

# How to Customize Your Pardot Form Like a Pro

Beginner | Tech



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# Tips for providing the best user experience

# Tip #1: Place labels above the form field

## Why?

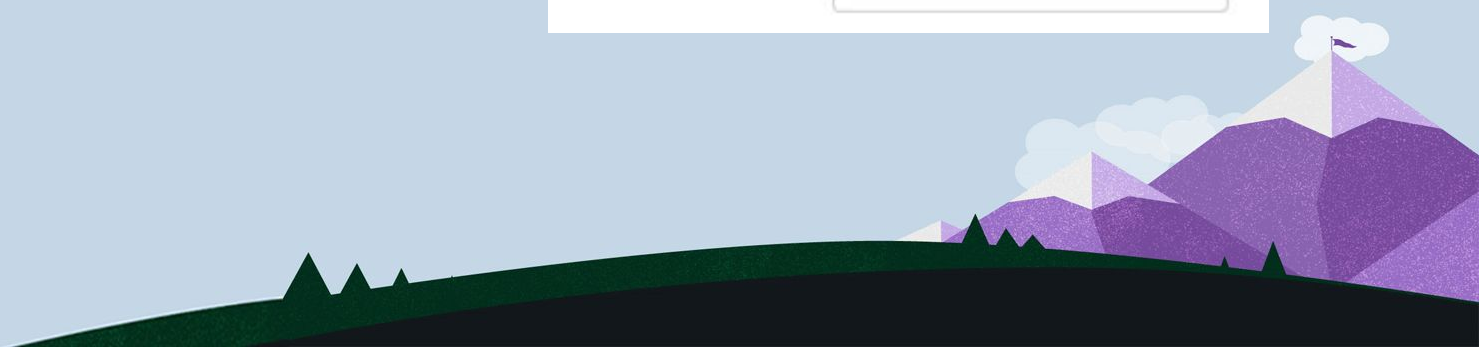
- Different-sized labels and localized versions can more easily fit the UI.
- Better for responsive design (mobile-friendly).
- Left-aligned labels can cause slower completion times because of the visual distance between the label and input field.

## How?

- Navigate to the **look & feel** section of your form
- Click on the **styles** tab
- Update **label alignment** to **above**

Label Alignment

Above



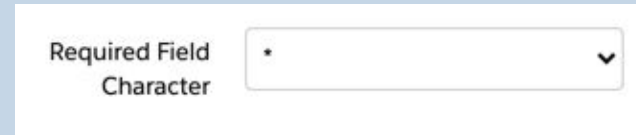
# Tip #2: Update the required field character

## Why?

- The default required field character is an image.
- Difficult to see on dark or colored backgrounds.

## How?

- Navigate to the **look & feel** section of your form
- Click on the **styles** tab
- Update **required field character** to “\*”



Required Field Character

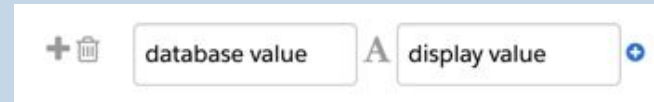
# Tip #3: Displayed value vs. stored value

## Why?

- The value you want to store in Pardot is not what you want your prospects to see.

## How?

- Edit your **dropdown** field
- Click on the **values** tab
- Click on the **icon** next to the **value**
- Enter the **displayed value**



