JP MARKETING

GUIDE + TEMPLATE

How to Build High-Converting Service Pages

Service page ideas, a fill-in template, and a checklist for private schools

Free resource from JP Marketing · jpmarketing.co · Updated November 2026

Why service pages matter

A **service page** is a page on your website about ONE thing you do. Like "Upper School."

Google and AI tools match searches to pages. If someone searches "private high school brentwood tn", Google wants to show a page that's all about that. If you only have one page that lists everything, you're much harder to find.

One service = one page. That's the rule.

Words to know

Word	What it means
SEO	Search Engine Optimization: doing things so Google shows you more.
Map Pack	The 3 businesses on the map at the top of a local Google search.
Service page	A page about ONE thing you do.
Backlink	A link from another website to yours. Like a vote of trust.
AI search	Tools like ChatGPT, Gemini, Perplexity, and Google's AI answers.
Schema	Hidden code that labels your info for computers.
Title tag	The blue headline Google shows for your page.
Meta description	The short gray text under the title in Google.
H1	The biggest headline on the page.
Above the fold	The part of the page you see before you scroll.

Service pages every private school should have

Here are the pages we recommend for Private Schools. Start with the ones that bring the most money or the most calls.

Page	What to cover
Pre-K & Kindergarten	Readiness, schedule, ratio, sample day, tuition.
Lower School	Curriculum, reading and math, specials, class size.
Middle School	Advisory, electives, sports, getting ready for high school.
Upper School	College prep, AP/dual enrollment, college counseling.
Admissions Process	Steps, dates, testing, shadow day, deadlines.
Tuition & Financial Aid	Ranges, fees, aid process, payment plans.
Athletics	Teams, facilities, conferences, coaches.
Fine Arts	Music, theater, visual arts, showcases.
Learning Support	How you help students who learn differently.
College Counseling	Process, results (real numbers), timeline.
Transportation & Extended Day	Bus routes, carpool, before/after care.
Faith Life / Character	Chapel, service, values (if relevant).

What makes a service page "high-converting"?

A good page does two jobs:

1. **Helps you get found** (Google and AI understand it)
2. **Turns visitors into families** (they call or book a campus tour)

Must-haves for private schools:

- Grade levels and class sizes
- Real photos of students and teachers (with consent)
- Outcomes in numbers (college acceptances, test averages) if you share them
- Tuition range and aid link
- Book a tour / Inquire button
- Parent and student quotes
- Admissions dates

The service page template

Copy this layout for every service. We filled it in with **Upper School** as the example.

1. Page title (shows in Google)

`Upper School in Franklin, TN | Harpeth Ridge Academy`

Keep it under about 60 characters.

2. Meta description (the gray text in Google)

`Need upper school in Franklin? Harpeth Ridge Academy helps families with [main benefit]. [Proof, like reviews or years]. [Call to action].`

3. Big headline (H1)

Upper School in Franklin, TN

4. Top section (above the fold)

- One sentence saying what you do and who it's for
- Your #1 reason to choose you
- Button: Book a campus tour
- Phone number (click-to-call on phones)
- Star rating + number of reviews

5. "Is this right for you?"

3 to 5 bullets about who this service is for. Use plain words.

6. How it works

Simple steps: 1, 2, 3, 4. People love knowing what happens next.

7. Cost and payment

Give a price, a "starting at" price, or explain what changes the price. Add insurance, financing, or payment options. Pages that talk about price usually beat pages that hide it.

8. Why choose us

3 to 6 short points. Real facts, not fluff. Example: years in business, training, guarantees, reviews.

9. Proof

Reviews that mention this service. Photos of real work. Short stories (follow privacy rules).

10. Meet the team

Photo and short bio of who does this work.

11. FAQ section

Answer real questions in short, direct answers. This helps a LOT with AI search. For Upper School:

How much is tuition at private schools in Franklin, TN?

[Answer in 2 to 4 short sentences. Give a real, direct answer first.]

What is the class size?

[Answer in 2 to 4 short sentences. Give a real, direct answer first.]

Do you offer AP or dual enrollment?

[Answer in 2 to 4 short sentences. Give a real, direct answer first.]

Is there financial aid?

[Answer in 2 to 4 short sentences. Give a real, direct answer first.]

Do you have bus routes?

[Answer in 2 to 4 short sentences. Give a real, direct answer first.]

When are admissions deadlines?

[Answer in 2 to 4 short sentences. Give a real, direct answer first.]

12. Areas served

List the towns you serve and link to your city pages: Brentwood, Nolensville, Spring Hill, Thompson's Station, Nashville.

13. Final call to action

Big button again. "Ready to get started? Book a campus tour today."

Writing tips (keep it simple)

- Write like you talk. Short sentences.
- Use the words your families use, not industry words.
- Put the most important info at the top.
- Use headings so people can skim.
- Aim for 800 to 1,500 words. Long enough to answer everything, but no fluff.
- Make it different from your other pages. Don't copy and paste and swap one word.

Link your pages together

- Link from your homepage to your top service pages
- Link each service page to 2 or 3 related service pages
- Link blog posts to the matching service page
- Link service pages to your city pages (and back)

Before you hit publish

- [ ] One service per page
- [ ] Title tag and meta description written
- [ ] H1 says the service + city
- [ ] Phone and booking button at top and bottom
- [ ] Price info or payment info included
- [ ] Real photos (with permission)
- [ ] At least 3 reviews or proof points
- [ ] FAQ section with 5+ real questions
- [ ] Links to related services and city pages

- [ ] Looks good on a phone
- [ ] Page loads fast

A full sample service page

Here's the whole page, written out. Swap the [brackets] for your real facts.

Upper School in Franklin, TN

Harpeth Ridge Academy helps families in Franklin with upper school. [One sentence on what makes you different.] [Star rating] from [number] reviews.

[Book a campus tour button] [Call button]

Is this right for you?

- [Who it's for #1]
- [Who it's for #2]
- [Who it's for #3]
- [Who it's NOT for, so people trust you]

How it works

1. [Step 1: first contact]
2. [Step 2: what happens next]
3. [Step 3: the main service]
4. [Step 4: after care or follow-up]

Cost and payment

[Starting price or range]. [What changes the price]. [Insurance / financing / payment plans].

Why families choose us

- [Real fact: years, training, license]
- [Real fact: guarantee or promise]
- [Real fact: reviews or results]

What people say

> "[Real review about this service]" - [First name]

Meet the team

[Photo] [Name, title, 2 sentences]

Questions

- **How much is tuition at private schools in Franklin, TN?** [Direct answer in 2 to 4 sentences.]
- **What is the class size?** [Direct answer in 2 to 4 sentences.]
- **Do you offer AP or dual enrollment?** [Direct answer in 2 to 4 sentences.]
- **Is there financial aid?** [Direct answer in 2 to 4 sentences.]
- **Do you have bus routes?** [Direct answer in 2 to 4 sentences.]
- **When are admissions deadlines?** [Direct answer in 2 to 4 sentences.]

Areas we serve: Brentwood, Nolensville, Spring Hill, Thompson's Station, Nashville

Ready to get started? [Book a campus tour button]

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.