
Pardot Landing Page Experience Implementation Guide

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'23



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ENHANCED LANDING PAGE EXPERIENCE

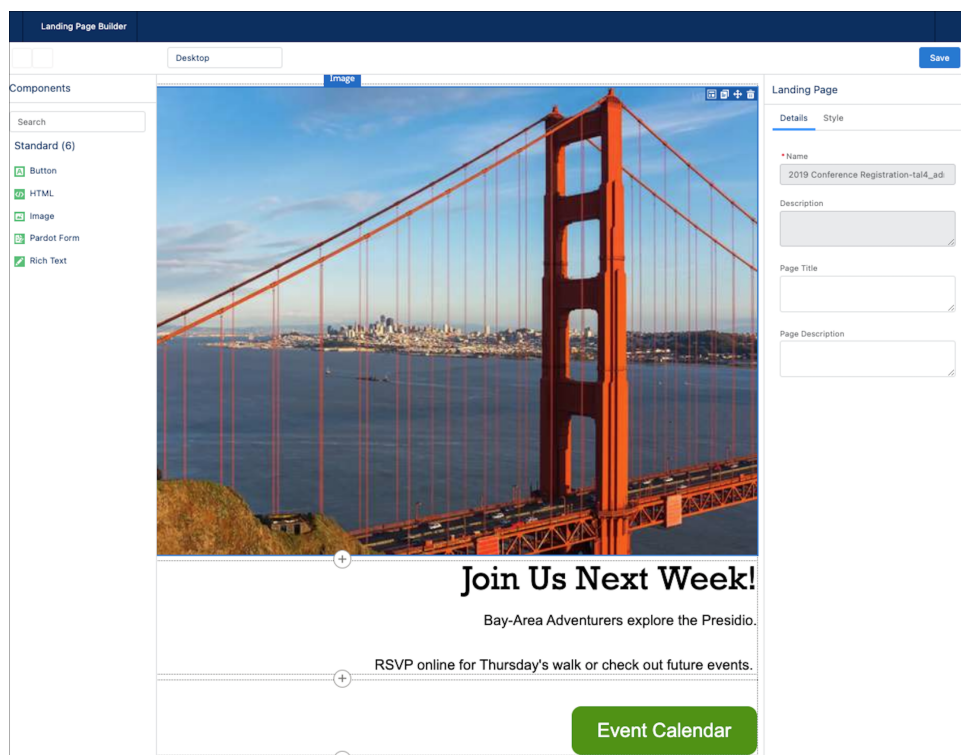
As of Winter '22, Pardot Lightning App users can choose which experience to use when creating landing pages. The enhanced landing page experience uses a drag-and-drop editor and can be accessed from Pardot Lightning App only. It's built on Salesforce, and supports list views, actions, reporting, and other functionality that comes with Salesforce Lightning Experience.


Looking for a PDF of this content? Check out the [Enhanced Landing Page Experience Implementation Guide \(PDF\)](#).

To use the enhanced landing page experience, click the **Landing Pages** tab. Create or open a landing page record, and click **Edit in Builder**. Landing pages created in the enhanced experience are called enhanced landing pages.

EDITIONS

Available in: All Pardot Editions



 **Note:** Classic landing pages are still available: [Classic Landing Pages](#)

[Considerations for the Enhanced Landing Page Experience](#)

Keep these considerations in mind before you work with the enhanced landing page experience.

[Enhanced Landing Page Experience Permissions](#)

Various permissions are necessary to set up, create, and publish landing pages in the enhanced landing page experience.

[Set Up the Enhanced Landing Page Experience](#)

Pardot's enhanced landing page experience is enabled at the same time as the Pardot email experience. If you already enabled the email experience, no other setup is needed.

[Configure Salesforce CMS for Pardot Landing Pages](#)

When you create landing pages with Pardot, you can use Salesforce CMS as a unified image repository. The CMS workspace is where you can save files and control user access. The CMS channel determines where those files can be published. Images published to your channel become available while marketers are building landing pages.