# Tip #4: Know when to use a radio vs. a checkbox

## Radio

- When you want to capture ONE selection

## Checkbox

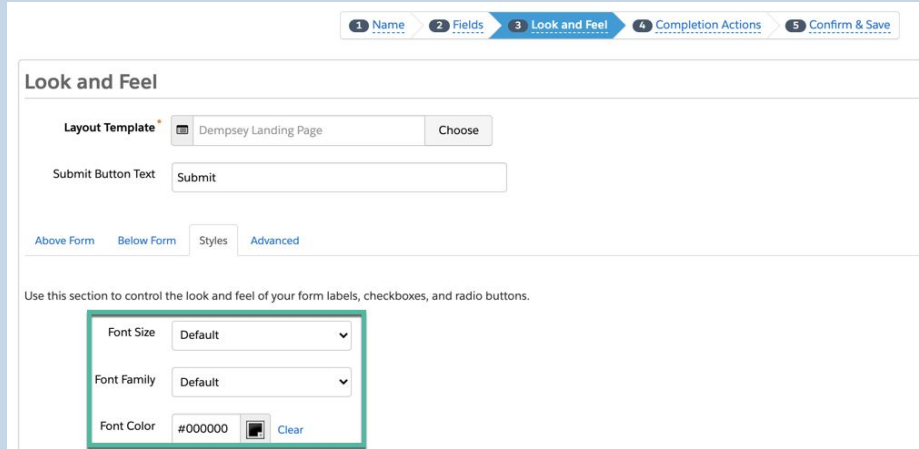
- When you want to capture MULTIPLE selections
- When you have only ONE option (ex. An opt-in checkbox).





# Customizing your form to match your brand

# Customization settings within the form editor



1 Name 2 Fields 3 Look and Feel 4 Completion Actions 5 Confirm & Save

## Look and Feel

Layout Template  Choose

Submit Button Text

Above Form Below Form Styles Advanced

Use this section to control the look and feel of your form labels, checkboxes, and radio buttons.

Font Size

Font Family

Font Color

- Allows you to customize
  - Font family
  - Font color
  - Font size
- Other customizations need to be done via CSS



# How to customize your form using CSS

## If you don't know CSS (or know some)

- Use the [Pardot Form Style Generator](#) that will generate the CSS for you.

## If you know CSS

- Use the [Pardot Form CSS Framework](#) to know what CSS selectors to use.

**OR**

Use these examples...



# Adding the CSS to your form

- Can be added to the **FORM** tab within your **Layout Template**.
- Can be added to the **LAYOUT** tab within your **Layout Template**.
- Can be placed in the **BELOW FORM** or **ABOVE FORM** section of your form.

### Edit Layout Template

Name

Folder

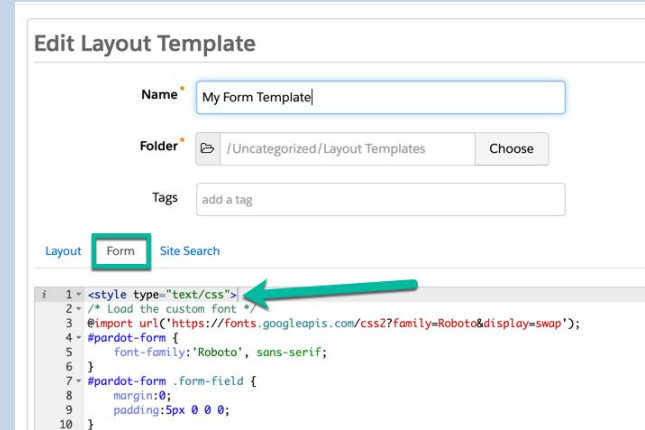
Tags

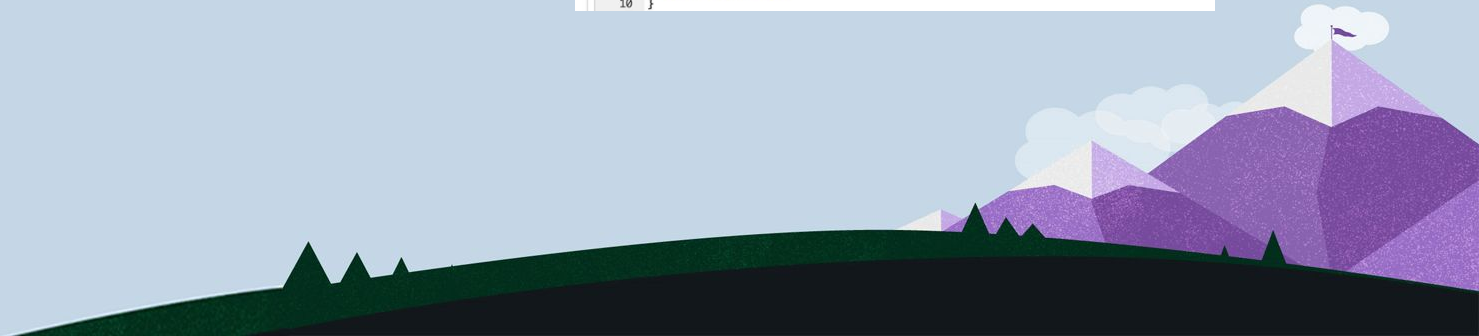
Layout Form Site Search

```

1 <style type="text/css">
2 /* Load the custom font */
3 @import url('https://fonts.googleapis.com/css?family=Roboto&display=swap');
4 #pardot-form {
5   font-family: 'Roboto', sans-serif;
6 }
7 #pardot-form .form-field {
8   margin:0;
9   padding:5px 0 0 0;
10 }

