JP MARKETING

GUIDE + TEMPLATE

How to Build High-Converting Service Pages

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

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Why service pages matter

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

Google and AI tools match searches to pages. If someone searches "dental implants katy", 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 dental office should have

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

Page	What to cover
Dental Implants	Who is a good fit, steps, healing time, cost range, financing, before/after (with consent), FAQs.
Invisalign / Clear Aligners	How it works, how long, cost, vs. braces, who can get it, free consult.
Teeth Whitening	In-office vs. take-home, how long it lasts, sensitivity, price.
Emergency Dentist	What counts as an emergency, same-day visits, what to do right now, after-hours number.
Kids / Pediatric Dentistry	First visit, age to start, sealants, fluoride, making kids feel safe.
Dental Crowns	When you need one, same-day crowns (if you have CEREC), materials, cost.
Root Canal	Signs you need one, does it hurt, steps, cost, aftercare.
Tooth Extraction / Wisdom Teeth	When it's needed, sedation, healing, cost.
Dentures and Partials	Types, implant-supported dentures, fit, cost, care.
Veneers / Smile Makeover	Porcelain vs. bonding, steps, cost, real cases.
Sedation Dentistry	Options (laughing gas, pills, IV if offered), who it's for, safety.
Cleanings and Exams	What happens, how often, deep cleaning vs. regular, insurance.
Gum Disease Treatment	Signs, deep cleaning, laser (if offered), keeping teeth.
Dental Insurance & Financing	Plans you take, in-network vs. out, membership plan, CareCredit, etc.

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 patients** (they call or book an appointment)

Must-haves for dental offices:

- Real photos of your office and team (not stock)
- Price range or 'starting at' price when you can, plus financing

- Who it's for and who it's NOT for
- What happens step by step
- Insurance info
- Reviews that talk about this service (no private health info)
- A big 'Book a consult' button at the top and bottom

The service page template

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

1. Page title (shows in Google)

`Dental Implants in Katy, TX | Bright Smile Family Dental`

Keep it under about 60 characters.

2. Meta description (the gray text in Google)

`Need dental implants in Katy? Bright Smile Family Dental helps patients with [main benefit]. [Proof, like reviews or years]. [Call to action].`

3. Big headline (H1)

Dental Implants in Katy, TX

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 an appointment
- 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 Dental Implants:

How much do dental implants cost in Katy?

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

Do implants hurt?

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

How long do implants last?

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

Does insurance pay for implants?

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

Can I get an implant the same day my tooth is pulled?

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

Am I too old for implants?

[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: Cinco Ranch, Fulshear, Richmond, Cypress, Sugar Land.

13. Final call to action

Big button again. "Ready to get started? Book an appointment today."

Writing tips (keep it simple)

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

Dental Implants in Katy, TX

Bright Smile Family Dental helps patients in Katy with dental implants. [One sentence on what makes you different.] [Star rating] from [number] reviews.

[Book an appointment 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 patients 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 do dental implants cost in Katy?** [Direct answer in 2 to 4 sentences.]
- **Do implants hurt?** [Direct answer in 2 to 4 sentences.]
- **How long do implants last?** [Direct answer in 2 to 4 sentences.]
- **Does insurance pay for implants?** [Direct answer in 2 to 4 sentences.]
- **Can I get an implant the same day my tooth is pulled?** [Direct answer in 2 to 4 sentences.]
- **Am I too old for implants?** [Direct answer in 2 to 4 sentences.]

Areas we serve: Cinco Ranch, Fulshear, Richmond, Cypress, Sugar Land

Ready to get started? [Book an appointment 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.