1. Open the form builder

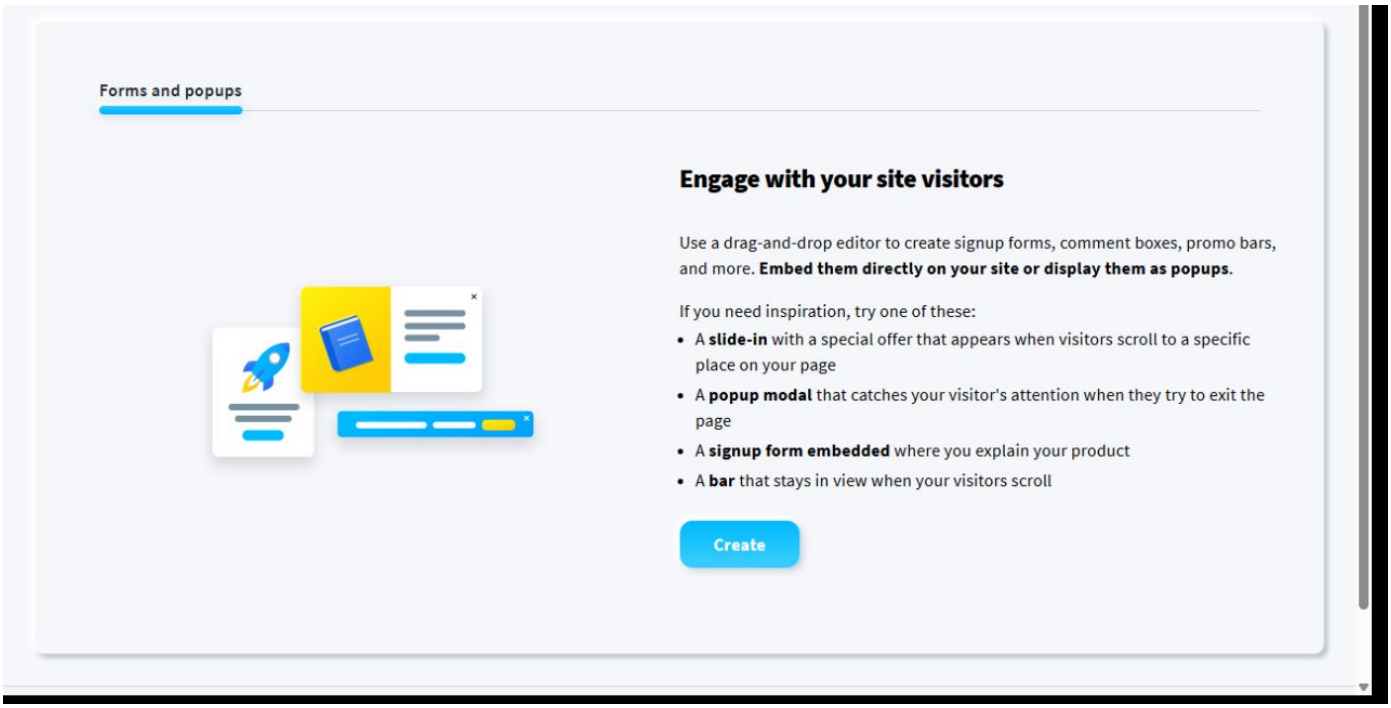
GetResponse signup form - beginner walkthrough

Goal: create an embedded form so visitors can ask to join your email list.

1. Sign in to GetResponse. In the top menu, click Tools, then Forms and popups.

2. If you see the introduction below, click Create. Existing accounts may see a list instead.

Tested 18 November 2026: the form displayed and a test signup reached the thank-you message. The site owner confirmed the test contact appeared in GetResponse.

