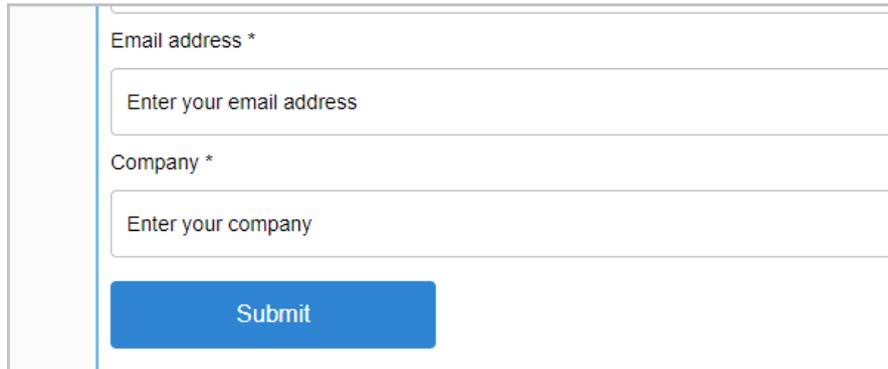


URL Parameters

This article applies to:

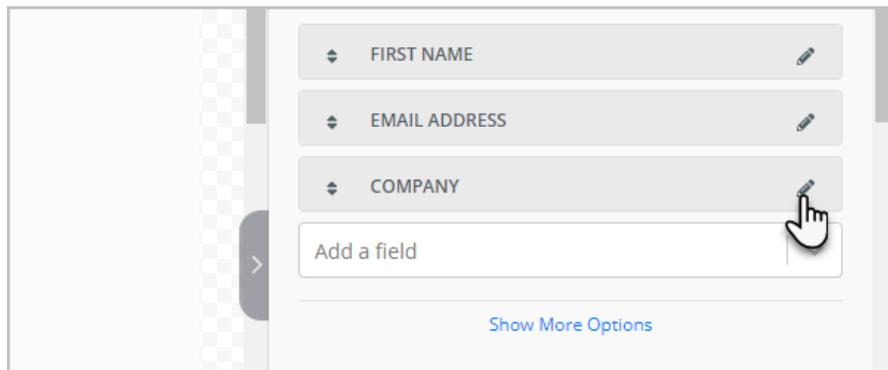
You can have certain fields be pre-populated with specific info to help you track certain lead sources instead of needing to copy or duplicate landing pages. By following these steps, the info populates into the field when the landing page initially loads.

1. Add a form to a landing page



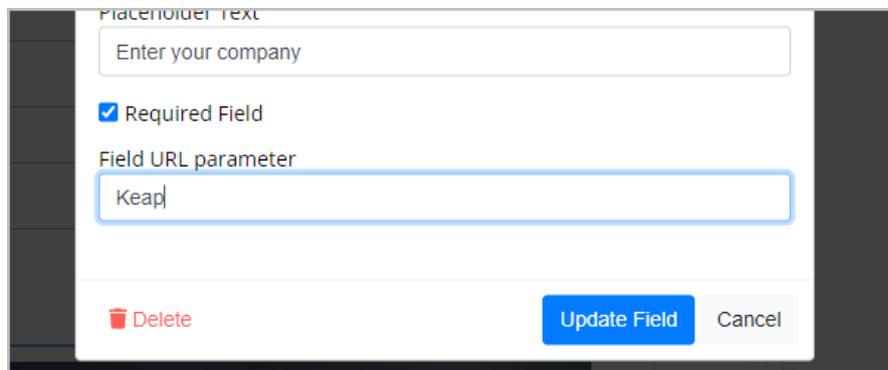
A screenshot of a form with two input fields and a submit button. The first field is labeled "Email address *" and contains the placeholder text "Enter your email address". The second field is labeled "Company *" and contains the placeholder text "Enter your company". Below the fields is a blue button labeled "Submit".

2. Select which field you want to use the URL Parameter and click the pencil icon



A screenshot of a field configuration menu. It shows three fields: "FIRST NAME", "EMAIL ADDRESS", and "COMPANY". Each field has a dropdown arrow on the left and a pencil icon on the right. A hand cursor is pointing at the pencil icon for the "COMPANY" field. Below the fields is an "Add a field" input field and a "Show More Options" link.

3. Enter in your value. The value input here is not the value that will be populated into the field, but rather the field label that's used when constructing the URL parameter.



A screenshot of a field configuration dialog box. It shows a "Placeholder text" input field with the text "Enter your company". Below it is a "Required Field" checkbox that is checked. The "Field URL parameter" input field contains the text "Keap". At the bottom of the dialog are three buttons: "Delete", "Update Field", and "Cancel".

4. Click the **Update Field** button

Placeholder Text

Enter your company

Required Field

Field URL parameter

Keap

Delete Update Field Cancel

5. Publish the landing page
6. Add the value to the landing page URL link. With the above example, in order to pre-populate a value into the Company field when the landing page loads, we would modify our landing page URL appending ?Keap=yourvaluehere to the end of the URL as follows: yourlandingpageurl.html?
Keap=yourvaluehere

FAQ

Q: Is it possible to pass form submission values into the Submit redirect URL via URL parameters?

A: While there's currently no supported method of passing form submission values into the Submit redirect URL via URL parameters, field submission values will auto-populate into form fields if the thank you page is redirected to another landing page. This is useful when multiple forms need to be submit back to back.
