

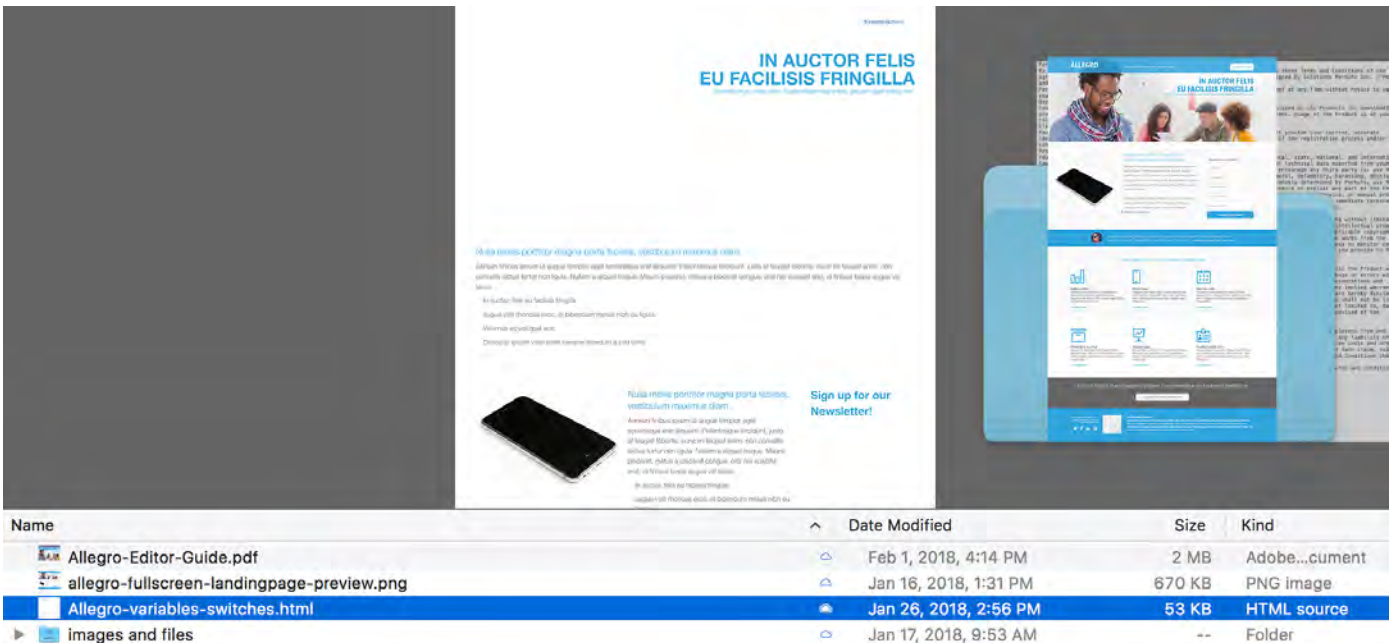
# Landing Page Template Setup Guide





This guide will help you add your new Perkuto landing page template to Marketo.

\*Note that this Guide is referencing the Allegro Newsletter template as an example. Depending on which template you purchased, please replace the name Allegro for Concerto or Stretto.