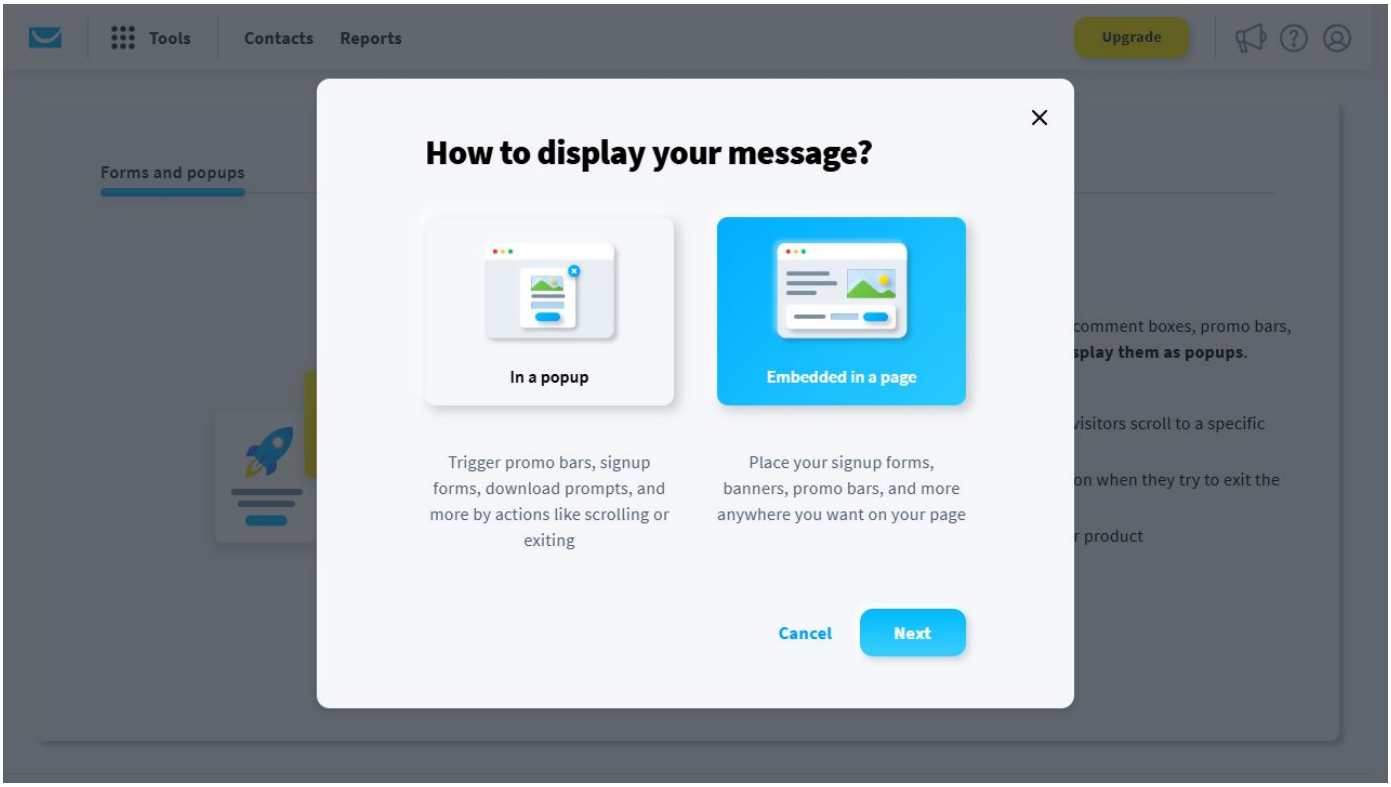


2. Choose a form

Select an embedded form

1. Under "How to display your message?", click Embedded in a page.
2. Click Next. This format appears where you place its code on a webpage.

