

Setting Up Secured Domains for Marketo Landing Pages – FIRST TIME SETUP

NOTE: To secure your Marketo landing pages requires Secured Domains for Landing Pages. Please contact your Marketo Customer Success Manager (CSM) for more information or to purchase.

Marketo's Secured Domains for Landing Pages secures any and all landing page domains defined in your instance to be served via HTTPS. Serving your pages securely assures that you're providing critical security and data integrity for both your pages and your visitors' personal information.

Below you'll find the 5-step process to secure your Marketo landing pages with Marketo's Secure Domains for Landing Pages:

- [Step 1. Verify your Landing Page Domain, CNAMEs and any Domain Aliases are setup](#) on page 1
- [Step 2. Edit and update your existing landing pages](#) on page 1
- [Step 3. Respond to the technical support engineer \(TSE\) that referred you to this document](#) on page 2
- [Step 4. Marketo Support Will Activate Your Secured Domains for Landing Pages](#) on page 3
- [Step 5. Re-approve your landing pages and verify success](#) on page 3

Step 1. Verify your Landing Page Domain, CNAMEs and any Domain Aliases are setup

Before you can secure your landing page domains and any domain aliases (subdomains), you must first set these up in Marketo. If you are a new Marketo customer working through your implementation, please work with your implementation consultant on the landing page domain(s) setup and timing to cut over to HTTPS. If you're securing your landing page domains for a previously implemented instance, please verify that your domains and domain aliases (subdomains) are set up in your instance. Below are some links to help:

- [Edit Landing Page Settings](#) - to set you Landing Page Domain
- [Customize Your Landing Page URLs with a CNAME](#) - to understand and set up CNAMEs (subdomains)
- [Add Additional Landing Page CNAMEs](#) - to set up multiple CNAMEs in your instance (subdomains)

Be sure your redirect rules and domain aliases are updated to use [https://](#) instead of [http://](#).

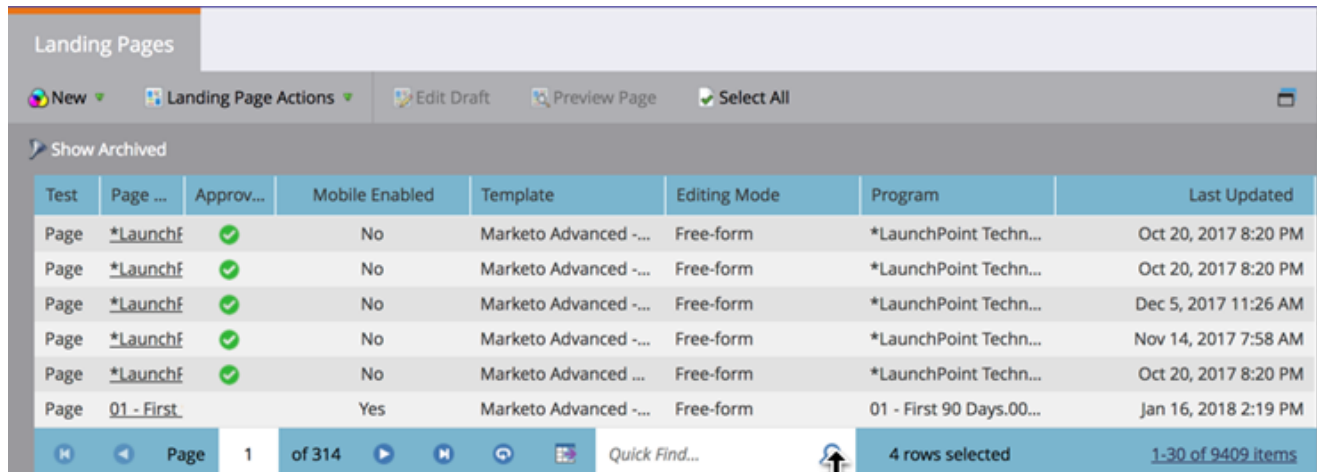
Step 2. Edit and update your existing landing pages

Next, you'll need to review and update your Marketo landing pages to ready them to be served securely. Please complete the following two actions in order before moving on to Step 3:

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If you purchased Marketo before January 2016, please un-approve and immediately re-approve all landing pages last updated before January 2016. This can be done in bulk in the Landing Pages section of Design Studio by selecting a group of pages for un-approve/re-approve via the "Landing Page Actions" menu. We recommend completing this step in batches of a maximum of 10-20 pages at a time. Instructions for doing so can be found here: [Approve Multiple Landing Pages at Once - Marketo Docs - Product Documentation](#).