## 1. Unzip and open the html.

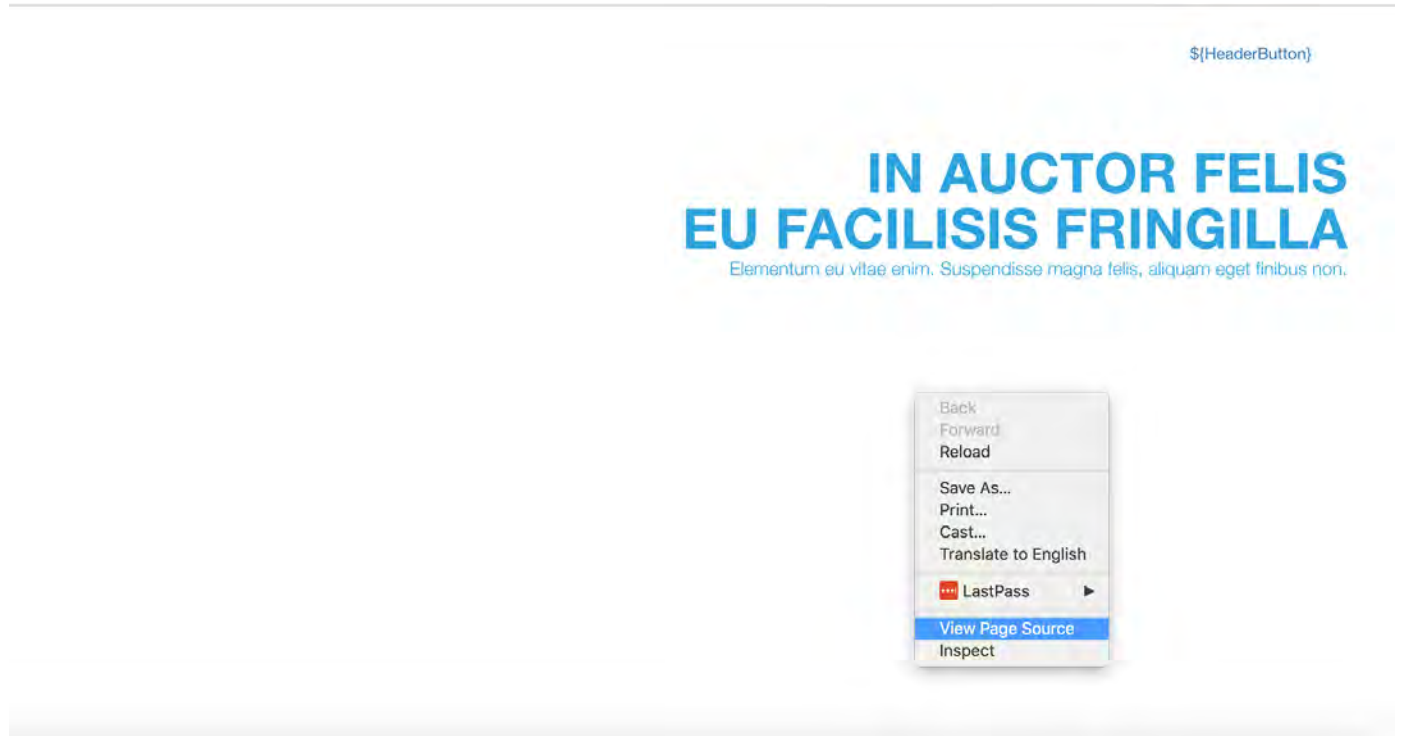
Your template is contained in a .zip file. Unzip the folder and open the file named *Allegro-variables-switches.html*\* (As you can see, the layout looks a bit strange, this is normal. It will all work well once imported in the Marketo template editor)



Name	Date Modified	Size	Kind
 Allegro-Editor-Guide.pdf	Feb 1, 2018, 4:14 PM	2 MB	Adobe...cument
 allegro-fullscreen-landingpage-preview.png	Jan 16, 2018, 1:31 PM	670 KB	PNG image
 Allegro-variables-switches.html	Jan 26, 2018, 2:56 PM	53 KB	HTML source
 images and files	Jan 17, 2018, 9:53 AM	--	Folder

## 2. Open the Allegro-variables-switches.html\* file

In your favourite browser, open the file. Once opened, right click the template and use “view source”. \*Please note: Copying source code from Google Chrome leaves out `<!DOCTYPE html>`, please use an alternate browser (e.g. Firefox, Safari, Internet Explorer, Opera etc.)

