

— FREE GUIDE FOR JERSEY BUSINESSES

Landing page design in Jersey

One focused page, built to turn attention into enquiries.

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LANDING PAGES

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Read it online: jerseyweb.je/services/landing-page-design/

A campaign needs somewhere to send people. A busy homepage splits their attention across everything you do. A single, focused landing page keeps it on one offer and one action, which means far more of them convert.

We build a fast, clear landing page around your offer, with a strong headline, the key points and one obvious next step. Ideal when you are running ads, a promotion, a new service launch or a seasonal campaign.

WHO IT'S FOR

Jersey businesses running paid ads, seasonal offers, events or new service launches.

Why it matters

One clear message

Everything on the page points to a single offer and a single next action.

Built to convert

A strong headline, clear benefits and a prominent call to action where it matters most.

Fast to launch

A focused page we can turn around quickly so you hit the ground running with your campaign.

WHAT'S INCLUDED

- ☐ Single focused page design
- ☐ Strong headline and benefit copy
- ☐ Lead capture or enquiry form
- ☐ Fast, mobile-first build
- ☐ Analytics tracking setup
- ☐ A/B test-ready structure
- ☐ Secure hosting and SSL
- ☐ Launch support

How it works

1 Brief us on your offer and the one action you want

We talk through the campaign, the target audience and the single thing you want a visitor to do: fill in a form, call you, book a date.

2 We write, design and build a focused page around it

Strong copy, a persuasive layout and a clear call to action that matches your ad or campaign message exactly.

3 We launch and can track conversions for you

Analytics are wired in from the start so you can see what percentage of visitors are converting, and we help you iterate from there.

The advertising rules a Jersey landing page has to meet

A landing page exists to sell, so it is where advertising law bites. The [Consumer Protection \(Unfair Practices\) \(Jersey\) Law 2018](#) bans misleading and aggressive practices towards consumers, and its schedule lists practices that are always unfair, including bait advertising: promoting a price or offer you cannot actually supply. Misleading practices are criminal offences, and Trading Standards enforces the law.

In practice, every price on the page should be one a customer can actually get, a deadline should be real, reviews should be genuine and attributed, and the small print should not contradict the headline. If you advertise to UK customers too, the UK's [advertising code](#) counts the Channel Islands as part of the UK and covers paid adverts aimed at UK consumers.

Done properly, this is also what converts: one offer, stated plainly, at the real price, with one obvious next step.

Common questions

How quickly can a landing page be ready?

A focused page can usually be turned around in a few days once we have the brief and any content you want to include.

Can you match it to a paid ad campaign?

Yes. We build the page around the offer in your ads so the message is consistent from click to form, which is one of the biggest factors in conversion.

Can I see how many visitors are converting?

Yes. We wire in analytics tracking from the start so you can see how many people fill in the form or take the action you care about.

Can I have separate landing pages for different campaigns?

Yes. Additional landing pages for different offers, seasons or audiences are available as extras and can be built quickly once the first is done.

Are there rules on what a landing page can claim in Jersey?

Yes. The Consumer Protection (Unfair Practices) (Jersey) Law 2018 makes misleading practices, such as advertising a price or offer you cannot actually supply, a criminal offence. We write landing pages so every price, deadline and claim on them is one a customer can actually get.

Talk to us about your website

Builds start from £100 depending on the job, and hosting is from £20 a month. We confirm your price in writing before you commit.

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