JP MARKETING

GUIDE + TEMPLATE

How to Build High-Converting Service Pages

Service page ideas, a fill-in template, and a checklist for law firms

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Why service pages matter

A **service page** is a page on your website about ONE thing you do. Like "Truck Accident Lawyer."

Google and AI tools match searches to pages. If someone searches "construction accident lawyer nj", 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 law firm should have

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

Page	What to cover
Car Accident Lawyer	Steps after a crash, how claims work, what cases are worth (factors, not promises), contingency fee, local roads.
Truck Accident Lawyer	Why truck cases are different (federal rules, multiple parties), evidence, timeline.
Construction / Workplace Injury Lawyer	Workers' comp vs. third-party claims, common injuries, rights.
Slip and Fall / Premises Liability	What you must show, photos, deadlines.
Wrongful Death	Who can file, damages, compassionate process.
Wills	What a will does, what happens without one, cost.
Living Trusts	Trust vs. will, avoiding probate, funding the trust.
Power of Attorney & Health Care Directives	Why every adult needs them.
Probate	Steps, timeline, costs, how you help families.
Medicaid / Elder Law Planning	Long-term care, lookback period, planning ahead.
Free Consultation / How It Works	What happens on the first call, fees, timeline.
Location page: [Town] Injury Lawyer	Only for towns you truly serve; local courts, roads, and real local info.

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 clients** (they call or book a free consultation)

Must-haves for law firms:

- Plain-English explanation of the case type
- What to do right now (steps)
- How fees work (contingency, flat fee)

- Attorney photos and bios
- Real results ONLY with your state's required disclaimer
- Free consult button + phone at top
- Required attorney advertising language for your state

The service page template

Copy this layout for every service. We filled it in with **Truck Accident Lawyer** as the example.

1. Page title (shows in Google)

`Truck Accident Lawyer in Edison, NJ | Garden State Law Group`

Keep it under about 60 characters.

2. Meta description (the gray text in Google)

`Need truck accident lawyer in Edison? Garden State Law Group helps clients with [main benefit]. [Proof, like reviews or years]. [Call to action].`

3. Big headline (H1)

Truck Accident Lawyer in Edison, NJ

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 free consultation
- 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 Truck Accident Lawyer:

How much does a truck accident lawyer cost?

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

How long do I have to file a claim in New Jersey?

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

Who pays my medical bills after a truck crash?

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

What if the trucking company calls me?

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

How long will my case take?

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

Do I have to go to court?

[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: New Brunswick, Woodbridge, Piscataway, Metuchen, Sayreville.

13. Final call to action

Big button again. "Ready to get started? Book a free consultation today."

Writing tips (keep it simple)

- Write like you talk. Short sentences.
- Use the words your clients 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.

Truck Accident Lawyer in Edison, NJ

Garden State Law Group helps clients in Edison with truck accident lawyer. [One sentence on what makes you different.] [Star rating] from [number] reviews.

[Book a free consultation 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 clients 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 does a truck accident lawyer cost?** [Direct answer in 2 to 4 sentences.]
- **How long do I have to file a claim in New Jersey?** [Direct answer in 2 to 4 sentences.]
- **Who pays my medical bills after a truck crash?** [Direct answer in 2 to 4 sentences.]
- **What if the trucking company calls me?** [Direct answer in 2 to 4 sentences.]
- **How long will my case take?** [Direct answer in 2 to 4 sentences.]
- **Do I have to go to court?** [Direct answer in 2 to 4 sentences.]

Areas we serve: New Brunswick, Woodbridge, Piscataway, Metuchen, Sayreville

Ready to get started? [Book a free consultation 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.