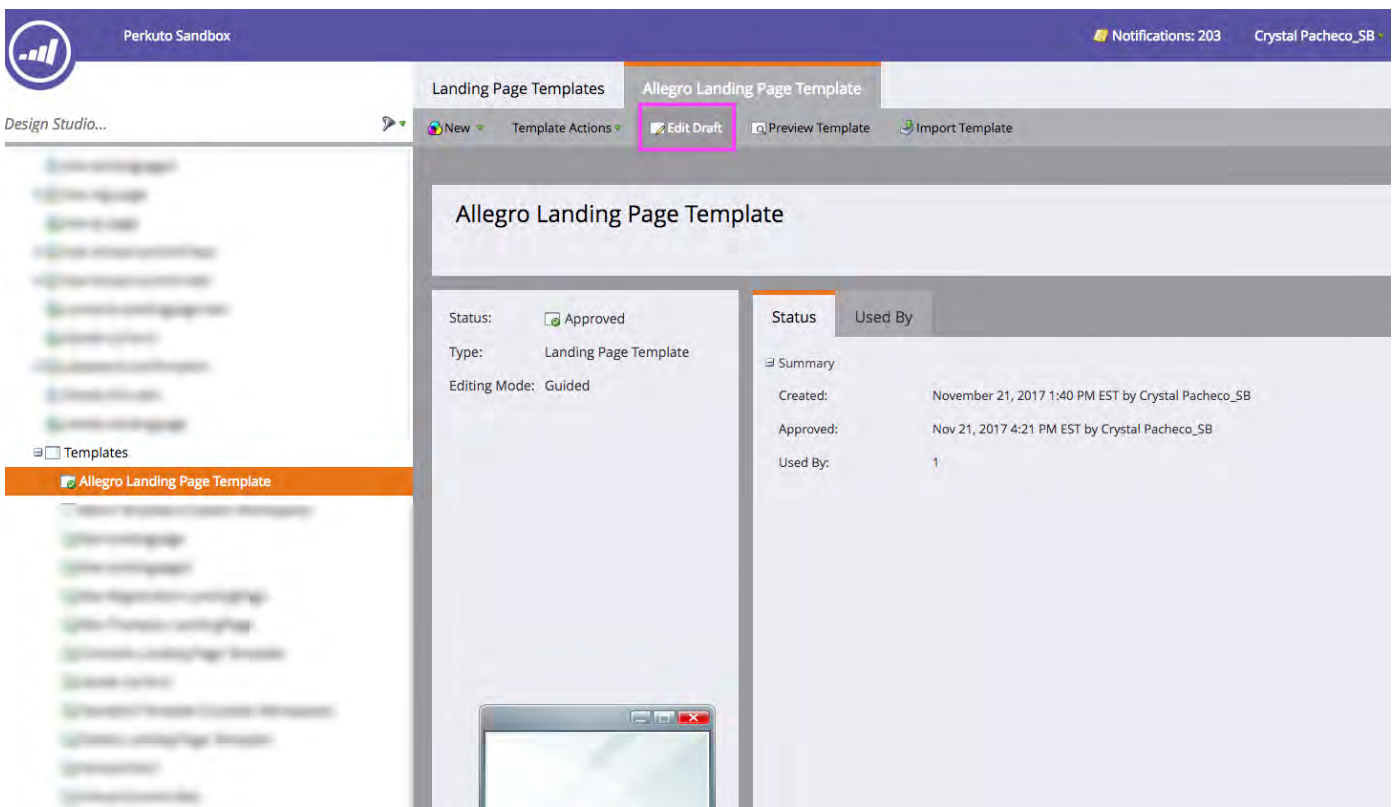
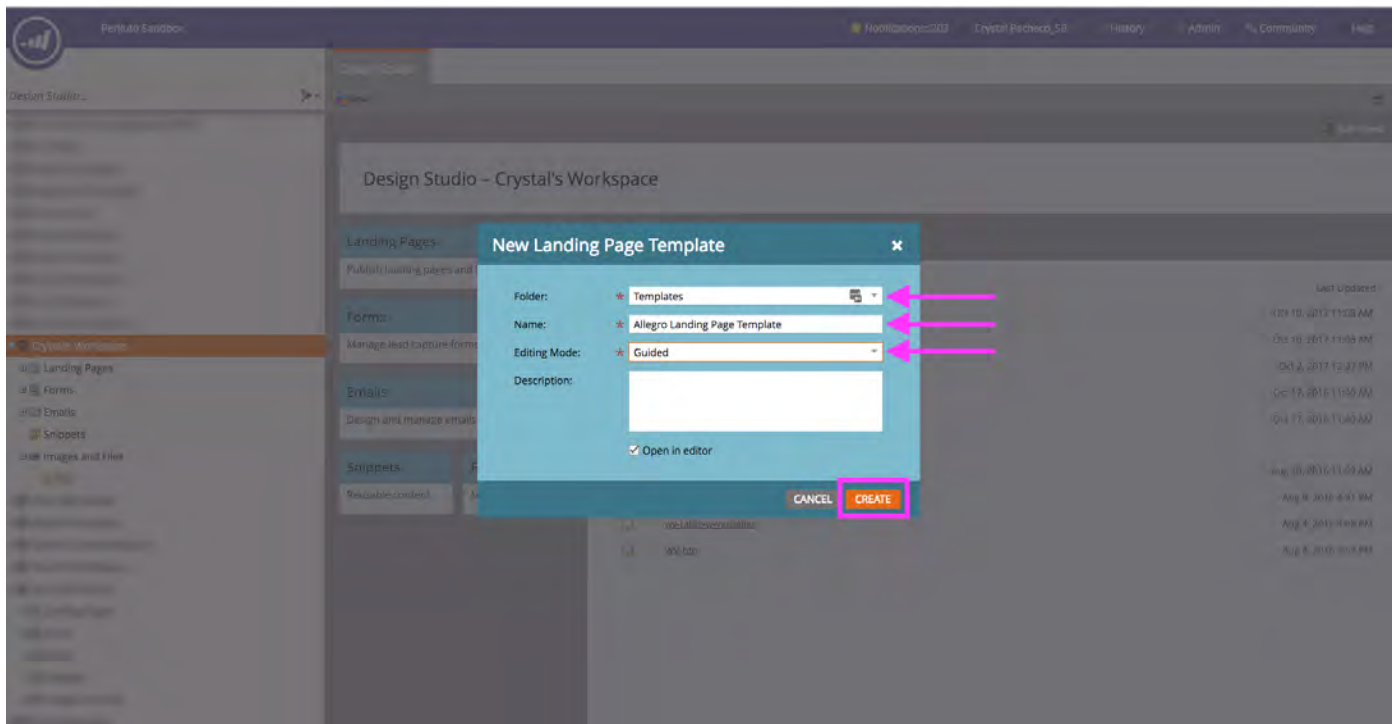


