

Client: The Falcon
Project: Landing Pages by The Falcon
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Landing Pages by The Falcon

Built for Conversion. Engineered for Results.

Landing pages built by The Falcon transform advertising clicks into qualified enquiries — delivering measurable ROI through precision strategy, tested frameworks, and enterprise-grade performance.

Purpose-Built for Lead Generation

Every landing page is designed with one objective: conversion. The Falcon combines behavioural data, advertising insights, and conversion psychology to build landing pages that capture attention and compel action.

Our landing pages outperform industry benchmarks because they are:

- Strategically crafted to align with your campaigns and offers
- Focused on clear, distraction-free calls to action
- Supported by fast load speeds and frictionless forms
- Designed to perform across every device and channel
- Built to scale with your ongoing marketing activity

Platforms We Build On

Webflow or Elementor Pro (WordPress) — depending on your ecosystem.

Each platform is selected for reliability, flexibility, and ease of use after handover:

- No code bloat or slow builders
- Fully editable content blocks for internal updates
- Enterprise-grade hosting (Webflow) or dedicated server compatibility (Elementor Pro)
- Professional, conversion-tested templates for consistency and speed

Performance by Design

Through managing hundreds of service-based landing pages, The Falcon has developed a proven system for generating results:

- Rapid deployment for campaigns that need to go live fast
- Custom tracking for ROI measurement and attribution
- Seamless CRM and automation integrations
- Smart enquiry routing for multi-location or multi-service businesses
- Optimised UX flow that reduces drop-off and boosts enquiry rates

Systematic Implementation

Our streamlined process ensures every landing page launches ready to convert:

1. Strategy & Wireframe

- Define audience and ad source alignment
- Identify conversion goal and user journey
- Create wireframe focused on flow and simplicity

2. Design & Build

- Custom Webflow or Elementor Pro build
- Speed and performance optimisation
- Mobile-first implementation
- Analytics, CRM, and tracking setup

3. Launch & Scale

- QA testing and final review
- Connection to active ad campaigns
- Performance monitoring
- Optional A/B testing and monthly optimisation

The Falcon Advantage

Experts Who Build for Business Growth

We don't just design pages — we engineer revenue systems.

Service business owners partner with The Falcon for:

- Proven frameworks that convert traffic into qualified leads
- Fast turnarounds without compromising quality
- Transparent performance tracking
- ROI-focused structure built by digital growth experts

Designed for Scale

Whether you need one high-performing page or an entire network of campaign-specific landing pages, every build maintains consistency, brand integrity, and measurable ROI.

Investment Structure

Professional Value

Custom Landing Page Development: \$1,440 – \$4,940

- Based on campaign complexity and integrations
- Includes strategy, design, build, and tracking setup
- Webflow or Elementor Pro platform
- Optional hosting add-ons and CRM integration

Optional Enhancements

Ongoing Optimisation & Reporting: \$180 – \$550 per month

- A/B testing and continuous improvements
- Lead quality and conversion insights
- Performance reports and recommendations
- Technical maintenance and platform updates

Ongoing Success

Each project includes:

- 30-day post-launch bug-fix warranty
- Access to support within 24–48 business hours
- Performance check-in within 60 days of launch
- Optional monthly optimisation retainer

Measured Impact

The Falcon's landing page systems deliver measurable business impact:

- Higher conversion rates from paid traffic
- Lower cost per lead across campaigns
- Real-time ROI visibility through analytics integration
- Faster scaling across service areas and campaigns

Get Started

Contact us with your campaign or project details to receive a complimentary quote. Alternatively, book a one-on-one strategy session to discuss your conversion goals.

A \$99 + GST consultation fee applies — fully credited towards your project.