JP MARKETING

GUIDE + TEMPLATE

How to Build High-Converting Service Pages

Service page ideas, a fill-in template, and a checklist for counselors & therapists

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Why service pages matter

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

Google and AI tools match searches to pages. If someone searches "couples counseling plano", 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 counseling practice should have

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

Page	What to cover
Anxiety Therapy	What anxiety can look like (general terms), how therapy helps, methods you use, what sessions are like.
Depression Counseling	Gentle tone, how you help, when to get more help, crisis info.
Couples Counseling	Common reasons couples come in, your method (e.g., Gottman, EFT), first session, cost.
Teen Counseling	How you work with teens AND parents, privacy rules, common topics.
Child / Play Therapy	What play therapy is, ages, parent role.
Trauma Therapy / EMDR	What EMDR is, how it feels, how long it takes, who is trained.
Family Therapy	Who comes, what you work on, scheduling.
Grief Counseling	Types of loss, what to expect, groups.
ADHD Support	Coaching and therapy for teens/adults, testing referrals.
Online Therapy (Telehealth)	States you serve, how it works, privacy, tech needed.
Life Transitions / Stress	Divorce, new job, moving, new parents.
Fees & Insurance	In-network plans, out-of-network, superbills, sliding scale.

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 consult call)

Must-haves for counseling practices:

- Who you help and what it feels like (use 'many people feel...' instead of telling the reader they are sick)
- Your method in plain words
- What the first session is like
- Fees and insurance
- The therapists who do this work (with photos)
- Free consult button
- Crisis line note (988) at the bottom

The service page template

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

1. Page title (shows in Google)

`Anxiety Therapy in Plano, TX | Calm Path Counseling`

Keep it under about 60 characters.

2. Meta description (the gray text in Google)

`Need anxiety therapy in Plano? Calm Path Counseling helps clients with [main benefit]. [Proof, like reviews or years]. [Call to action].`

3. Big headline (H1)

Anxiety Therapy in Plano, 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 a free consult call
- 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 Anxiety Therapy:

How do I know if I need therapy for anxiety?

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

How long does anxiety therapy take?

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

Do you take insurance?

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

Can I do anxiety therapy online in Texas?

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

What's the difference between a counselor and a psychologist?

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

Is what I say private?

[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: Frisco, Allen, Richardson, McKinney, Carrollton.

13. Final call to action

Big button again. "Ready to get started? Book a free consult call 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.

Anxiety Therapy in Plano, TX

Calm Path Counseling helps clients in Plano with anxiety therapy. [One sentence on what makes you different.] [Star rating] from [number] reviews.

[Book a free consult call 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 do I know if I need therapy for anxiety?** [Direct answer in 2 to 4 sentences.]
- **How long does anxiety therapy take?** [Direct answer in 2 to 4 sentences.]
- **Do you take insurance?** [Direct answer in 2 to 4 sentences.]
- **Can I do anxiety therapy online in Texas?** [Direct answer in 2 to 4 sentences.]
- **What's the difference between a counselor and a psychologist?** [Direct answer in 2 to 4 sentences.]
- **Is what I say private?** [Direct answer in 2 to 4 sentences.]

Areas we serve: Frisco, Allen, Richardson, McKinney, Carrollton

Ready to get started? [Book a free consult call 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.