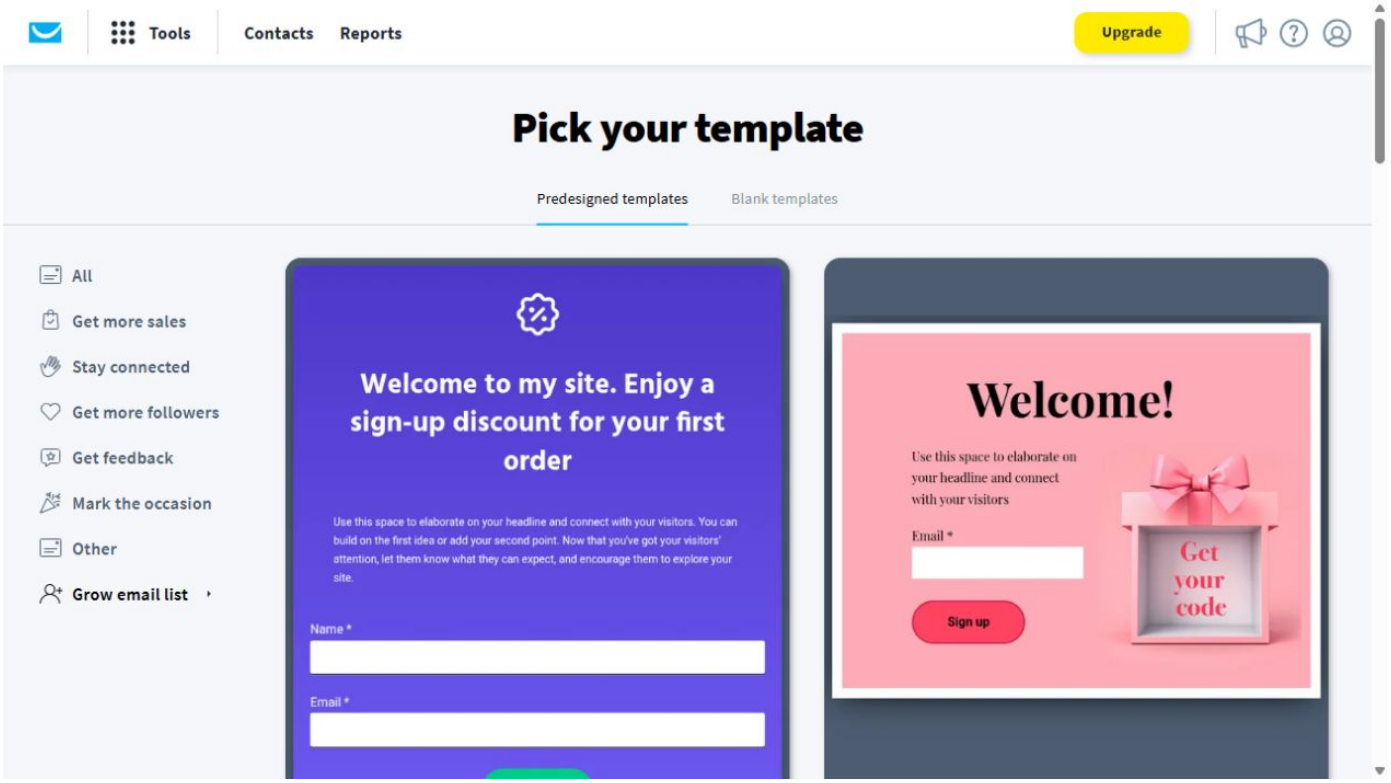
A popup is a different format. This walkthrough follows the embedded option.



3. Pick a template

Find a signup design

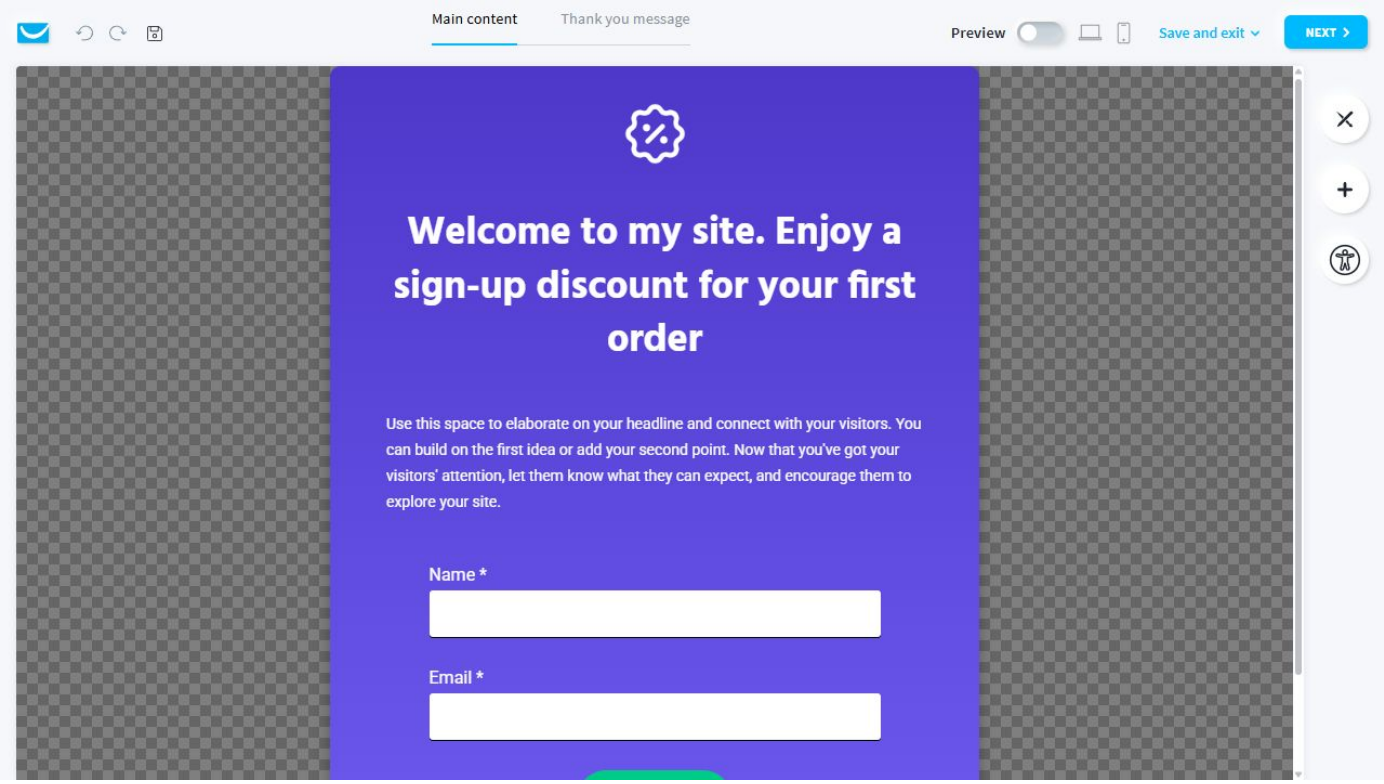
1. On Pick your template, choose Grow email list to narrow the choices.
2. Hover over a design to preview it, then choose Use template.
3. The editor opens. Choose a design that fits your offer and is easy to read.



