



## **Are Your Customers Struggling to Land?**

Land? Land where? No, we aren't talking about where they are going for their next vacation, although we are sure heading anywhere would be a nice change from this Canadian winter. We are talking about where they are landing on your website once they click on your Google listing, ad, Facebook post and so on. While it may make sense to funnel all of your online traffic to your homepage because it acts as your home base for your website, it may not be the most helpful strategy for your customers who are looking to purchase.

How can directing people to a website's homepage be bad? Well, it isn't, but it may not be the BEST place to send someone who is looking to work with your company. Consider your website. If someone says to you, "I would like to purchase custom cabinets for a washroom," where would you send them? A page that specifically displays relevant information about choosing and purchasing bathroom cabinets. Now your potential customer has all of the information they need to make an educated purchasing decision without having to navigate through a website to find it. We call these dedicated pages that streamline specific information, "landing pages," and they are helping companies deliver valuable information to their clients based on their unique interests.

How does a landing page benefit a client, rather than the navigation on your website? Imagine attempting to travel to a new location with only a map. The navigation on a site acts as a map, showing the journey that they need to take to find the information that they need. It's time-consuming, but every step is laid out. You can even stop off at different locations on the way based on interest. Now, imagine traveling to a location that you have been to before? You don't need a map, a GPS, or help to navigate to the location because you know exactly where you are going. You can get to your location faster and easier than expected, and not waste time getting side-tracked by the journey itself. Sounds so much easier right? When you send customers to a page that is specific to their interests and needs, they can get to their destination faster and become more invested in the product itself!

If you would like to learn more about landing pages, visit our very own [landing page](#) for the CKCA! Have questions? We'd love to help!