```





# Unbold a form label

## Example

**First Name \***

**Last Name \***

Company

**Email \***

First Name \*

Last Name \*

Company

Email \*

```
#pardot-form p.required label,  
#pardot-form span.required label {  
    font-weight:normal;  
}
```

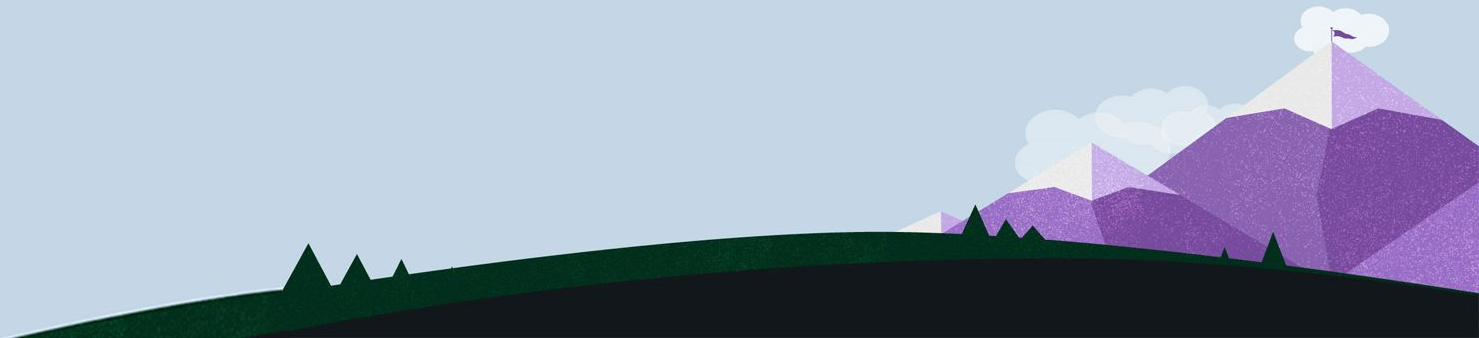


# Customizing the labels

## Example

First Name *	First Name *
<input type="text"/>	<input type="text"/>
Last Name *	Last Name *
<input type="text"/>	<input type="text"/>
Company	Company
<input type="text"/>	<input type="text"/>
Email *	Email *
<input type="text"/>	<input type="text"/>

```
#pardot-form p label {  
  font-family:'Roboto', Arial, Sans-serif;  
  color:#666;  
  font-size:15px;  
  padding-bottom:5px;  
}
```



# Styling the input fields

## Example

First Name \*

Last Name \*

Company

Email \*

First Name \*

Last Name \*

Company

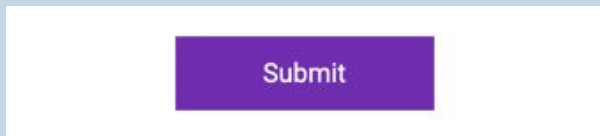
Email \*

```
#pardot-form input.text {  
  border:solid 1px #ccc;  
  padding:10px;  
  font-size:15px;  
}
```

