

LOCAL SERVICE PAGE TEMPLATE

EVERYTHING YOU NEED ON A PAGE TO RANK FOR A LOCAL SERVICE

Header

- ☐ H1 with the service name.
- ☐ Short description clarifying value/benefits.
- ☐ Form and/or main call to action.
- ☐ Imagery that connects to the service.

Reviews

- ☐ Social proof from Google with real names, avatars, etc to prove they are real.
- ☐ Link to more reviews on Google.

Service Overview

- ☐ One or two paragraphs that explain exactly what the service is or could be to the customer.

Service Categories

- ☐ If applicable, a list (sometimes with links to individual pages) of services under this category.

Service Areas

- ☐ List service areas.
- ☐ (Optional) Link to individual service-area landing pages.

Why Us

- ☐ Short and sweet reasons why the visitor should choose you for this service.
- ☐ Show off any awards or recognitions.

Who is Served

- ☐ Visual breakdown of who is served.
- ☐ (Optional) Links to specific customer or industry pages (if keyword research validates).

Case Studies/Work Samples

- ☐ Lots of images or videos where applicable.
- ☐ Short and sweet and link to more.

FAQs

- ☐ Buying based FAQs that you get on sales calls.

How to Get Started

- ☐ Provide clarity from quote request to service provided.
- ☐ Include bio of service person you will talk to if possible with photo.
- ☐ Call to action again.

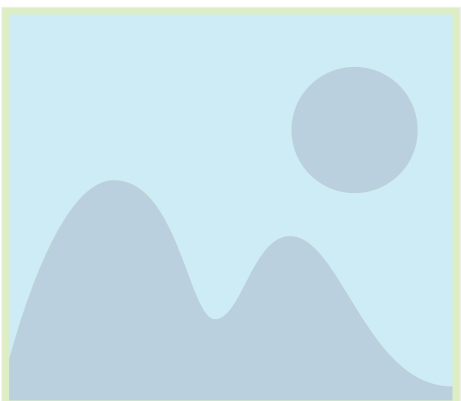
Additional Resources

- ☐ Videos section.
- ☐ Blogs linking to related informational content.

← → ↺ 🌐 avalanchegr.com/services/seo

Service Name

Description of Value/Benefit



CTA

Client Testimonials



[Review]

CTA (View More)

What We Can Do for you

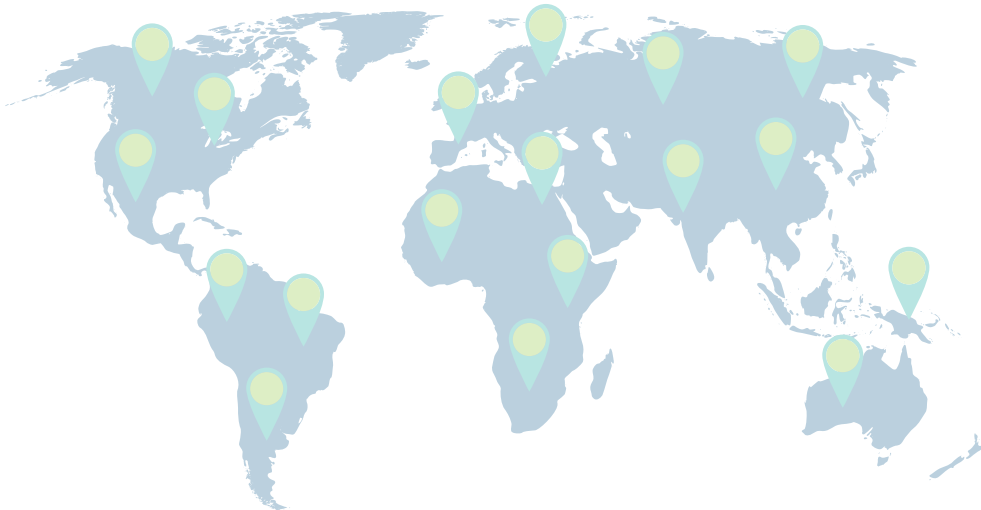
Explanation of Services

Find the Right Service for You

Category 1
w/brief
overview + link

Category 2
w/brief overview
+ link

Where We Serve



Why [Company Name]

Reason 1

Reason 2

Reason 3

Award 1

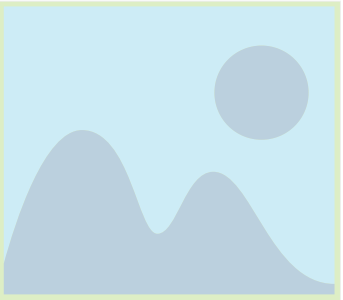
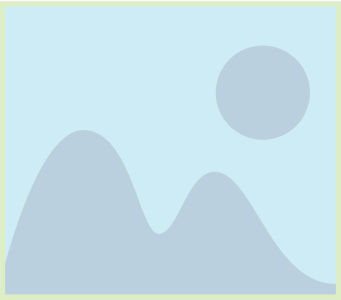
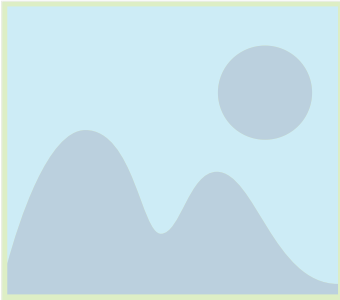
Award 2

Industries/Customers We Serve

Image w/link
to more
details

Image w/link
to more
details

Case Studies



FAQs

?

Answer

?

Answer

Getting Started



Step 1

Step 2

Step 3



[Bio]

CTA

Additional Resources

