

STAR Websites

B2B Digital Marketing Solutions

LANDING PAGES

Expand your online presence.



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Landing Pages

Dedicated landing pages to encourage conversion.

How can **landing pages** help your business?

Custom landing pages can be created to align with a specific marketing campaign, whether it's through Google Ads, social media marketing or a targeted campaign. The goal of these pages is to increase the likelihood of conversion by providing visitors with a tailored experience that is optimised for their interests and needs.

To achieve this, landing pages can be designed to be visually appealing and easy to navigate, with a clear call to action that directs visitors to take a desired action, such as making a purchase or submitting a form. Additionally, landing pages can be customised to match the look and feel of the marketing campaign, creating a seamless and cohesive experience for the visitor.



Increased Conversion

By tailoring the content and design to the needs and interests of the target audience, businesses can create a more personalised and engaging experience for potential customers, which can ultimately lead to increased conversions and revenue.



Targeted Marketing

Landing pages can be created to target specific demographics or user groups. This allows businesses to tailor their messaging and design to the needs & interests of their target audience, resulting in a higher likelihood of conversion and overall success.



Dedicated Campaigns

By creating dedicated landing pages, you can focus your resources on each service and create campaigns that are tailored to the needs and interests of your target audience. This can result in more effective and efficient marketing strategies.

Appear in relevant search results to customers nearby.



Recognition for **smaller, local** businesses.

Google business maps are a powerful way to gain recognition for a small business. By creating and customising a map online, it is possible to increase the visibility of a business and make it easier for customers to find the store or office.

These maps can include hours of operation, contact information, product descriptions, or anything else that will help place your business in an advantageous light. Not only do Google business maps boost reputation and trustworthiness; in addition, they give local customers easy-to-use directions so they never miss that important appointment or open house.

With Google Business Maps, any small business can take advantage of modern technology to reach its full potential!

Start today with a free business consultation.



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