

## **FOR IMMEDIATE RELEASE**

### **Contact:**

Micropage  
PO Box 985  
Northam, Western Australia 6401  
Phone: (08) 6118 9186  
Email: sales@micropage.com.au

**Headline:** Micropage: Revolutionising Online Marketing for Australian Small Businesses

**Sub-headline:** A Leap in Web Design: Micropage's Straightforward Approach to Web Presence

**Northam, Western Australia 01<sup>st</sup> December 2023** — Today marks a milestone in the digital marketing landscape for Australian small businesses. Constructive Visual announced the launch of Micropage, an innovative platform envisioned by Peter Lowen. This groundbreaking service is specifically designed to address the unique challenges faced by small businesses in establishing an online presence.

### **Body:**

#### *The Genesis of Micropage*

The journey of Micropage started in 2008 with an ambitious vision. It was born out of the recognition that a significant number of Australian small businesses – nearly 59% – were operating without a website. This startling statistic was primarily due to the perceived complexity, high costs, and time commitment required to create and maintain a website. Micropage was conceptualised as a beacon of hope for these businesses, offering an accessible, affordable, and user-friendly solution to establish an online footprint.

#### *Understanding the Australian Market*

Research indicates that 46% of Google searches in Australia have local intent, and a large portion of these searches lead to in-store visits. Furthermore, 89% of Australian shoppers consult online resources before making purchases, and nearly two-thirds are likely to overlook businesses without an online presence. This data underscores the critical need for small businesses to be discoverable online. Micropage taps into this necessity, providing a platform that ensures businesses are not only found but also favoured in the digital realm.

#### *The Micropage Edge*

Micropage stands out with its simplicity – a single form can be filled out in under five minutes, resulting in an SEO-optimised, Google-friendly web presence. This approach not only enhances a business's visibility but also caters to the growing trend where online searches significantly influence offline buying behaviour. The platform is designed to be easily manageable by business owners, eliminating the common issues faced with traditional websites, such as time-consuming updates and out-of-date information.

## *Building a Community for Success*

Micropage goes beyond being just a tool; it's a community. This aspect of Micropage is crucial, as it provides a network where business owners can seek marketing advice, ask questions, and learn from both peers and experts. "Our vision for Micropage was to create a supportive ecosystem for small businesses to thrive online," says Peter Lowen. This community-driven approach aims to empower business owners, enabling them to navigate the digital landscape confidently.

## *The Evolution of Micropage*

Since its inception, Micropage has evolved to meet the ever-changing needs of the digital market. It offers a range of features, from showcasing products and services to integrating a news section, all tailored to enhance the online visibility of small businesses. The platform's development reflects a deep understanding of the challenges and opportunities within the digital marketing arena, particularly for small business across Australia.

### **Quote:**

Peter Lowen, the visionary behind Micropage, shares, "We've witnessed the struggles of small businesses firsthand. Micropage is our answer to these challenges, offering a platform that's not only easy to use but also effective in driving business growth. We're committed to helping Australian businesses flourish in the digital world."

### **Call to Action:**

Step into the future of digital marketing with Micropage. If you're a small business owner looking for an effortless way to boost your online presence, join the Micropage community today. Discover how easy and impactful online marketing can be. Visit Micropage [<https://micropage.com.au>] for more information.

### **About Micropage:**

Established in 2005, Constructive Visual is renowned as the most trusted website design and hosting company in Perth and the Wheatbelt area. Specialising in innovative website design and online marketing solutions, we are committed to supporting both small and corporate businesses. Our passion for client-focused service has fostered long-standing relationships, enhancing local WA business communities. At Constructive Visual, we pride ourselves on delivering custom, engaging websites and powerful online tools like Micropage, designed to maximize ROI and elevate business credibility. Based in Northam, Western Australia, our expert team excels in creating, modifying, and optimizing WordPress themes and plugins, making each project more than just a website, but a pivotal sales and credibility tool.

Micropage, a vision of Peter Lowen from Constructive Visual, is a revolutionary platform designed to transform the online presence of Australian businesses. A quick and effortless solution to make digital marketing accessible, Micropage combines simplicity, efficiency, and community support to set a new standard in the web design industry.

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