






# Understanding Elements and Variables in Guided Templates










Guided landing page templates have two types of editable sections: elements and variables.

## Elements

Elements are the different pieces of content that make up a landing page. They can be images, text, or Marketo assets.



Elements	
	<b>Primary Text</b> Without question, the Marketo Marketing Nation Summit 2015 will be the Marketin...
	<b>Registration Form</b> Unassigned
	<b>Full Pass Image</b> full_pass.jpg
	<b>Certification Image</b> certification.jpg
	<b>Expo Hall Image</b> expo_hall.jpg

When you edit a guided landing page, elements will show up if they've been marked editable in the template. Elements will have the following icons:



-  Image
-  Marketo Form
-  Text
-  Video
-  Marketo Share Button
-  Marketo Poll
-  Marketo Referral
-  Marketo Sweepstakes
-  Marketo Snippet

# Variables

Variables are token-like attributes that can be customized from the guided landing page editor, like shown below.

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	#5A55A3 
Show Footer?	<input type="checkbox"/> NO

There are three types of variables: string variables, color variables, and Boolean variables.

String	Editable text Example: Titles, dates, button labels
Color	Editable hex code for color  #5A55A3  Example: Background color, font color, border color
Boolean	A lever that controls on/off states for objects or formats on the landing page   Examples: Show Footer (Yes/No), Column Count (1/2), Embed Google Analytics (True/False)

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