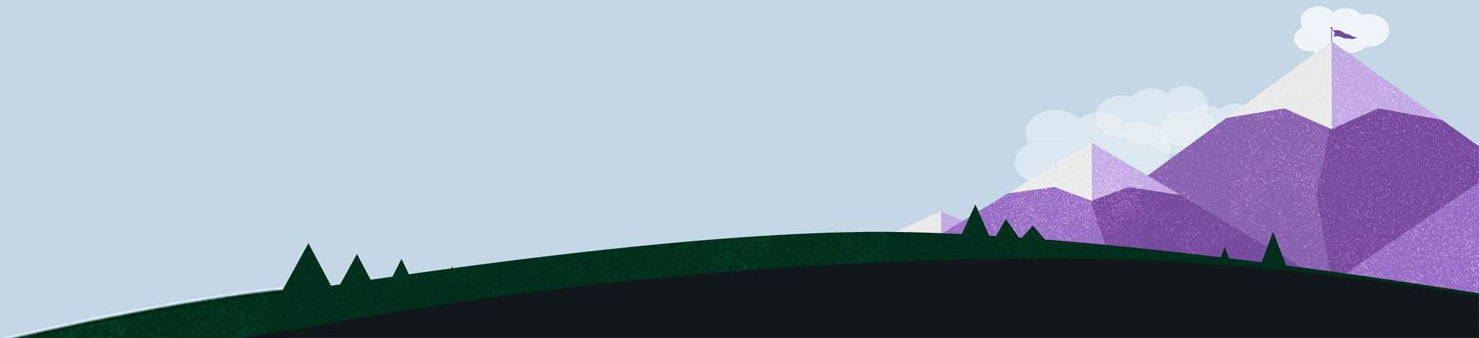


# Customizing the submit button

## Example

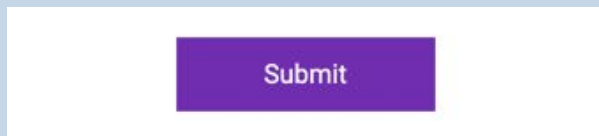


```
#pardot-form p.submit input {  
  background-color: #7b27b7;  
  border:none;  
  color: #FFF;  
  padding: 12px 50px;  
  font-family: 'Roboto', sans-serif;  
  font-size:15px;  
}
```



# Centering the submit button

## Example

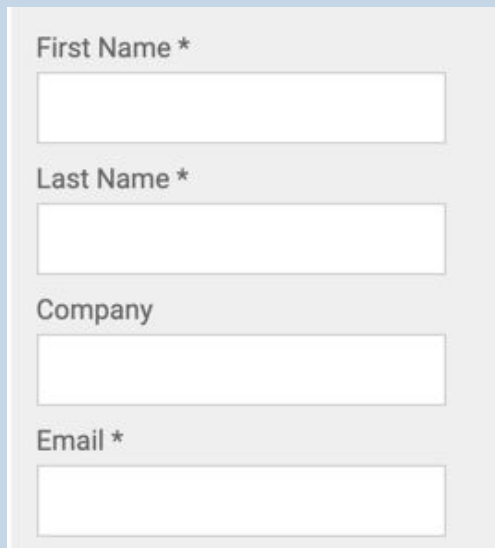


```
#pardot-form p.submit {  
  text-align:center;  
}
```



# Adding a background color

## Example



First Name \*

Last Name \*

Company

Email \*

```
#pardot-form {  
    background-color:#efefef;  
}
```





# Styling the error messages

## Example

Please correct the errors below:

First Name \*

This field is required.

Last Name \*

This field is required.

Company

Email \*

This field is required.

Please correct the errors below:

First Name \*

This field is required.

Last Name \*

This field is required.