4. Edit your form

Make the offer clear

1. In the editor, double-click the heading and type what subscribers will receive.
2. Double-click the description and explain what emails to expect.
3. Click the signup form block to view its settings. Check the required fields and button.
4. Use the text and design controls to ensure sufficient contrast. Choose Thank you message at the top to review the success message.



5. Choose your list

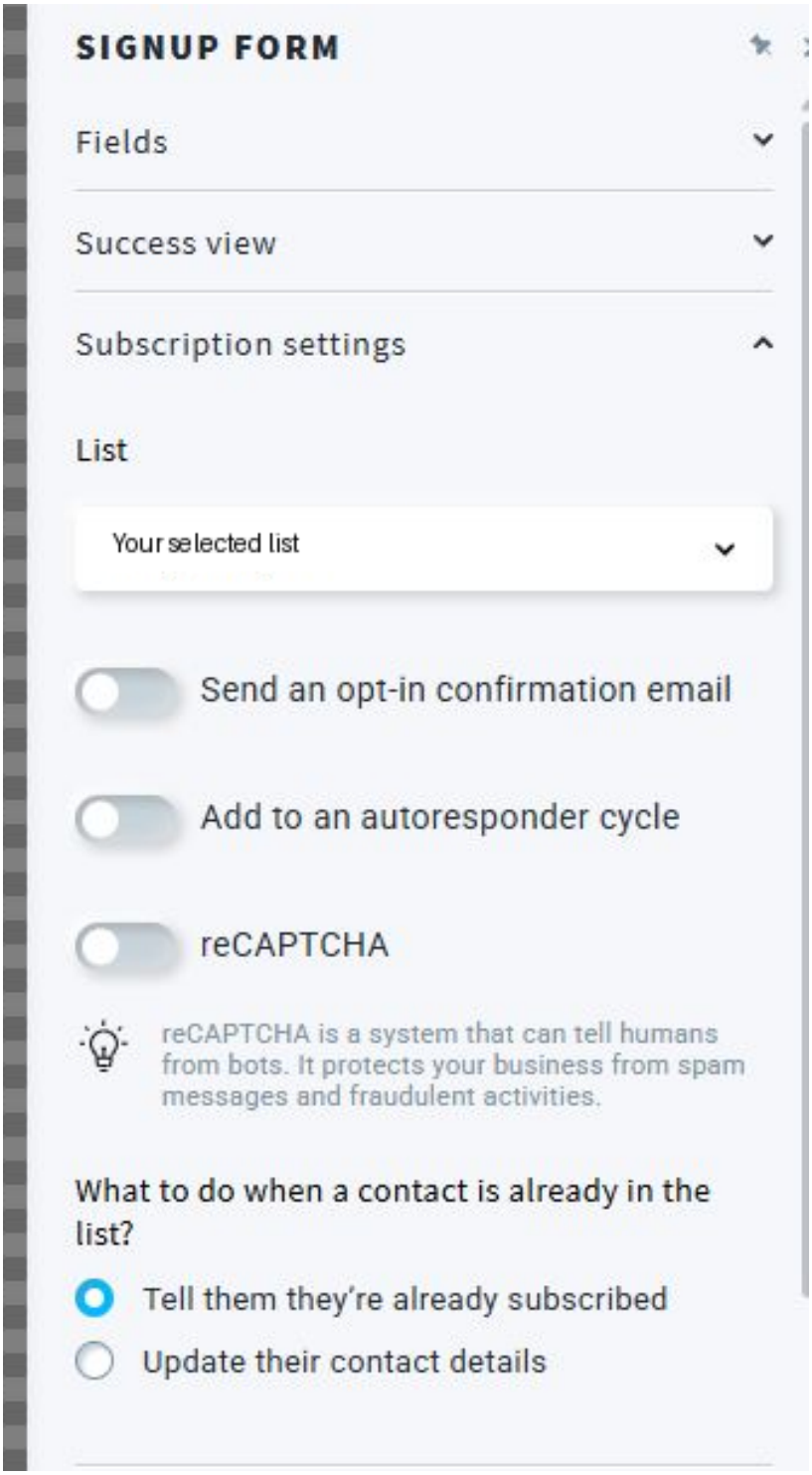
Check subscription settings

1. Click the signup form block. In the right panel, expand Subscription settings.

2. Under List, choose the list that should receive signups. Review the opt-in confirmation setting and existing-contact behavior.

3. Consider enabling confirmation to verify the address. Check your account and applicable consent requirements before collecting subscribers.

The screenshot is cropped to protect private account information.