## 3. Copy the code from this page:

```
1 <html lang="en">
2 <head>
3   <meta charset="utf-8" />
4   <meta http-equiv="X-UA-Compatible" content="IE=edge" />
5   <meta name="viewport" content="width=device-width, initial-scale=1" />
6
7   <!-- The above 3 meta tags *must* come first in the head; any other head content must come *after* these tags -->
8
9   <!-- Bootstrap -->
10  <link href="https://maxcdn.bootstrapcdn.com/bootstrap/3.3.7/css/bootstrap.min.css" rel="stylesheet">
11
12  <!-- HTML5 shim and Respond.js for IE8 support of HTML5 elements and media queries -->
13  <!-- WARNING: Respond.js doesn't work if you view the page via file:// -->
14  <!--[if lt IE 9]>
15    <script src="https://oss.maxcdn.com/html5shiv/3.7.1/html5shiv.min.js"></script>
16    <script src="https://oss.maxcdn.com/respond/1.4.2/respond.min.js"></script>
17  <![endif]-->
18
19  <script src="https://use.fontawesome.com/e0d919ae68" />
20  <script type="text/javascript" src="https://static.perk" />
21  <!-- Start Marketo Variable Definitions -->
22
23  <meta class="mktoString" id="pageTitle" mktoName="Page Title" default="Allegro Variables Switches" />
24  <meta class="mktoString" id="faviconImage" mktoName="Favicon" default="LP/favicon-2.ico" />
25
26  <meta class="mktoString" id="GoogleFont1" mktoName="Google Font 1" default="Roboto:300,400,700,900" />
27  <meta class="mktoString" id="GoogleFont2" mktoName="Google Font 2" default="Roboto+Condensed:300,400,700" />
28
29  <meta class="mktoString" id="fontFamily1" mktoName="Font Family 1" default="Roboto" />
30  <meta class="mktoString" id="fontFamily2" mktoName="Font Family 2" default="Roboto+Condensed" />
31
32  <meta class="mktoString" id="headerRed" mktoName="Header Color: Red" default="48" />
33  <meta class="mktoString" id="headerGreen" mktoName="Header Color: Green" default="164" />
34  <meta class="mktoString" id="headerBlue" mktoName="Header Color: Blue" default="220" />
35  <meta class="mktoString" id="headerOpacity" mktoName="Header Transparency" default="0.85" />
36
37  <!-- End Marketo Variable Definitions -->
38
39  </head>
40  <body>
41    <div class="header">
42      <div class="header-inner">
43        <div class="header-text">
44          <h1>IN AUCTOR FELIS EU FACILISIS FRINGILLA</h1>
45          <p>Elementum eu vitae enim. Suspendisse magna felis, aliquam eget finibus non.</p>
46        </div>
47      </div>
48    </div>
49  </body>
50 </html>
```