Company

Email \*

This field is required.

```

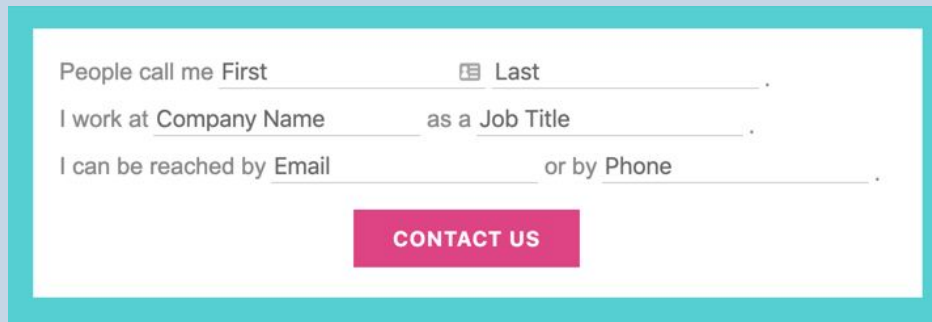
/* Error message header */
.red-background, #pardot-form p.errors {
  padding:10px;
  background-color:#000;
}

/* Error message field text */
#pardot-form p.error.no-label {
  margin-left:8px;
  color:red;
}

```

# Advanced ways to customize your form with CSS

- Create [floating labels](#)
- Customize your [checkboxes and radio buttons](#)
- Create a [paragraph-style form](#)
- Create a [horizontal form](#)
- Create a [two-column form](#)



People call me  First  Last

I work at  Company Name as a  Job Title

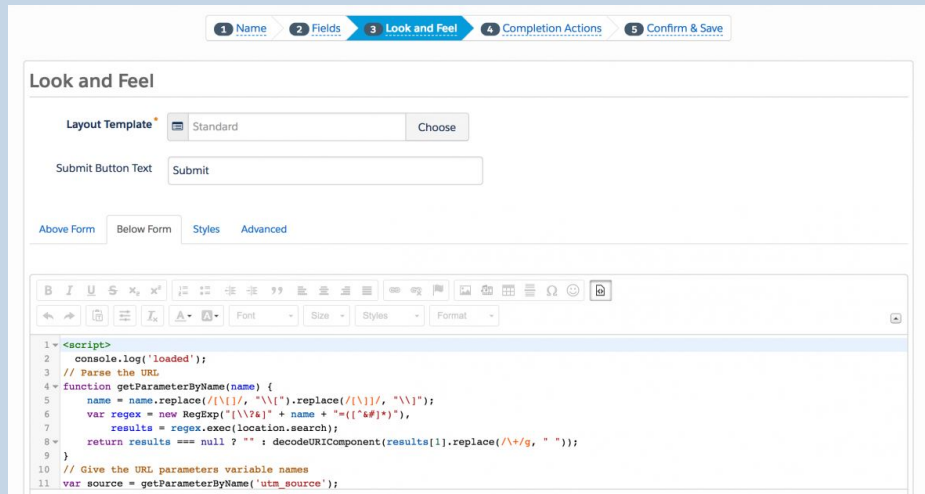
I can be reached by  Email or by  Phone

[CONTACT US](#)



# Using JavaScript to extend form functionality

# Where to place JavaScript within your form



1 Name 2 Fields 3 Look and Feel 4 Completion Actions 5 Confirm & Save

Look and Feel

Layout Template  Choose

Submit Button Text

Above Form Below Form Styles Advanced

```

1 <script>
2 console.log('loaded');
3 // Parse the URL
4 function getParameterByName(name) {
5   name = name.replace(/[^\w]/g, "\\\");
6   var regex = new RegExp("[\\?&]" + name + "=[^&]*");
7   results = regex.exec(location.search);
8   return results !== null ? decodeURIComponent(results[1].replace(/\+/g, " ")) :
9 }
10 // Give the URL parameters variable names
11 var source = getParameterByName('utm_source');
```

- Under look & feel > below form.
- Click on the HTML button within the WYSIWYG editor and add in the JavaScript.



