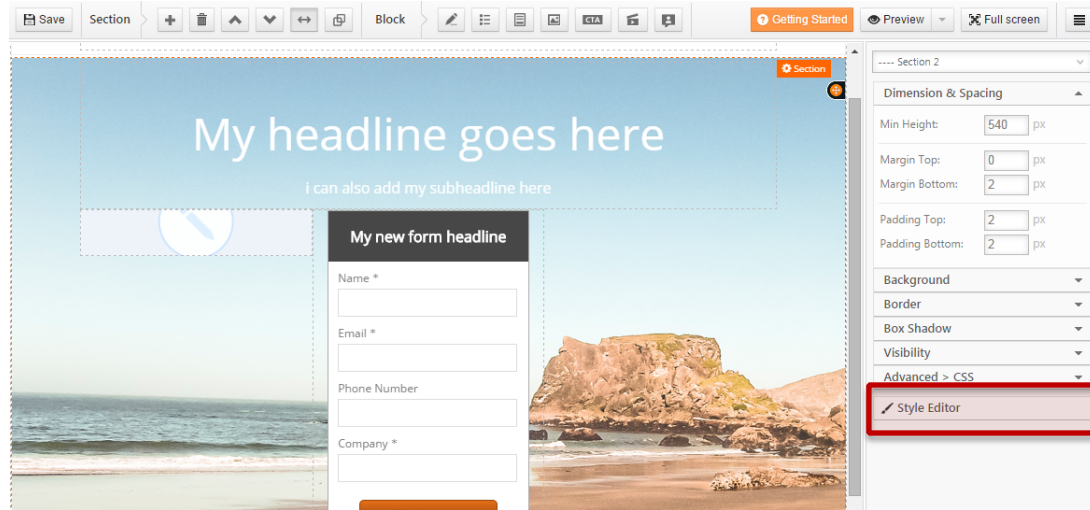
On the right side, the "Advanced > CSS" tab is selected in the property panel, highlighted with a red box. Below the tab, a blue box contains the following CSS code:

```
min-height : 150px;  
margin-left : 15px;  
margin-right : 15px;  
padding-left : 50px;
```

An arrow points from the text "Add your custom CSS here" to the CSS code box. The bottom of the interface shows a footer area with two columns of placeholder text: "Lorem ipsum dolor sit amet, vis" and "Lorem ipsum dolor sit amet, vis tale".

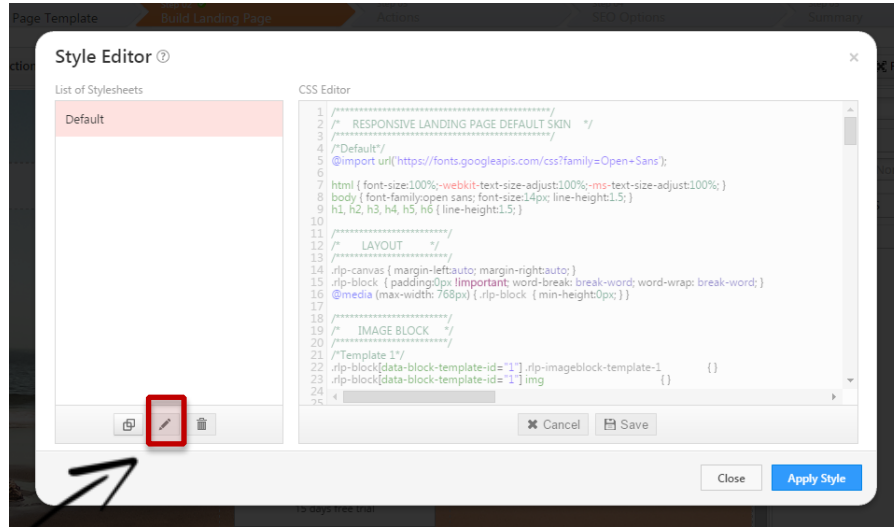
Style Editor- Change the overall theme of your page

Select the Style editor on the right properties panel



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