

# 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. At the top, there's a navigation bar with 'Summit' on the left, 'Community' and 'Help' on the right, and 'Preview Draft' in the center. Below this is a 'Desktop' and 'Mobile' view selector. The main workspace shows a landing page design with a photo of people at a booth and a registration form with fields for 'First Name', 'Last Name', and 'Email Address', and a 'Register Now' button. On the right, there's a 'mktColumn' properties panel and an 'Insert Elements' panel with options like Rich Text, Image, Rectangle, Form, HTML, Snippet, Social Button, Video, and Poll. Below these are 'Page Elements' (expo\_hall.jpg, Test Example.Summit Registrati...) and '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.

## Related Articles

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