[Create an Enhanced Landing Page](#)

When you create an enhanced landing page, you associate it with a campaign and then edit the content. Drag in templates from the Layout section to quickly insert rows and columns. Then you can add these component types: Image, Pardot Form, Rich Text, Button, and HTML.

[Publish an Enhanced Landing Page](#)

When you finish designing an enhanced landing page, you can publish it to the web. Before publishing, add settings such as vanity URL, unpublish redirect URL, and search engine indexing on the landing page record.

Considerations for the Enhanced Landing Page Experience

Keep these considerations in mind before you work with the enhanced landing page experience.


EDITIONS

Available in: All Pardot Editions

Setting Up Enhanced Landing Pages

- The enhanced landing page builder uses the same permissions and CMS integration as enhanced Pardot email. If the enhanced email experience is configured, your users can typically get started with landing pages right away.
- Updates to landing page record layouts typically appear automatically. But if the Landing Page Lightning record page or page layout is already customized, your admin must manually add new fields and tabs.

Creating Records

- When you create an enhanced landing page, it must be associated with a connected campaign.
 - The landing page's campaign must be associated with one business unit. The business unit assignment is required to publish the landing page. If you don't use Pardot Business Units, only Connected Campaigns settings define the relationship.
-  **Note:** A connected campaign and a business unit have a one-to-one relationship that's controlled in your connector settings. To assign a business unit, configure the record type settings and trigger a sync. See [About Record Types](#).
- If you can't find a field or tab on the landing page object, such as the Unpublish Redirect URL field, ask your admin to check for recent release updates. Some components must be added manually.

Building Content

- You can use Salesforce CMS as an image repository. You can also include absolute URL links to public images hosted by a third party. Salesforce Files aren't supported.
- When you design landing page content, it's stored in an HTML field. The HTML field must not exceed 384 KB.
- Active content, such as JavaScript or SVG files, isn't supported in enhanced landing pages.

Using Iframes

- Iframes are supported in the HTML component. A placeholder for the iframe content appears on the builder canvas and record home. Iframed content is rendered only on the published landing page.
- To make sure your iframe is responsive when you publish your landing page, review the embed code.
 - When your embed code is already responsive: Verify that the iframe tag includes a style attribute or a width attribute as a percentage. The builder doesn't make any changes to the embed code.
 - When your embed code isn't responsive: Verify that the iframe tag includes width and height attributes as pixels and doesn't include a style attribute. The builder makes changes to the embed code when it's rendered, which make the iframe responsive.

Publishing a Landing Page

- You must publish a landing page to make it available online. When you edit a published landing page, the status updates to Published (With Changes), and must be published again before the edits appear online.
- The public link on a landing page record shows your primary tracker domain. If you enter a vanity URL, the path works with any of your custom tracker domains.
- Vanity URLs can be used on one landing page at a time. If you delete a landing page record that's using a vanity URL, you can't use that vanity URL again on any record. To reuse a vanity URL, clear it from a landing page record before you add it to a new one.
- When you publish an enhanced landing page, an associated Pardot record is created. The Pardot record tracks engagement activities and stores metrics, which are synced back to the main landing page record in Salesforce.
- When you unpublish an enhanced landing page in Salesforce, the associated Pardot record is archived. If you republish it, we unarchive the original Pardot record to retain previous metrics.

Allocations

- Most Pardot editions support up to 1,000 enhanced landing pages at one time. Published and unpublished enhanced landing pages count toward this number. Classic landing pages are unlimited.
- Pardot Growth accounts support 50 landing pages, counting any classic landing pages and published, enhanced landing pages.

Enhanced Landing Page Experience Permissions

Various permissions are necessary to set up, create, and publish landing pages in the enhanced landing page experience.

