

Breakdown of local business landing page:

AWARD-WINNING CUSTOMER SERVICE IN CALIFORNIA

Affordable Pest Control

ONLY COUPON ONLINE

Official Pest Prevention specializes in pest control, termite control, bedbug removal, wildlife removal & more!

- ✓ Free Pest Control Estimates
- ✓ Prompt Pest Control Service
- ✓ Results 100% Guaranteed
- ✓ Locally Owned & Operated
- ✓ Insured & Licensed Staff
- ✓ Background Checked Staff

PEST CONTROL SERVICE
\$49
KEEP EM OUT!

*Restrictions apply, call for details!

- Headline top left.
- Benefit-driven subhead (only coupon)
- Location-specific to California
- Short description + bulleted list above the fold.

Maybe I could model this and create a new landing page for the fencing business that instead of having a headline and subhead, we use a bulleted list to list out the benefits of working with us and why we're reliable.

Why does this work? -

- The headline conveys the service (the reader is already looking for) as affordable. Which is valuable for residents dealing with this type of issue.
- Award winning customer service – This small, but powerful line conveys to the reader that engaging with this business will be easy. They anticipate friendly and attentive customer service and also a good attitude from the pest control man who comes to their home.
 1. It lowers their guard and makes them feel more comfortable to reach out to this business.

- Right below the coupon button – That small section tells the reader exactly the type of pests they remove. This is also done with the images to the right. – The goal here is to make the reader think *“Yes, I’m in the right place. This is the service I need because I need THIS type of pest removed, and these guys remove them”*

What could they do better with this ad? -

- CTA button colour could be red throughout the whole page.

How could I apply this landing page copy to my own? -

- Try to find ways to make the reader feel more comfortable to reach out. Be more friendly and show a friendly image/demeanour.
- Try to find ways to tell the reader that they’re on the right page after clicking on the ad – Convey to them that we have the exact service they’re looking for in their local area.
- Maybe use a headline like: “Discounted Fence Installations” or simply “No-Fuss Fence Installations”
- Maybe I could use a bulleted list at the start of the landing page to convey the main trust factors and messages clearly and quicker and so it’s easier for the reader to skim the page and decide if they want to work with us or not.