

# THE BUSINESS OWNER'S GUIDE TO LANDING PAGES

What Are They and Why You Need  
Them if You Want More Leads & Sales  
from Your Pay Per Click Advertising?



## How To Build An Effective Landing Page

# A Brief Introduction

Thank you for downloading our eBook on how to build an effective landing page. Here are a few of the assumptions we've made about the reader and why a potential client of ours might be interested in this guide:

- 1 You're interested in finding a reputable, trustworthy, and effective digital marketing partner with a proven track record.
- 2 You're not fully clear what a landing page is and found our ebook either on our website or other channels.
- 3 You're spending a lot of money on PPC (Pay Per Click) ads and your ROI (return on investment) simply isn't good enough.
- 4 You want to find a quick and efficient way to increase your ROI and stop losing money and wasting time.
- 5 You already have a landing page but it's not converting and you're not getting enough leads.
- 6 You're interested in working with us and want to see if we offer quality content and advice.

Overall, you may be incredibly frustrated and eager to improve your ROI - quickly. Creating an effective landing page will surely put you on the right path, which we will explain in the next section. For now, you may be wondering:

- Who are WE exactly?
- Why should you trust US?
- What makes us an authority?

We are Xi Digital Corp. Our main mission is to amplify the growth of any business who hires us. We care about our clients and celebrate in their victories as if they were our own. When they win, we win. This is the main reason we decided to publish this eBook. We want to give you, our potential or existing client, what you need to succeed and flourish, especially when it comes to spending money on PPC marketing.





# WE GO A NOTCH ABOVE TO GET YOU RESULTS THAT MATTER TO YOU

In over a decade, we have helped several hundred companies go from not even having a website, to being found at the top of Google's search results - with conversions (leads and sales) each day. We've worked with many companies in the medical, legal, home improvement, beauty, and food industries.

Each day, our team works hard to create powerful strategies and implement improvements in our clients' businesses. We want to do the same for you!

Helping you know the ins and outs of effective landing pages is a great place to start. In this eBook, you can expect to learn all the benefits of having a proper landing page, how to build one, and how they will help you generate the results and outcomes you want.

## Section 1

### Landing Page Basics

#### What are landing pages? And why should you use them?

Now, this might sound like a strange question to ask, since you've already downloaded this eBook on landing pages. However, do you really know what one is?

A landing page is a self-contained web page built specifically to elicit a particular response from the visitor. For the purpose of this guide, visitors to it will arrive from a Pay Per Click Ad (e.g. a Google, Facebook, Bing/Yahoo, or LinkedIn Ad).

The most wanted response is usually to generate a targeted, warm lead for you. By self-contained, we mean that the page doesn't include a full site menu. Instead, the main aim of the page is to keep the visitor on it, so they ultimately heed your call-to-action and submit a form.



Landing pages are made up of a variety of essential elements that are strategically designed to get your highly targeted visitor to want what you're offering whether it's a consultation, a service booking or even a product purchase.

## Why should you use them over regular web pages?

### Distinctive Features

They are product or service-specific and highly related to your PPC ads

Many businesses create PPC ads that bring the visitor to their homepage, thinking that makes the most sense, as a way to introduce themselves to the new visitor. However, if the company has multiple services or products, and other sections of the site promoted on the homepage, they're reducing the probability that this visitor will convert.



Effective landing pages will increase your return on investment / return on ad spend, possibly reduce PPC ad spend, and increase the rate of customer acquisition (even more on benefits in the next section).





## They force/influence visitors to make a decision

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We've designed and built countless backyards and won many awards for our work. We understand the investment you're about to make and have the knowledge base and manpower to take you seamlessly through the process. We are longtime members of the National Pool & Spa Association and are shareholders of the Independent Pool Group, two of the pool industry's leading associations. Since 1982 Seaway Pools commitment to quality materials and best construction practices has ensured our superior quality construction of award winning inground swimming pools.

Our founder, Gary Walters, is an industry pioneer having had helped in the development of some of the first spas, pools and equipment in Ontario. We strive to meet the standards of our associations & of our founder, this means you can count on us to bring you current products, industry innovations and expertise in construction. After your project is complete we can offer you everything you need for your Seaway Backyard at one of our two award winning retail outlets.

