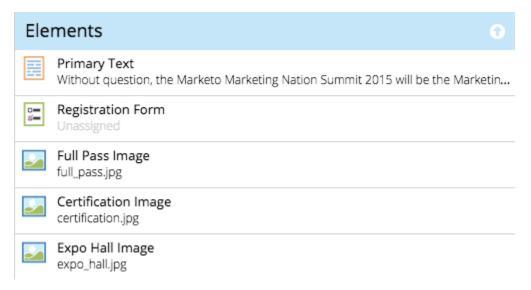
## **Understanding Elements and Variables** in Guided Templates

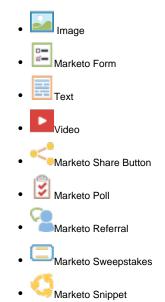
Guided landing page templates have two types of editable sections: elements and variables.

## **Elements**

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

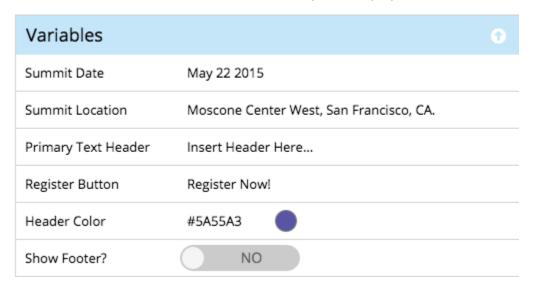


When you edit a guided landing page, elements will show up if they've been marked editable in the template. Elements will have the following icons:



## **Variables**

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



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
	YES
	Examples: Show Footer (Yes/No), Column Count (1/2), Embed Google Analytics (True/False)

## **Related Articles**

Create a Guided Landing Page Template