- You can see the "Last Updated" timestamp in the Landing Pages section of Design Studio.



Test	Page ...	Approv...	Mobile Enabled	Template	Editing Mode	Program	Last Updated
Page	*Launchf	✓	No	Marketo Advanced -...	Free-form	*LaunchPoint Techn...	Oct 20, 2017 8:20 PM
Page	*Launchf	✓	No	Marketo Advanced -...	Free-form	*LaunchPoint Techn...	Oct 20, 2017 8:20 PM
Page	*Launchf	✓	No	Marketo Advanced -...	Free-form	*LaunchPoint Techn...	Dec 5, 2017 11:26 AM
Page	*Launchf	✓	No	Marketo Advanced -...	Free-form	*LaunchPoint Techn...	Nov 14, 2017 7:58 AM
Page	*Launchf	✓	No	Marketo Advanced ...	Free-form	*LaunchPoint Techn...	Oct 20, 2017 8:20 PM
Page	01 - First		Yes	Marketo Advanced -...	Free-form	01 - First 90 Days.00...	Jan 16, 2018 2:19 PM

Review each of your landing pages and change all images, JavaScript files and other links in your landing pages that currently contain "HTTP://" to instead contain "HTTPS://".

- Once you have edited your landing pages, do not approve the draft. You will approve the drafts after your SSL activation in Step 4.
- You must still complete Step 1 before performing this step if your instance was created prior to January 2016.
- NOTE: Once you secure your Marketo landing pages to be served over HTTPS, you should not link to HTTP (unsecured) assets or pages from your secured landing pages.

Between the time of updating your links to HTTPS and the time you respond to the technical support engineer, there will be a short period in which your landing pages may show up to customers as a mixed-content warning. All links and emails will continue to work properly without disruption, however, and the customers are not at any risk.

For more detailed guidance, please see our recorded instructions below

Step 3. Respond to the technical support engineer (TSE) that referred you to this document

If you have not yet purchased the Secured Domains for Landing Pages product, you will need to reach out to your CSM for this product before it can be activated on your pages.

Once you've set or verified your landing page domain and any domain aliases (subdomains), and reviewed your pages to update, please respond to the TSE or CSM that

Once the TSE gets confirmation from you that your new domains are set up, they will double check the settings and begin the process to generate an SSL Certificate for you. Marketo will then have certificates generated to cover all the domains and subdomains that you've set up in your instance. Within 3-business days, we will create a secure server endpoint.

NOTE: It takes a minimum of 3-business days from the time you submit your support ticket for Marketo to create your secure server endpoint. Marketo's Support team will contact you when this is complete. We appreciate your patience during this 3-business days setup process.

Step 4. Marketo Support Will Activate Your Secured Domains for Landing Pages

Once we've generated and loaded the necessary security certificate(s) to create your secure landing page server endpoint, we'll notify you that it is done and activate SSL for your Landing Pages.

Step 5. Re-approve your landing pages and verify success

Once your Support Engineer has activated the switch to HTTPS for your instance, you must immediately take the following actions:

- Approve all draft pages that you edited from Step 2 above. This can be done in bulk in the Landing Pages section of Design Studio by selecting a group of pages to approve via the "Landing Page Actions" menu.
- If you include a Marketo landing page on a secure website using an iframe, you will need update the HTML to load the secure version of the landing page, otherwise the end user will get a security warning.
- Verify your pages are loading and rendering as expected. Contact Marketo Support with any issues you may encounter.

Questions & More Information

For more information, including and FAQ, please see the [Marketo Secured Domains for Landing Pages Overview & FAQ](#).

Is this article helpful ?

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YesNo