## 4. Add the template to Marketo

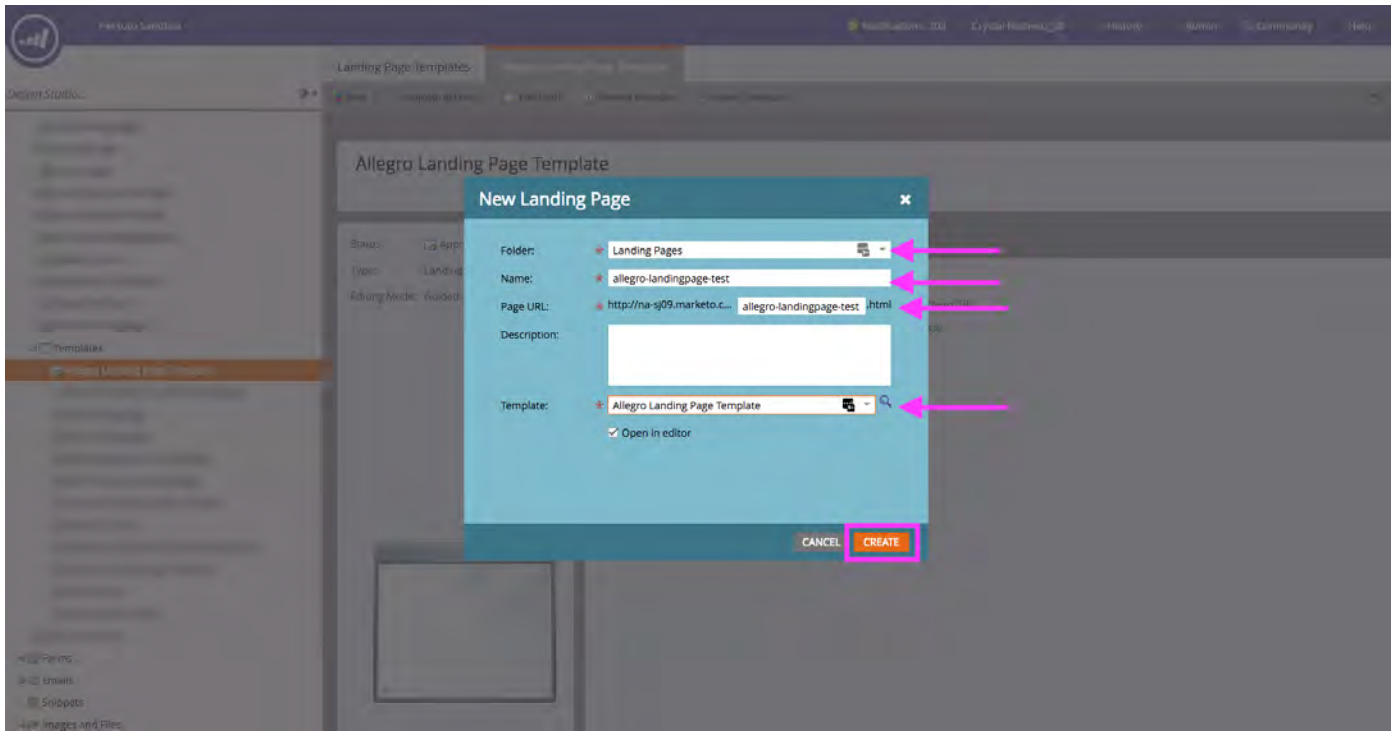
1. Go to Marketo Design Studio and create a new Landing Page Template, under Editing Mode be sure to select Guided.
2. Edit your new template.
3. Delete any existing code, paste the copied code from the .zip file and approve.



```
Allegro Landing Page Template
Template Actions
1 <!DOCTYPE html >
2 <html >
3 <head >
4   <title >
5     <!-- Approve and Close -->
6     <!-- width=device-width, initial-scale=1 -->
7   </title >
8   <!-- The above 3 meta tags *must* come first in the head; any other head content must come *after* these tags -->
9
10  <!-- Bootstrap -->
11  <link href="https://maxcdn.bootstrapcdn.com/bootstrap/3.3.7/css/bootstrap.min.css" rel="stylesheet" >
12
13  <!-- HTML5 shim and Respond.js for IE8 support of HTML5 elements and media queries -->
14  <!-- WARNING: Respond.js doesn't work if you view the page via file:// -->
15  <!--[if lt IE 9]>
16    <script src="https://oss.maxcdn.com/html5shiv/3.7.3/html5shiv.min.js"></script>
17    <script src="https://oss.maxcdn.com/respond/1.4.2/respond.min.js"></script>
18  <![endif]-->
19
20  <script src="https://use.fontawesome.com/e0d919ae68.js"></script>
21  <script type="text/javascript" src="https://static.perkuto.com/template/allegro/LP/smooth-scroll.js"></script>
22  <!-- Start Marketo Variable Definitions -->
23
24  <meta class="mktostring" id="pageTitle" mktName="Page Title" default="Allegro" />
25  <meta class="mktostring" id="FaviconImage" mktName="Favicon Image" default="http://static.perkuto.com/template/allegro/LP/favicon-2.160" />
26
27  <meta class="mktostring" id="GoogleFont1" mktName="Google Font URL 1" default="https://fonts.googleapis.com/css?family=Roboto:300,400,700,900" />
28  <meta class="mktostring" id="GoogleFont2" mktName="Google Font URL 2" default="https://fonts.googleapis.com/css?family=RobotoCondensed:100,400,700" />
29
30  <meta class="mktostring" id="fontFamily1" mktName="Google Font Family 1" default="Roboto, sans-serif" />
31  <meta class="mktostring" id="fontFamily2" mktName="Google Font Family 2" default="Roboto Condensed, sans-serif" />
32
33  <meta class="mktostring" id="headerRed" mktName="Header Color: Red" default="#e" />
34  <meta class="mktostring" id="headerGreen" mktName="Header Color: Green" default="#164" />
35  <meta class="mktostring" id="headerBlue" mktName="Header Color: Blue" default="#225" />
36  <meta class="mktostring" id="headerOpacity" mktName="Header Transparency" default="0.85" />