6. Set the website

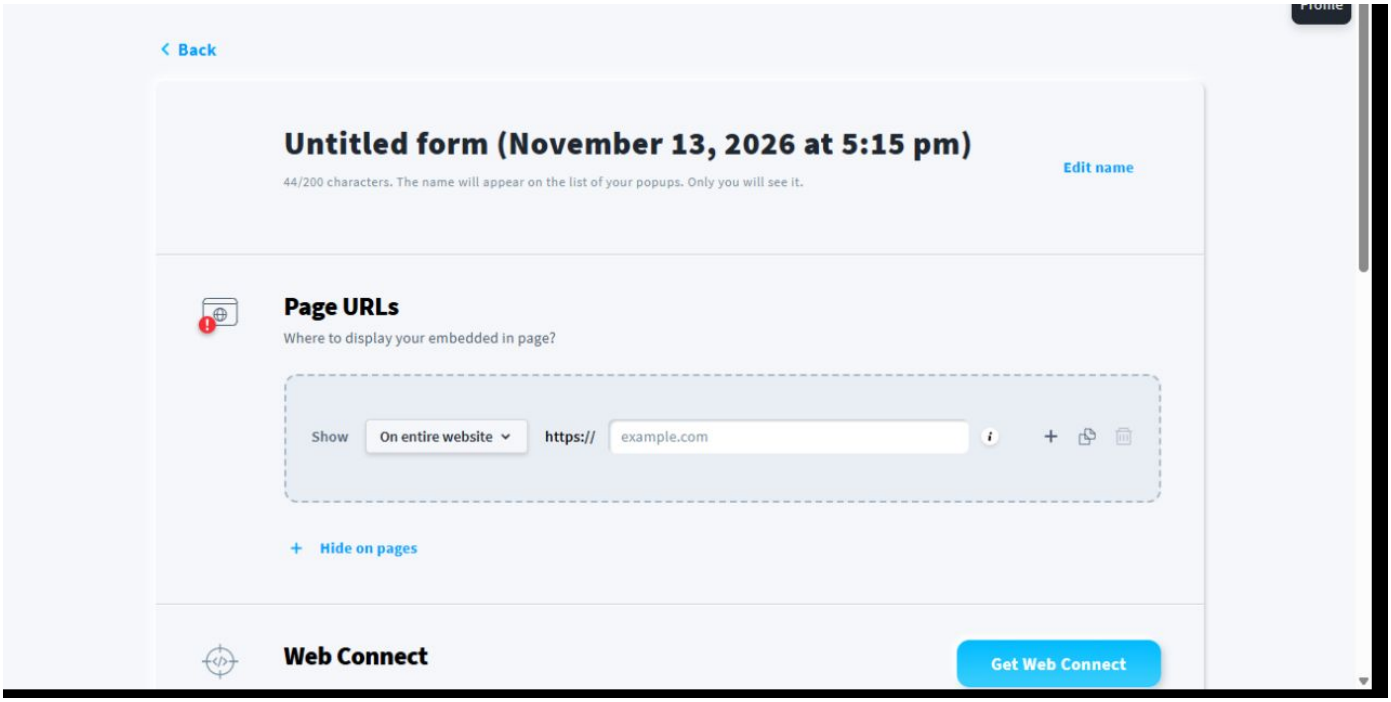
Save your form as a draft

1. Click NEXT in the editor. Give the form a recognizable name using Edit name.

2. Under Page URLs, enter the website where the form will appear; check the selected display scope.

3. Click Get Web Connect for the account-specific script, and locate the separate Embedded form code.

4. Click Save and exit to keep the form unpublished while reviewing it.



7. Install and test

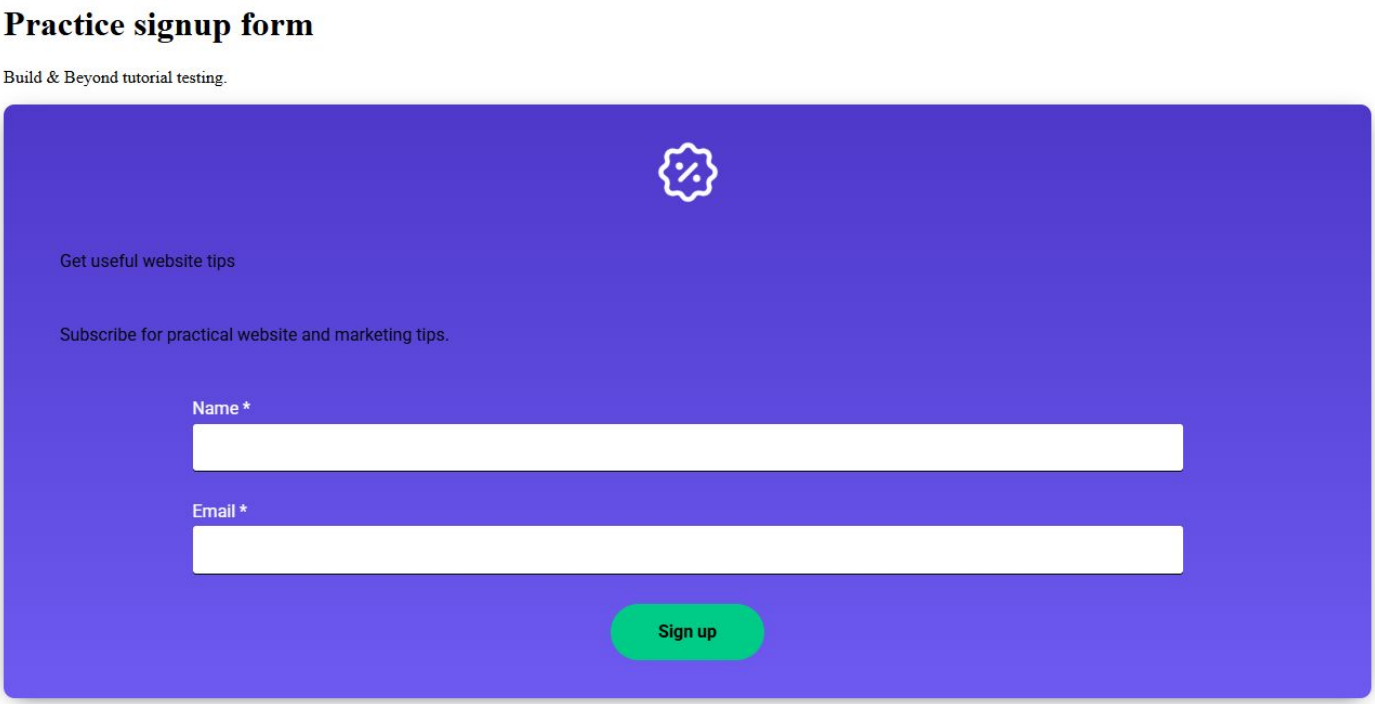
Check the form on your website

1. GetResponse says to place Web Connect in the page head and the form-specific embed code where the form should appear.

2. Click Save and publish. After adding both code snippets, open your page and check that the form appears.

3. Submit an address you control and consent to use. Check the success message, confirmation email if enabled, and the selected Contacts list.

