

## WEBSITE AND LOCAL SEO

# Service Page Outline That Actually Helps People Decide

Use this before writing a service page. The goal is not to make a long page. The goal is to answer the questions a real buyer has before they call, compare, or request a quote.

**One service**

Pick one core service instead of trying to explain the whole business at once.

**One buyer**

Write for the person who is most likely to buy that service.

**One next step**

Make the action obvious when they are ready.

# Plan the Page Before You Write It

If the outline is weak, the page will be weak. Fill this in with plain language first.

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SERVICE

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LOCATION OR SERVICE AREA

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BEST-FIT BUYER

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MAIN OUTCOME THEY WANT

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## Top section formula

**Headline:** [Service] for [buyer/location] who want [outcome] without [frustration].

DRAFT YOUR HEADLINE

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PROOF TO SHOW NEAR THE TOP

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# Build the Page Around Buyer Questions

This is where a page becomes useful. Answer what people ask before they trust you.

SECTION	WHAT IT SHOULD ANSWER	YOUR NOTES
Who this is for	Who is a great fit, and who is not?	
Problem signs	What symptoms or situations mean they need this?	
What is included	What do they actually get?	
Process	What happens first, next, and after the work?	
Cost or price factors	What affects the price, timeline, or scope?	
Proof	What reviews, photos, projects, or credentials prove this page?	
FAQ	What do people ask on calls before saying yes?	
CTA	What is the next step, and what happens after they click?	

## QUESTIONS FROM BUYERS

## PROOF TO COLLECT

# Check the Page Before It Goes Live

Use this as a final pass before publishing or sending traffic to the page.

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## CLARITY CHECKLIST

- The headline says the service and location clearly.
- The first screen gives a specific next step.
- The page explains who the service is for.
- The page answers cost, timeline, process, and fit.
- The copy sounds like a real person wrote it.

## SEARCH AND TRUST CHECKLIST

- The title tag uses the service and location.
- Headings are organized around useful sections.
- Photos are real, relevant, and near matching copy.
- Reviews or examples match the service on the page.
- The page links to related services and contact options.

## TODAY'S TASK

Pick your highest-margin service and fill out this outline before writing the page. A useful outline will save you from a vague page later.