37
38  <meta class="mktocolor" id="headerBtnBgndColor" mktName="Head Btn Background Color" default="#f2f2f2" />
39  <meta class="mktocolor" id="headerBtnTextColor" mktName="Head Btn Text Color" default="#3044d" />
40  <meta class="mktocolor" id="headerHoverBtnBgndColor" mktName="Head Hover Btn Background Color" default="#122d42" />
41  <meta class="mktocolor" id="headerHoverBtnTextColor" mktName="Head Hover Btn Text Color" default="#f2f2f2" />
42  <meta class="mktostring" id="headerButton" mktName="Head Btn Text" default="Jump to Form" />
43  <meta class="mktostring" id="headerButtonCornerRadius" mktName="Head Btn Corner Radius" default="6" />
44
45  <meta class="mktostring" id="heroBgUrl" mktName="Hero Bg Img Url" default="http://static.perkuto.com/template/allegro/LP/Depositsphotos_25726425_1.jpg" />
46  <meta class="mktostring" id="heroMobileBgUrl" mktName="Hero Mobile Bg Img Url" default="http://static.perkuto.com/template/allegro/LP/Depositsphotos_25726425_3_mobile.jpg" />
47  <meta class="mktocolor" id="heroBgColor" mktName="Hero Bg Color" default="#3044d" />
48
49  <meta class="mktocolor" id="formSectionBgColor" mktName="Main Section Bg Color" default="#f2f2f2" />
50  <meta class="mktocolor" id="formButtonColor" mktName="Form Button Color" default="#3044d" />
51  <meta class="mktocolor" id="formHoverButtonColor" mktName="Form Hover Button Color" default="#122d42" />
52  <meta class="mktostring" id="formBtnCornerRadius" mktName="Form Btn Corner Radius" default="6" />
53
54  <meta class="mktostring" id="bulletImageUrl" mktName="Bullet Img Url - 8x15px" default="http://static.perkuto.com/template/allegro/LP/bullet.png" />
55
56  <meta class="mktocolor" id="testimonialSectionBgColor" mktName="Testimonial Bg Color" default="#3044d" />
57
58  <meta class="mktocolor" id="testimonialSectionColor" mktName="Testimonial Color" default="#3044d" />
59  </head >
60 </html >
```

## 6. Create a new landing page

Choose a folder. Name the landing page. Option to edit URL. Under template, select your newly created landing page template.



You may need to change colors, fonts or links, or even hide sections to adapt the template to your brand and needs. The easiest way to customize your template is to use the Marketo landing page editor. To do this, create a new landing page, use the Editing tools to adapt it to your brand.

There is a basic usage guide pdf included in the .zip file of your purchased download.