Permission Sets and User Roles

The ability to view the Landing Page object is included in the Account Engagement User, Sales Cloud User, Service Cloud User, and CRM User permission sets.

An admin can create the Use Pardot Content Experience permission set on the Content Setup page of Marketing Setup. It includes access to the drag-and-drop builders for email and landing pages and access to Salesforce CMS (Content Management System) and its Channels and Workspace tabs. It also lets users manage email content records and activate email content for use in Engagement Studio.

To publish or unpublish a landing page, users must also have a Marketing user role in Pardot, or the individual permissions indicated in the table.

EDITIONS

Available in: All Pardot Editions with Salesforce **Professional, Enterprise, Performance, and Unlimited** Editions

Individual Permissions

Permission Name	Location	Type	Description	Configuration
Access Drag and Drop Content Builder	Salesforce Setup	System Permissions	Provides access to the enhanced email and landing page builders in Pardot Lightning App	On
Create CMS Workspaces and Channels	Salesforce Setup	System Permissions	Allows non-admin users to create channels and workspaces in Salesforce CMS	Optional
Salesforce CMS (standard__SalesforceCMS)	Salesforce Setup	App Assignments	Provides access to Salesforce CMS	On
CMS Channels	Salesforce Setup	Object Settings	Makes the CMS Channels tab available for selection in Pardot Lightning App	Available, Visible
CMS Workspaces	Salesforce Setup	Object Settings	Makes the CMS Workspaces tab available for selection in Pardot Lightning App	Available, Visible
Landing Pages	Pardot Settings, User Roles	Marketing tab	Provides access to Pardot landing page records	View, Create, Delete
Campaigns	Pardot Settings, User Roles	Marketing tab	Provides access to Pardot campaigns	View
Forms	Pardot Settings, User Roles	Marketing tab	Provides access to Pardot forms	View

Set Up the Enhanced Landing Page Experience

Pardot's enhanced landing page experience is enabled at the same time as the Pardot email experience. If you already enabled the email experience, no other setup is needed.

1. From Marketing Setup, in the Quick Find box, enter *Content*, and then select **Content Setup**.
2. Review the prerequisites, and set up any that are missing.
3. To create the permission set that allows users access to the email and landing page experiences, click **Create Permission Set**, review the details, and save.
If the Create button is inactive, the permission set has already been created. Skip to the next step.
4. To open the permission set, click **Manage Assignments**.
5. From the Use Pardot Content Experience permission set page, click **Manage Assignments**.
6. Select the users who need the permissions, and click **Assign**.
7. Back in Marketing Setup, follow the steps to create a CMS workspace and channel.
The selected channel is used in the drag-and-drop builders for Pardot email and landing pages.

8. Encourage users to add the Landing Pages tab to their Pardot Lightning App toolbar.

Users with the Use Pardot Content Experience permission set can now create and edit landing pages. Publishing permissions require a Pardot admin or marketing user role.

EDITIONS

Available in: All Pardot Editions

USER PERMISSIONS

To assign permissions:

- Assign Permission Sets
and
View Setup and Configuration

To configure CMS:

- Salesforce admin role
OR
Create CMS Channels and Workspaces system permission

Configure Salesforce CMS for Pardot Landing Pages

When you create landing pages with Pardot, you can use Salesforce CMS as a unified image repository. The CMS workspace is where you can save files and control user access. The CMS channel determines where those files can be published. Images published to your channel become available while marketers are building landing pages.

CMS contributors must have the Salesforce user license. Salesforce CMS can be used with Pardot email and landing page experiences.

1. Click the CMS Home action menu, select **CMS Channel**, and then click **Create Channel**.
2. Name the channel something descriptive, such as Pardot Content or a business unit name, and then save it. You can edit the channel name at any time.
3. Edit the new channel to configure its domain.
 - a. From the channel list, click the action menu, and then select **Edit**.
 - b. Select **Enable Domain**, choose the domain you configured from the dropdown, and then save.
4. Click the CMS Home action menu, select CMS Workspace, and then click **Add Workspace**.
5. To configure your workspace, follow the prompts.
 - a. Name the workspace and select the channel you want to include.
 - b. Select the Salesforce users that need access to the workspace, and then select a role for each.

