

High converting local landing pages 2022

Helpful infographic & checklist

1. Page URL

Did you know [c.80% of US disposable income in 2022 will be spent within 20 miles of home?](#) Be sure to specify your local branch or service area in your local landing page URLs.

2. Navigation

Create a contact 'drop-down' folder to host geo-location local landing pages. Promote unique 'local' content on each landing page to appeal to customers within c. 20-mile radius.

3. Click-to-contact

Nearly half of all searches carried out on Google demonstrate 'local intent'. If you have a local bricks & mortar branch, be sure to promote your local landline to immediately reassure visitors that 'you are local and can serve me'.

15. Year established

If you've been doing what you say you do for more than a few years, that's going to increase visitors trust in you and drive new customer conversion.

14. Approval logo

Adding a governing body logo to your landing page will reassure visitors that your business is trustworthy.

13. Local offers

Add local offers or events to your landing page. Harness 'seasonal time-limited offers'. Give customers a reason to repeat visit.

12. Trading methods & Local offers

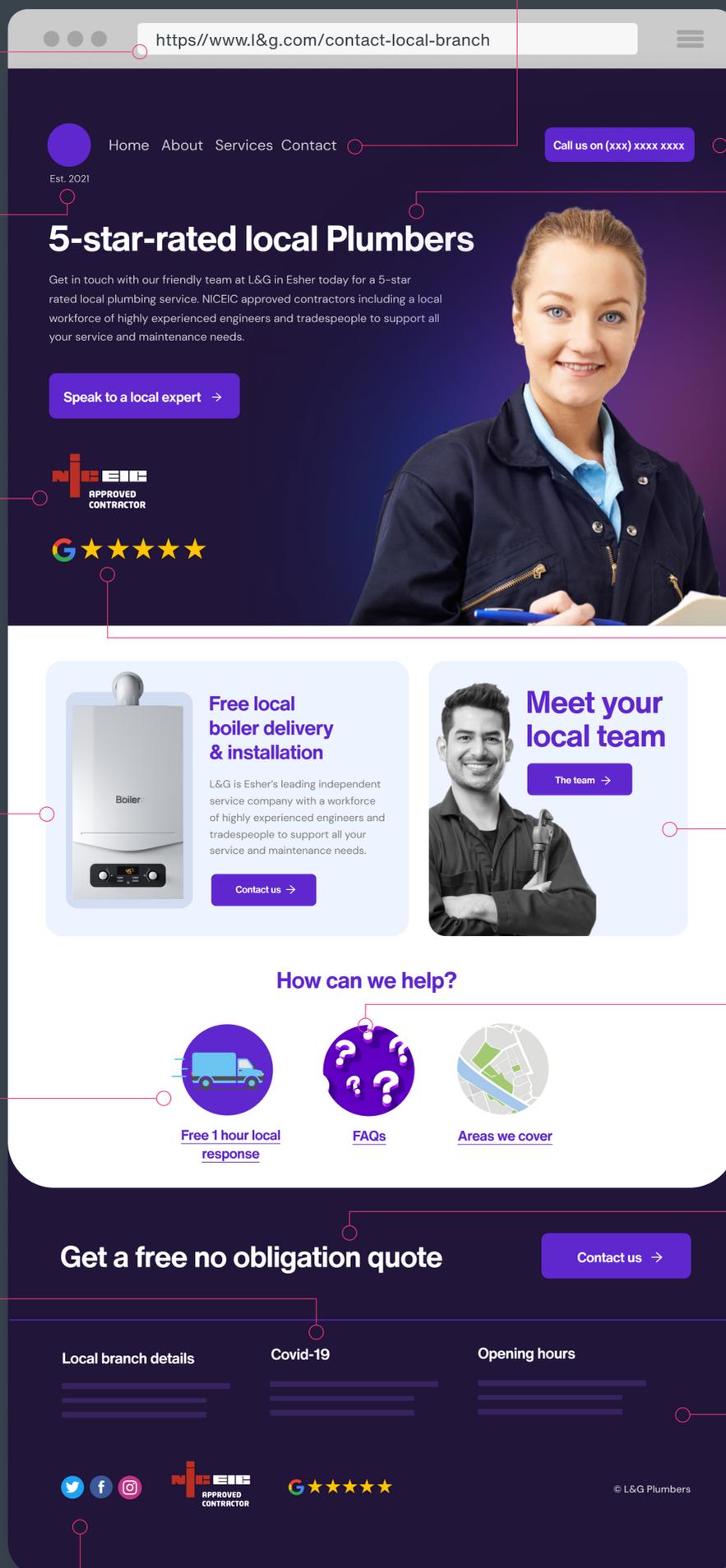
Mentioning your business provides free local service calls always makes customers happy and can differentiate you from the competition.

11. Covid-19 updates

Reassure customers their safety is your top priority.

10. Social media & sharing

Did you know [WhatsApp and Facebook reported a 40-50% increase in social sharing during Covid?](#) Don't forget to optimise pages for Open Graph elements for sharing purposes.



4. Main Heading (H1)

What's your local USP? The H1 is the most important header on the page. Provide immediate context for what you do, where you do it and give visitors a reason to choose you.

5. Reviews/Ratings

Did you know [89% of consumers won't take action until they read reviews?](#) Local customer endorsement is key to drive new customer engagement and conversion.

6. Meet your local team

Putting a face to a name is a sure way to increase trust and drive conversion.

7. FAQs

Answer your audiences top asked questions, this will help with online conversions.

8. CTAs

Adopt eye catching CTAs to guide the user to achieve your landing page goals. This provides a good user experience and will lead to conversions.

9. Business details

Adding your business address and opening hours are vital to succeed as a local business. Also, if you're a destination business, adding directions to your business is a must!