Activity Landing Page Keyword Section

This article will guide you through what you can do with this section of designing and working with the Activity Landing Page, (formerly Event Page). If you are just starting in designing your Activity Landing page, you will likely want to **start here**.

The Keyword section of the Activity Landing Page simply provides the Keyword and Shortcode to reach the activity. This is essentially a section to get the Keyword into the minds of your supporters so when they speak to others about your event, they can quickly remember a way to reach you.
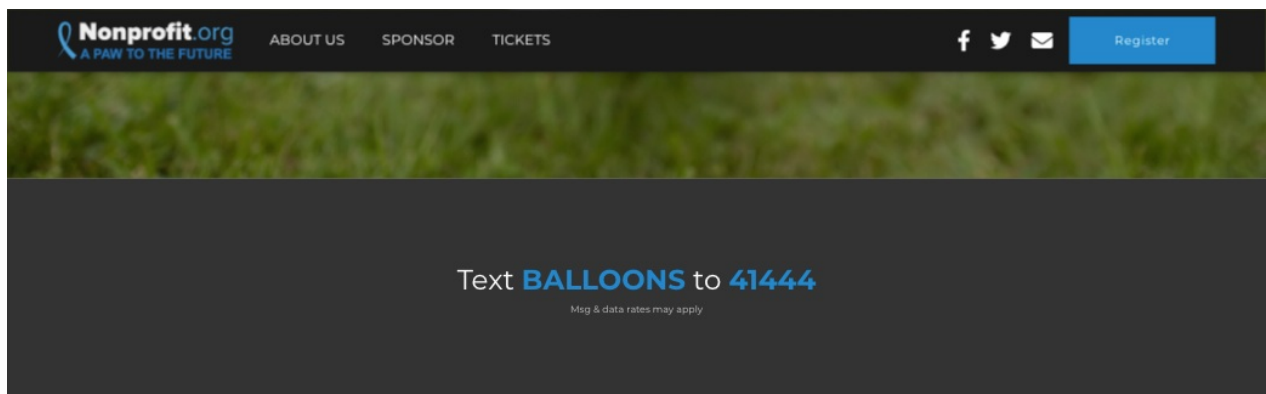
To review good Keyword strategies, **click here**.

Display Section

If you decide not to use the Keyword section, you can hide it with the**Show/Hide** switch or delete it with the **Trashcan icon**. When you click on the Trashcan, it will give you a chance to cancel before deleting the section.

Title

By default, the text in this section will say "Text [keyword] to [shortcode]" and included the small text "Msg & data rates may apply." Usually you will just want to leave this as is, but you can change the text if you like.

Background Color

The Background color for the Keyword section is a dark grey for the Dark Theme and white with the Light Theme.

To change the Background Color, enter a color's hexadecimal code or click on the color square and pick the color of your choice using the wheel and square.

Background Color

#333333

#333333   Apply