# Use a hidden field to capture page url

Basic | **Advanced** | Values | Progressive | Dependent

Error Message

CSS Classes

Description

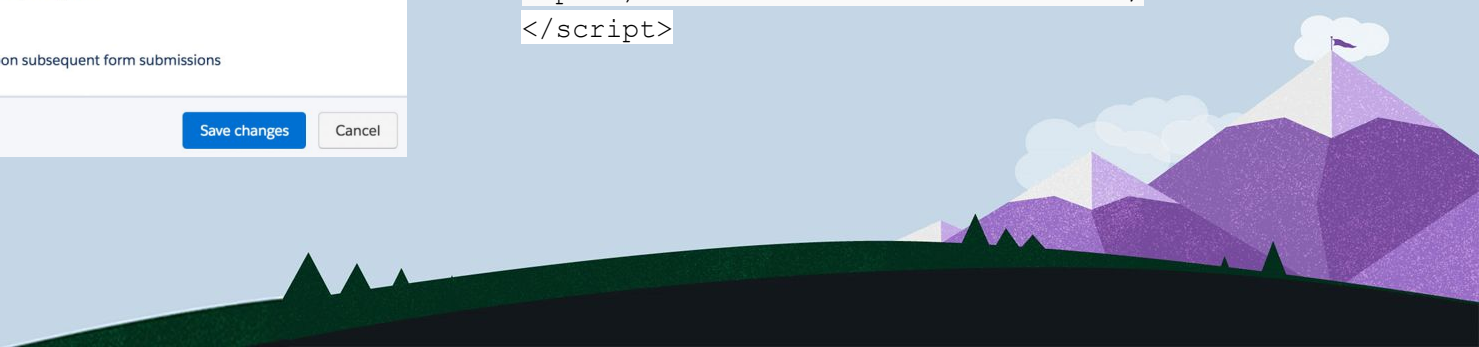
Always display even if previously completed

Do not prefill

Maintain the initial value upon subsequent form submissions

- Edit the hidden form field, click on the advanced tab and add a CSS class with the name “get-page-url”.
- **Insert this JavaScript into the form**

```
<script>
document.querySelector(".get-page-url
input").value = window.location.href;
</script>
```



# Use a hidden field to capture page name

Basic | **Advanced** | Values | Progressive | Dependent

Error Message

CSS Classes

Description

Always display even if previously completed

Do not prefill

Maintain the initial value upon subsequent form submissions

- Edit the hidden form field, click on the advanced tab and add a CSS class with the name “get-page-name”.
- **Insert this JavaScript into the form**

```
<script>
document.querySelector(".get-page-name
input").value = document.title;
</script>
```



# Adding text before the submit button

- Can be used to place a privacy policy statement before the submit button.
- Add this JavaScript to your form --->
- Update the JavaScript with your message.

By registering I confirm that I have read and agree to the [Privacy Statement](#).

Register now

```
<script type="text/javascript">
function insertBefore(el, referenceNode) {
    referenceNode.parentNode.insertBefore(el,
referenceNode);
}
var newEl = document.createElement('div');
// replace this line with your message
newEl.innerHTML = '<span id="privacy-policy-msg">By
registering I confirm that I have read and agree to
the <a href="https://jennamolby.com/privacy-policy/"
target="_blank">Privacy Statement</a>.</span>';
var ref = document.querySelector('p.submit');
insertBefore(newEl, ref);
</script>
```

# Adding placeholder text

- Add this JavaScript to your form --->

FIRST NAME	LAST NAME
EMAIL ADDRESS	
COMPANY NAME	

```
var labels = document.querySelectorAll("p.pd-text label,
p.pd-select label, p.pd-textarea label");
var i = labels.length;
while (i--) {
    var label = labels.item(i);
    var text = label.textContent;
    label.parentNode.classList.contains("required") && (text
+= " *");
    var nextElement = label.nextElementSibling;
    if (nextElement) {
        if (nextElement.tagName == 'SELECT') {
            nextElement.options[0].text = text;
        } else {
            nextElement.setAttribute("placeholder",
text);
        }
        label.parentNode.removeChild(label);
    }
}
```





# Thanks for listening!



jennamolby



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or hit me up at [contact@jennamolby.com](mailto:contact@jennamolby.com)



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