MODULE 7: SEARCH, LOCAL SEO AND GOOGLE BUSINESS PROFILE

Rewrite one service page

Lesson: On-page SEO: titles, headings and service-area pages · about 15 minutes

Pick your most valuable service page and rebuild its labels and structure.

Your business (name, service, main city):

1. Write the primary phrase for the page from your keyword map, then write three title options using service, place and a reason to click.

2. Write a meta description of two sentences: who it is for, one concrete detail and a next step.

3. Outline the page: one H1 and five to seven H2 subheadings phrased as the questions clients ask you.

4. Choose one town outside your home base that brings real inquiries. List five genuinely local facts you could put on a page for it.

5. **Review every title and heading on your site for rankings, awards or superlatives. Note the evidence you hold or the plainer wording you will use.**

Check: can you now

- Write a page title, meta description and main heading for a service page from its primary keyword
- Outline a service page with subheadings that answer the questions real clients ask
- Build a service-area page that contains genuinely local information and passes Google's doorway test

One change you will make this week