4. Our test reached a thank-you message; the site owner confirmed the test contact appeared in GetResponse. Check current plan limits before starting.



8. Check a signup

Find the contact after a test

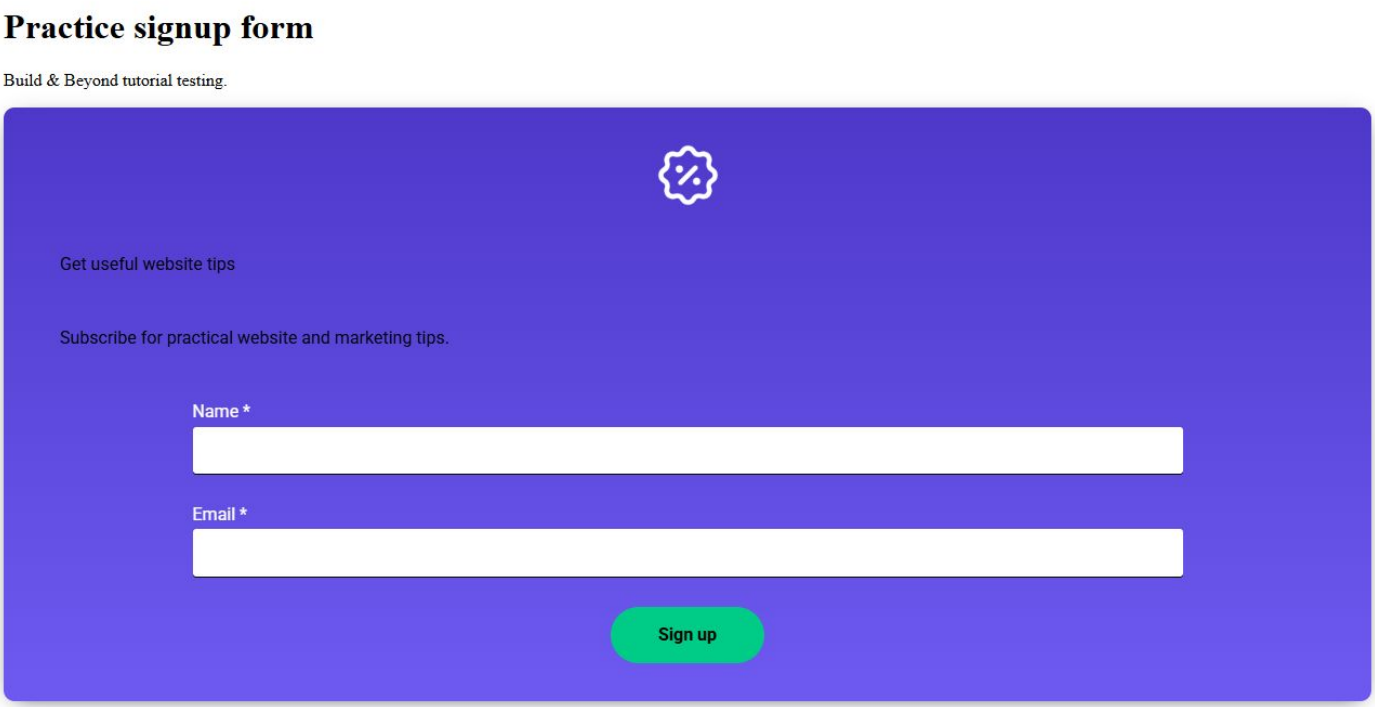
1. On the page with your published form, enter an address you control and select Sign up.

2. If confirmation is enabled, open that inbox and follow the confirmation link. A thank-you message by itself does not prove the contact was added.

3. In GetResponse, open Contacts > Search and search for the address. Check the list shown beside the result matches the list selected in Subscription settings.

4. GetResponse says simple search may not update immediately. If necessary, use Advanced search; check the confirmation inbox and spam folder as well.

In our test, the site owner confirmed the submitted test address appeared in the contacts list. Confirmation and welcome emails were not tested.



