



LANDS END
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LANDS END MARINA

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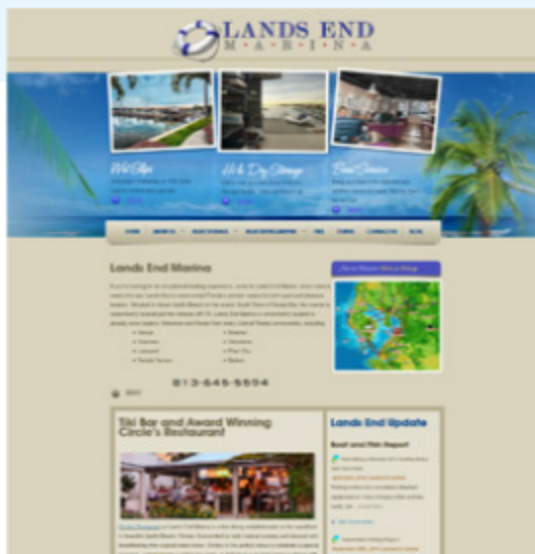
Kevin Howell, Manager

813-645-5594

Land's End Marina had a brochure website that supplied visitors all the necessary information but they wanted a better design with all the features required to drive a marketing campaign consisting of search engine optimization, Pay-Per-Click advertising, and TV commercials. This new site includes:

- Several Calls to Action
- Impressive Gallery
- Blog
- Fishing Contest Area
- Social sharing buttons
- Mobile version
- Social Joining buttons
- Pages for each boat manufacturer they service

Land's End is now dominating the Apollo Beach area for its boat storage and boat service/repair business. But we also wanted to target potential customers who do not live in Florida who only know they want store their boat somewhere on the west coast of Florida. Apollo Beach is a great choice for many reasons that may match what the searchers need. To capture these people, we started a Google Pay-Per-Click campaign and bid on keywords like "tampa bay marina" and "tampa marina". Consequently, anyone looking for a West Coast of Florida marina will at least be aware of Land's End Marina.



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