A content manager has full access to a workspace's files. A content admin can also edit the workspace settings.

EDITIONS

Available in: All Pardot Editions with Salesforce **Professional**, **Enterprise**, **Performance**, and **Unlimited** Editions

USER PERMISSIONS

To configure Salesforce CMS:

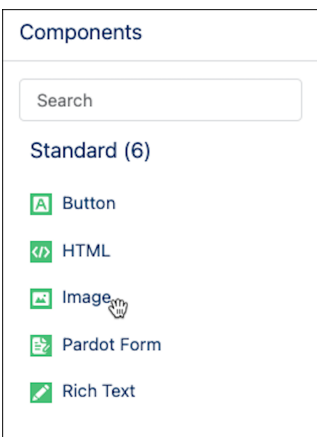
- Modify All Data
OR
Create CMS Workspaces and Channels

- c. Select the languages you want to support and include a default language.
 - d. Review your settings, and then click **Done**.
6. From the Content Setup page, click **Select Channel**, choose the one you created from the dropdown, and save.

Create an Enhanced Landing Page

When you create an enhanced landing page, you associate it with a campaign and then edit the content. Drag in templates from the Layout section to quickly insert rows and columns. Then you can add these component types: Image, Pardot Form, Rich Text, Button, and HTML.

1. In the Pardot Lightning App, open the Landing Pages tab and click **New**.
If you don't see this tab, check the More tab or edit your toolbar to include it.
2. Enter a name and campaign, and then save.
3. To make the landing page available at a URL that you choose, enter a path in the Vanity URL field.
4. To redirect viewers if the landing page is ever removed, enter a secure, absolute URL in the Unpublished Redirect URL field.
5. To add content to the landing page, click **Edit in Builder**.
6. Add or drag in a prebuilt layout from the Layouts list.
7. Click an item in the Components list and drag it into the canvas.



8. Use the editing pane to customize the content and style of each component.
9. Save your work.

The landing page now appears on the Landing Pages list view in Draft status. To publish your changes, return to the record view and click **Publish**.

[Enhanced Landing Page Record Fields](#)

Pardot's enhanced landing pages include a variety of fields that contain content, redirect instructions, and other helpful information. Sections include Information, Engagement Metrics, Publication Information, System Information, and Content and Settings tabs.

EDITIONS

Available in: All Pardot Editions

USER PERMISSIONS

To edit an enhanced landing page:

- Access Drag-And-Drop Builder

To add images from Salesforce CMS:

- Salesforce CMS app assignment

[Style Pardot Forms on Enhanced Landing Pages](#)

You can adjust the colors, fonts, and other styles of a Pardot form in the editing panel of the enhanced landing page builder. The styles that you add here apply to the landing page only and don't overwrite the form record's original styles.

[Using Form Styles with Enhanced Landing Pages](#)

You can customize styles on the form component in enhanced landing pages. Make sure that you're familiar with the relationship between Pardot form records and enhanced landing pages before you get started.

[Use Custom Code with Enhanced Landing Pages](#)

To further customize landing pages, you can add custom code, including script, style, comment, noscript, and link tags to the header and footer code. You can also copy, edit, or remove code at any time. The header and footer code blocks are available on the Settings tab of an enhanced landing page record.

Enhanced Landing Page Record Fields

Pardot's enhanced landing pages include a variety of fields that contain content, redirect instructions, and other helpful information. Sections include Information, Engagement Metrics, Publication Information, System Information, and Content and Settings tabs.



Note: If you don't see these fields, your landing page records require customization. An admin can add the Content and Settings tabs in the Lightning App Builder.