9. Troubleshoot

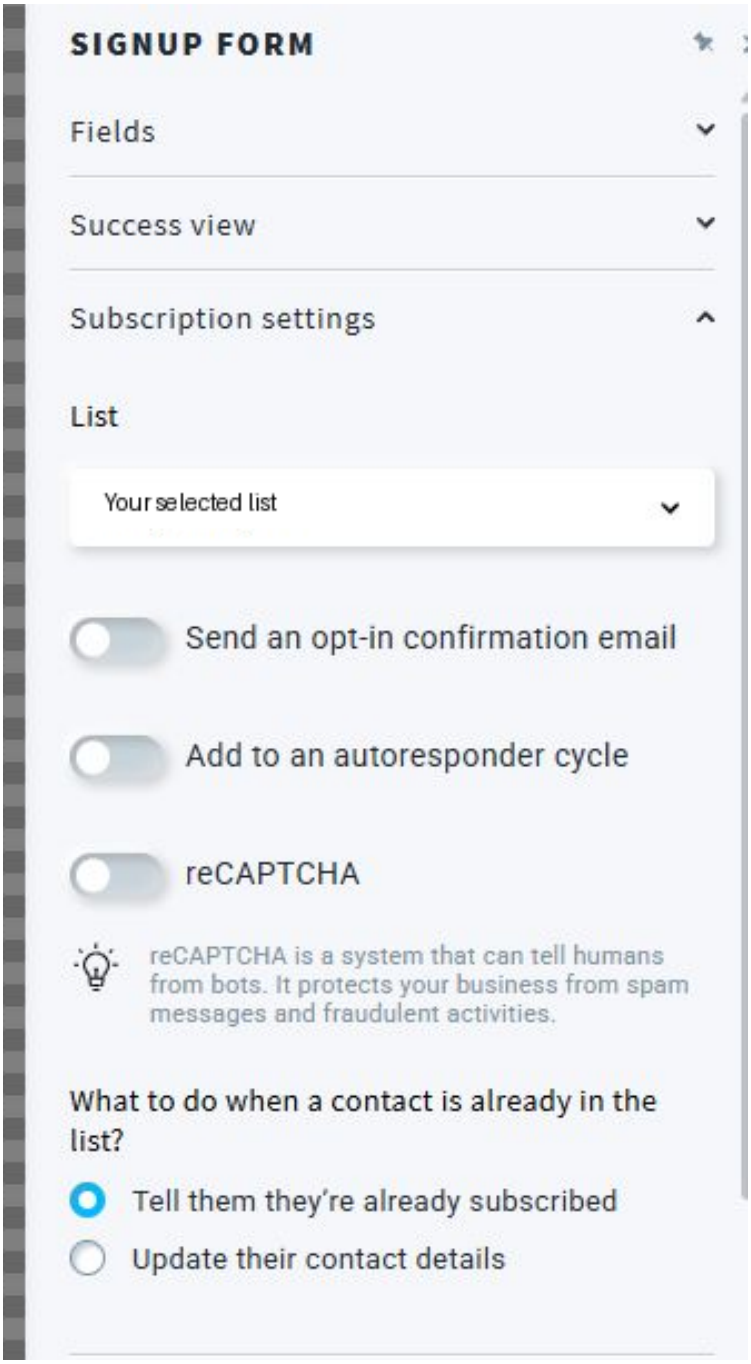
Common checks before asking for help

No form appears? Check that it is published, the Page URLs settings match your page, Web Connect is in the head, and the unique form code is in the body.

Already subscribed? Depending on the setting, GetResponse can show an already-subscribed message or update the existing contact. Use a genuinely new address you control to test a new signup.

No contact yet? Check the selected list, whether email confirmation is enabled and completed, and the GetResponse contact search. Allow for search indexing delay.

This guide covers an embedded signup form, not a contact form. GetResponse says contact forms do not add subscribers to a list.



10. Sources and status

Official guidance - checked 18 November 2026

Form settings: getresponse.com/help/how-can-i-add-a-signup-form.html

Web Connect: getresponse.com/help/what-is-web-connect-and-how-can-i-use-it.html

Contact search: getresponse.com/help/how-do-i-search-for-contacts.html

Contact versus signup forms: getresponse.com/help/how-can-i-add-a-contact-form-to-my-popup-or-inline-content.html

We tested setup, publishing, display and signup. The site owner confirmed the contact appeared. We did not test confirmation or welcome email delivery.

