A quick guide to...

Creating Custom Web Forms
In this guide...

Learn how to create well-designed web forms in seconds. Pick your favorite template then color and shape every aspect of your form until you have exactly what you need!

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Create New Web Form

Choose **Web forms** in the **Dashboard** menu and click **Create New** to launch the web form editor. Select a campaign by clicking the down arrow beside the **Your current campaign** field at the upper right side of the page.

The entire process consists of three steps: **Design**, **Settings** and **Publish**.

Choose Template

In the **Design** tab, choose a template for your web form. The newest templates are displayed at the top of the page.

Click the **Categories** tab to view templates from more than twenty industry categories, such as marketing, travel, entertainment, financial, real-estate and more. Choose a template you like and click it to see a preview. Choose a color scheme that matches your website then click **Apply**. The template appears in the editing space below.

Choose Form Type

From the editing toolbar, choose **Form type** from the drop-down list. To the right, choose a **Type**: **Embedded** in your web page, a form to **Pop Over** your web page, or a **LightBox**, which works like a pop-over but darkens the page so the form appears to glow.

In the same section, specify the width of the form in pixels.
Edit Appearance of Form

Appearance of web form parts.

Edit the appearance of the web form by selecting a section from the drop-down list: **Body**, **Header**, **Footer**, **Inputs**, **Submit button**, **Labels**, **Text**, **Counter**, **Privacy** and **Powered by**.

The toolbar for each section has options for changing the appearance: **background color**, **border style**, size of **fonts**, its **style** and **position** of the text.
Finally, when editing **Header**, **Footer**, **Body** and **Submit button**, you may add your own image as a background. Click **Show advanced** and paste the URL where your picture is stored online. Optionally, you can set parameters for this image, to specify how it looks online.

**Edit Web Form Content**

**Header and Footer Content**

Click **Edit header** or **Edit footer** to the left of the preview.
Use the pop-up editor to change the text, justification and font style of the header or footer content. Click Apply to save the changes.

**Submit Button Label**
Click Edit to the left of the preview of the button. In the window that appears, enter your preferred button label and click Apply.

**Privacy Statement and Powered By**
Click Edit to change the label of the link for Privacy statement or Powered by sections.

**Field Label Content**
Click Edit next to your custom fields to change text of the label.

**Show/Hide Components**
Below the form preview, click to enable or disable the Header, Footer, Name field, subscriber Counter, Captcha, Privacy and Powered by areas.
Add New Components

Above the form preview, click the buttons to **Add New Field, Add Text, Add Image** and **Add Divider** to your web form.

When selecting **Add Image**, provide the URL where the picture is stored online and specify its position on the web form.

Resize Web Form

Click the **Resize** button on the right-hand side of the preview to adjust the width of the form.
Add Custom Fields

Add Popular Fields

To the right of the web form preview, several popular fields are displayed, including **Address** line, **State/province**, **Zip/Postal** and **City**. To add any of these fields to your web form, simply click and drag onto the preview.

Add Existing Custom Fields

To the right of the web form preview, a list of your existing custom fields is displayed. To add any of the fields to your web form, simply click and drag onto the preview.

Add New Custom Fields.

Above the editing space, click the **Add New Field** button and define the **Label** name.
Choose field type:

**Text field (single choice)** allows contacts to enter their own response. You may however enter a default value.

**Radio list (single choice)** allows you to enter predefined responses so that contacts may select the most appropriate value.

**Checkbox list (multiple choices)** allows you to enter predefined values, from which contacts can choose one or more selections.

**Menu (single choice)** and **Menu (multiple choices)** saves space in your form by displaying your predefined values in a drop-down list.

**Text box** provides more space for contacts to write their own response.

**Date range** collects date in several formats.

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**Enter Predefined Values**

If you select a **Radio List**, **Checkbox List** or **Menu** as your field type, you must enter the values for your contacts to choose from. Enter each value into the box then click the plus button to the right. The values appear at the bottom.

Click **Select** to make a value the default. To remove a value, hover your mouse over it and click the “x” button to the right.
You can make fields mandatory or optional by checking or unchecking the **Required** box.

**Web Form Settings**

When you finish designing the web form, click **Next Step**. The web form **Settings** page appears.

**Web Form Name**

Type a unique **Web Form Name** that you can recognize in your web form list.
Confirmed Opt-in

This field reminds you whether you have enabled Confirmed opt-in for this campaign. ON means a confirmation email is sent to each new subscriber before adding them to your subscriber list. The Confirmed Opt-In option is recommended but can be changed by clicking the Campaign Settings link.

Subscription Via Facebook

Clicking the switch ON enables you to place the web form on a Facebook profile if you wish.

When Facebook users visit your profile, they see your web form — in the Facebook standard format — auto-filled with information from their Facebook profile: their name and email address. The Facebook user must be logged in to their account for the web form to display their name and email address.

Default Thank-You Page

By default, a GetResponse Default Thank-you page is displayed to new subscribers who click the link in the confirmation email they receive.

As an alternative to the Default Thank-you page, choose one of these options:

- Click Make your Thank-you page dynamic to display a short video with instructions.
- Click Impress new subscribers by adding your voice to the page! Choose an audio file recording from your Multimedia storage space.
- Click Add a face and a voice to your page. Choose an audio/visual file recording from your Multimedia storage space.
Custom Thank-You Page

Select **Custom Thank-you page** to enter the URL of the web page you would like contacts to be forwarded to after they submit their details.

Stay on Current Page

Select **Stay on current page** if you would like contacts to submit their details without leaving the Web page they are viewing. This causes the web form to update and indicate that the details were successfully submitted.

To edit the label that appears on the Thank-You button after the web form is submitted, click **Advanced settings** and go to the **Thank-you button settings** area. When you click **Custom Thank-you button**, a field opens where you may type a custom message for the button.
Advanced Settings

Click **show advanced** at the bottom of the settings page to:

- Specify a new **Default error message** to be displayed when the subscriber enters data (such as email address or phone number) in an incorrect format.

- **Forward contract data** via **HTTP POST** or **HTTP GET**. This function is used by programmers and is not supported through regular Customer Service channels.

- Choose the **Campaign** to which the web form adds contacts

- Enter a **REF** number to **Track Web Form Users**, so you can identify contacts who used this particular web form.

- Optionally, you can define a **Tracking Custom Value**. This is handy if you use several different web forms to sign up a certain type of subscriber. You can add a **Tracking Custom** to identify these subscribers, no matter which web form they use.

Publish Form

When finished with the **Settings** tab, click **Next Step**. The web form **Publish** page appears.

Install Web Form Yourself

Click **I will install my web form** if you want to add it to your web page yourself. At the bottom of the page, copy the JavaScript or HTML code and paste it into your web page source code.
Have Your Web Designer Install the Form

Click My web designer will install my web form to email the code to your web designer. Enter your web designer email address and an optional message indicating where you would like the form displayed on your page. Click Send to My Designer.

Have GetResponse Host Form

Click GetResponse will host my web form to display a URL address field. This URL can be used to display the web form in forum post links, your email signature, and other online sites you have access to.

Publish on Facebook FanPage.

To publish the web form on a Facebook Fanpage, click the Go to Application button. In the new window, click Add to Fan Page and choose the page to which you want add the web form. Follow the steps in the browser to display the web form on a Facebook page.
Web Forms List

Your web forms are available inside GetResponse for you to view, edit or publish at any time. To view them, choose Web forms in the Dashboard menu and click Web forms list. The total views and subscribers are displayed to the right of each form name.

From this section you can preview the form, edit the form, adjust the settings, view source code, copy it to a different campaign, or disable it.