EDITIONS

Available in: All Pardot Editions

Information

Landing Page Name

The descriptive name of the landing page. This value isn't visible to landing page visitors.

Campaign

The name of the campaign associated with the landing page

Content

The HTML of your landing page. The content HTML file is stored behind the scenes, but you can access a preview of the landing page on the Content tab.

Status

The status of the landing page. Available values are Draft, Published, and Published (with changes). Default value is Draft.

Public Link

The public URL where the landing page is available based on your primary tracker domain. This field is blank until you publish the landing page for the first time. The URL is removed when the landing page is unpublished.

Content Last Saved

The timestamp for the most recent update to the landing page. Changes to these fields trigger the timestamp to be updated: Landing Page Name, Campaign, Content, Header Code, Footer Code, Vanity URL, Search Engine Indexing, and Unpublish Redirect URL.

Content Last Saved By

The name of the person who most recently updated the landing page. Changes to these fields trigger the timestamp to be updated: Landing Page Name, Campaign, Content, Header Code, Footer Code, Vanity URL, Search Engine Indexing, and Unpublish Redirect URL.

Last Published

The timestamp for the most recent publication of the landing page.

Last Published By

The username of the person who most recently published the landing page.

Hide from Search Engine Indexing

Indicates whether the landing page is available for public search. By default, landing pages are searchable, so the box is deselected.

Vanity URL

The path portion of your preferred landing page URL to be appended to your tracker domains. The Vanity URL field doesn't support a full URL.

Unpublish Redirect URL

The URL used when the landing page is unpublished. By default, an unpublished landing page redirects to the website in your Pardot Settings. To redirect viewers to another site, enter a complete URL that starts with https://.

System Information

Created By

The username of the person who created the landing page record.

Last Modified By

The username of the person who most recently edited any part of the landing page record.

Source

Indicates either a classic landing page or an enhanced landing page. Classic landing pages are labeled Pardot. Enhanced landing pages are labeled Salesforce.

Settings Tab

Header Code

A field for more styles, links, and scripts. This field appears in the Settings tab.

Footer Code


A field for more styles, links, and scripts. This field appears in the Settings tab.

Style Pardot Forms on Enhanced Landing Pages

You can adjust the colors, fonts, and other styles of a Pardot form in the editing panel of the enhanced landing page builder. The styles that you add here apply to the landing page only and don't overwrite the form record's original styles.

Form styles can be applied to the background, field labels, inputs, checkboxes, radio buttons, and the submit button. Editable styles vary based on the element type. Styles apply to the form component and not the selected form itself. For example, if you add Form A and apply styles, and then replace it with Form B, the styles that you added still appear in the component.

To reset the styles, remove the form component, and then add it again.

 **Note:** When you open a landing page with form that was added before Spring '22, the original styles don't change unless you apply additional styles in the Style tab.

1. Open a landing page and click **Edit in Builder**.
2. Add a form.
3. On the form's editing pane, click **Style**.
4. Expand a section to customize the available style settings.
5. When you're finished, save the page.

EDITIONS

Available in: All Pardot Editions

USER PERMISSIONS

To edit a builder landing page:

- Access Drag-And-Drop Builder

6. To publish changes, go back to the landing page record and click **Publish**.

Using Form Styles with Enhanced Landing Pages


You can customize styles on the form component in enhanced landing pages. Make sure that you're familiar with the relationship between Pardot form records and enhanced landing pages before you get started.

The most important thing to know is that styles applied on the Pardot form record are used everywhere that form appears, even if you edit the styles in the enhanced landing page builder. There are a few ways to apply styles to a Pardot form.

- Use the styles on the Look and Feel section of a Pardot form.
- Apply custom code in the Above Form section of a Pardot form.
- Use the Style tab on a form component in the enhanced landing page builder.

To allow users to edit a form's styles in the enhanced landing page builder, verify that the form record's Styles tab shows Default for every item (1). Click **Clear** to revert to the default font color (2).