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Multiple locations

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WHY CHOOSE US?

POOL CONSTRUCTION

Since 1982 Seaway Pools commitment to quality materials and best construction practices has ensured our superior quality construction of award winning inground swimming pools.

SEAWAY VINYL LINED INGROUND POOLS

LEARN MORE

The structural integrity of a Seaway Pool is guaranteed by our two stage concrete bottom process, galvanized steel walls, and custom true-fit vinyl liner. All of our inground pools are gravel backedfill to ensure proper drainage. Our President and owner, Craig Walters oversees each project from inception to completion ensuring our hand-picked team of workers is doing the job right and on time.

SEAWAY VINYL LINED ABOVEGROUND POOLS

LEARN MORE

A Seaway Aboveground Pool is a cost-effective way to let your family enjoy all the good things a swimming pool in your backyard has to offer. All of our Seaway Aboveground Vinyl Lined Pools are Canadian made for Canadian climate. Rest assured, they are built to withstand the elements. We offer an all resin model pool for proper salt-water swimming pool applications. Our hand-picked skilled installation team will take you from start to finishing quality materials, proper by-law adherence and best construction practices.

SEAWAY SEMI-INGROUND POOLS

LEARN MORE

A semi-inground pool is an affordable option many homeowners are opting for with smaller backyard sizes. Choose from an oval, rectangular, or round semi-inground pool shape. All shapes are customizable to the sizing, finish or stain that suits your taste

SEAWAY SALT WATER POOLS

LEARN MORE

Salt water pools from Seaway provide pool water that is gentler and softer than traditional chlorine pool water. Using the Hayward Aquasoft® Salt Chlorination System you can enjoy swimming in a pool that is less harsh on your skin and eyes.

POOL RECONSTRUCTION & REPLACEMENT LINERS

LEARN MORE

Repairing and renovating your backyard swimming pool can be an intimidating task. Know the pool repair and renovations to the swimmers' and experts in the field. Trust Seaway's design and build team to turn your backyard into the backyard of your dreams. Our teams will work closely with you during every step of the backyard restoration's design, build and recreation phase in order to meet your expectations for your new backyard.

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[GET STARTED](#)

## What is a Sauna Kit?

Sauna kit is a package containing all the materials to build the inside of a sauna. It can convert any structure like a room/basement of the house or an outdoor cabin into a Sauna. All you have to do is just order a kit and get it installed into the room and done! Simple as that. You have converted your room into a Sauna.

[GIVE OUR ONLINE SAUNA KIT CUSTOMIZER A TRY](#)

If you need help, we're only an email or call away. We're not only an online source, we've been serving the Greater Toronto Area and Ontario for two generations and are also experts in custom sauna installations, so we can answer any of your DIY questions!

## Why Sauna Kits?

- For the Do-It-Yourselfer
- Sauna kits can also be installed in your own outdoor structure, like a shed or a bunkie
- You can design and customize virtually any shape and size sauna kit
- Sauna kits are more popular due to their design flexibility
- You have many options to choose from: benches, thickness of cedar, heater, lighting, accessories and more.

## DIY Home Sauna Material Kit

The more affordable sauna kit option with more assembly and building required

**LK Prime**

9/16" wall lining, 1x4 bench tops, 2x2 bench legs, **single pane glass** in pre-hung door.

[LEARN MORE](#)

**LK Plus**

9/16" wall lining, 2x4 bench tops, 2x4 bench supports, Pre-hung door with **double pane insulated glass**

[LEARN MORE](#)

**LK Premium**

11/16" wall lining, 2x4 bench tops, 2x4 bench supports, Pre-hung door with **double pane insulated glass**. Designer Backrest, Bench Skirt, Bucket, Dipper, Thermometer, Light Shade.

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**CUSTOMIZE YOUR KIT TODAY**

[CLICK HERE](#)

Why SaunaFin?

**SaunaFin**  
Saunas and Steambaths

You've reached the end of the free sample.

Please visit:

[www.xi-digital.com/page/landing-page-guide-for-business-owners](http://www.xi-digital.com/page/landing-page-guide-for-business-owners)

and sign up today to request the full version!

# Thank You



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