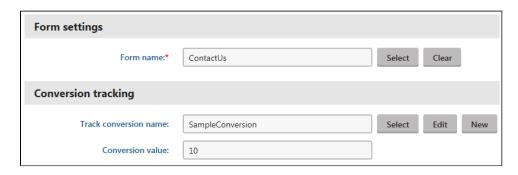You can insert forms that have been previously created in the **Forms** application directly in the editor.

1. With your mouse, click where in a text area you want to place the form.
2. In the editor toolbar, click on the **Insert form** button. A **Widget properties (On-line form)** dialog appears.
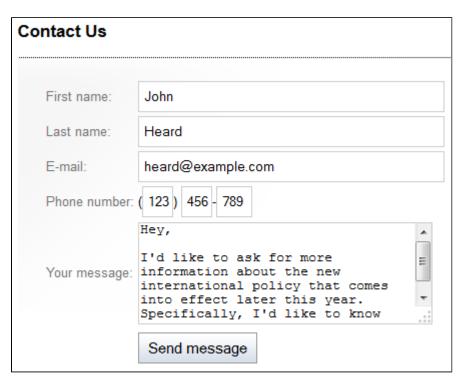

3. Use the **Select** button to choose from the forms on the site.
4. (Optional) Use the **Select** button to choose a custom conversion for the form and specify its **Conversion value**.
5. Fill in the rest of the details.

6. **Save & Close**. The system places the form.
7. **Save** the page you are editing.

Now, users will see the form in the text you placed it in.