To retain original styles on branded forms on enhanced landing pages, protect the form against certain style changes by modifying your custom styles on the Pardot form record.

-  **Note:** If you try to edit styles in a form component and the changes don't take effect, check for existing styles. Open the Pardot form record's Look and Feel section and the Above Form source code to identify if any styles are overriding your changes.

Form Style Properties

Many properties are available on the Form component's Styles tab.

Background

The background color controls the color of the page or container behind your landing page content.

Form Position

Form position controls the form's margins within its container.

Labels

Label styles control the label's position and font details for each of your form's inputs.

Inputs

Input properties apply to text fields, text areas, and dropdowns.

The properties Background Color, Border Color, and Border Width also apply to checkboxes and radio buttons.

Dropdown Icon Color controls the down arrow icon inside the dropdown field.

Focus styles are applied when someone moves to a form field, frequently with a mouse click or the Tab key. Focus and Error styles don't appear on the canvas but are visible on the published landing page.

EDITIONS

Available in: All Pardot Editions

Checkboxes and Radio Buttons

These styles apply to checkboxes and radio buttons only.

Alignment options indicate whether boxes or buttons appear horizontally or vertically.

The Selected State Color controls a checkbox or radio button when someone selects it. This color is used on the button's border and the icon inside it: the checkmark for checkboxes and the circle for radio buttons.


Buttons

Buttons properties apply to the form's submit button only.

Corner Radius controls how rounded the corners of your button are.

Use Custom Code with Enhanced Landing Pages

To further customize landing pages, you can add custom code, including script, style, comment, noscript, and link tags to the header and footer code. You can also copy, edit, or remove code at any time. The header and footer code blocks are available on the Settings tab of an enhanced landing page record.

1. From an enhanced landing page, navigate to the Settings tab.
 2. For the Header Code or Footer Code block, click **Add**.
To change existing code in these blocks, click **Edit**.
 3. Enter the code that you want to include, and then save.
Header and Footer code blocks support script, style, link, noscript, and comment tags such as `<!--hidden text-->`.
 4. Review and resolve any errors.
 5. To publish the landing page, click **Publish**.
-  **Note:** If you can't find the Settings tab, an admin can add the Header Code and Footer Code fields using the Lightning App Builder. To add the fields, open a Landing Page Lightning record page, create a tab and name it Settings. Then, drag in the Landing Pages - Header & Footer component. Save the page and activate it for users.

EDITIONS

Available in: All Pardot Editions

USER PERMISSIONS

To edit an enhanced landing page:

- Access Drag-And-Drop Builder

To customize a Lightning record page:

- Customize Application

Publish an Enhanced Landing Page

When you finish designing an enhanced landing page, you can publish it to the web. Before publishing, add settings such as vanity URL, unpublish redirect URL, and search engine indexing on the landing page record.

When you create or edit an enhanced landing page, the content and settings are saved but not published. Some of the fields are validated when you click Publish. To finalize your landing page or make changes available online, you must publish or republish the landing page.

1. In Pardot Lightning App, open a builder landing page record.
2. Preview the landing page on the Content tab.
3. In the toolbar, click **Publish**.
4. On the Publish window, click **Publish**.

Review and resolve any validation errors.

After you publish a landing page for the first time, the Public Link field is populated and the Status is updated to Published. To view your page online, paste the public link into your browser.

Engagement History metrics for landing pages include builder landing page metrics. You can use the Source field to filter statistics.

EDITIONS

Available in: All Pardot Editions

USER PERMISSIONS

To edit a builder landing page record:

- Access Drag-And-Drop Builder

To publish a landing page:

- Pardot Admin or Marketing user role

OR

A custom Pardot user role that includes View and Create/Edit on Landing Pages

To unpublish a landing page:

- Pardot Admin or Marketing user role

OR

A custom Pardot user role that includes View and Delete on Landing Pages