

Landing Pages

Landing Pages are the idea way to get qualified visitors to your website, and they work amazingly well for local companies offering a local product or service.

Let us tell you about Eggington Dairies. Eggington Dairies are a small part of the Pecks farm Shop, in Eggington. They produce and sell their own milk and cream, and wanted to deliver them to the doorstep. They had a few customers but wanted to get additional customers using modern technology.

We decided the best way forward was simply to use Landing Pages, and perhaps down the line consider Pay per Click advertising if required as well.



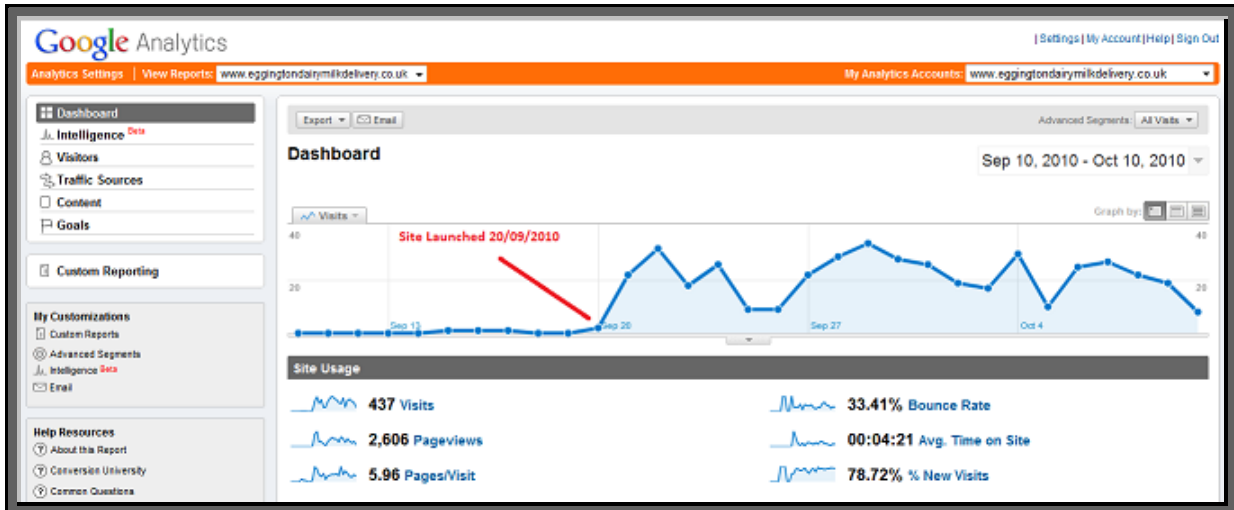
We developed a landing page <http://www.EggingtonDairyMilkDelivery.co.uk> on it's own standalone hosting with it's own unique URL.

We launched this in September 2010, and within 1 week we had not only first page ranking, but first position of the first page for over 20 relevant search terms.

Within 2 weeks Eggington Dairies had taken on 5 new clients. Needless to say, Eggington Dairies are delighted with the results, so much so that they commissioned a second Landing Page for their Online Hampers

<http://www.PecksFarmShopFoodHampers.co.uk>

Facts & Figures



The website was launched on 20th September 2010. From a standing start, in 3 weeks this landing Page has received 437 visits of which 78.73% are new visitors.

The first week achieved first page, first position ranking with Google on over 20 different search terms based on the local area, beating their website into second place, and even beating major websites and directories such as Wikipedia, Touch Local and The BBC.

