

# Understanding Free-form vs Guided Landing Pages

The template you choose determines what landing page editing mode you'll be working in. There are two possible paths: [free-form](#) and [guided](#). Below you'll find a quick summary of the important differences.

## What's in this article?

[Free-form Pages](#)

[Guided Pages](#)

## Free-form Pages

- Drag and drop whatever content you want, wherever you want to place it.
- The template is like a SlideMaster in PowerPoint, just a background.
- Create a simple mobile version of your page with a click of a button.
- Best used when you don't have a lot of time or technical resources at your disposal.

The screenshot displays the Summit landing page editor interface. At the top, there is a navigation bar with the Summit logo, 'Community', and 'Help'. Below this, there are tabs for 'Desktop' and 'Mobile', and a 'Preview Draft' button. The main workspace shows a landing page design with a header image of people at a table, followed by a registration form with fields for 'First Name', 'Last Name', and 'Email Address', and a 'Register Now' button. On the right side, there is a 'mktColumn' panel with a table of properties and values, and an 'Insert Elements' panel with various content types like Rich Text, Image, Rectangle, Form, HTML, Snippet, Social Button, Video, and Poll. Below these panels are sections for 'Page Elements' and 'Template Elements'.

| Name          | Value              |
|---------------|--------------------|
| background... | scroll             |
| background... | rgb(221, 221, 221) |
| background... | none               |
| background... | 0% 0%              |
| background... | repeat             |
| borderColor   | rgb(0, 0, 0)       |
| borderStyle   | none               |
| borderWidth   | 0px                |
| fontFamily    | Arial, sans-serif  |
| fontStyle     | normal             |
| fontWeight    | normal             |
| height        | 650px              |
| layer         | auto               |
| left          | auto               |
| lineHeight    | normal             |
| opacity       | 100                |
| textAlign     | left               |
| textDecora... | none               |
| top           | 0px                |
| width         | 200px              |

**Insert Elements**

- Rich Text
- Image
- Rectangle
- Form
- HTML
- Snippet
- Social Button
- Video
- Poll

**Page Elements**

- expo\_hall.jpg
- Test Example.Summit Registrati...
- Rectangle 1

**Template Elements**

- BODY#bodyId
- DIV#mktColumn**
- DIV#mktContent
- DIV#mktFooter
- DIV#mktHeader
- DIV#outerWrapDiv

## Guided Pages

- Predefined layout/structure driven by the template.

- Only regions or variables defined as editable in the template can be customized in the editor.
- Code changes required to modify layout and add additional assets.
- Look and feel across device determined by rules built into the template.
- Best used if you've coded or purchased responsive templates or wish to modify a pre-built Marketo template.

**Summit Landing Page** | Landing Page Actions | Community | Help

Auto-saved: May 20, 5:44 PM PDT | Preview Draft

REGISTER | AGENDA | SESSIONS | FAQ

## THE MARKETING NATION SUMMIT

Without question, the Marketo Marketing Nation Summit 2015 will be the Marketing Event of the year. Join the Marketing Nation as over 6000 of your peers, colleagues and thought leaders gather to celebrate Innovation in the Nation!

**Register Now!**

**May 22 2015** Moscone Center West, San Francisco, CA.

**\$1,295** per person

**FULL PASS**

**CERTIFICATION**

- University Day
- Certification Exam

**EXPO HALL/KEYNOTE PASS**

- Access to Expo Hall
- Access to Day 1 Keynote
- Access to Day 2 Keynote

**Elements**

- Primary Text: Without question, the Marketo Marketing Nation Summit 2015 will be the Marketing Event of th...
- Registration Form: Text Example Summit Registration
- Full Pass Image: full\_pass.jpg
- Certification Image: Unassigned
- Expo Hall Image: Unassigned

**Variables**

- Summit Date: May 22 2015
- Summit Location: Moscone Center West, San Francisco, CA.
- Primary Text Header: Insert Header Here...
- Register Button: Register Now!
- Header Color: #5A5A5A
- Show Footer?: NO

**Dynamic Content**

- Segment By
- Static
  - Primary Text - Without question, the Marketo Marketing Nation Summit 2015 will be th...
  - Full Pass Image - full\_pass.jpg
  - Registration Form - Text Example Summit Registration
- Dynamic

## Related Articles

- [Free-form Landing Pages](#)
- [Guided Landing Pages](#)

