JP MARKETING

GUIDE + TEMPLATE

How to Build High-Converting Service Pages

Service page ideas, a fill-in template, and a checklist for home service contractors

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 "AC Repair."

Google and AI tools match searches to pages. If someone searches "plumber cypress tx", 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 home service company should have

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

Page	What to cover
AC Repair	Common problems, same-day service, pricing approach, what to check first.
AC Replacement / Installation	Sizing, brands, SEER2 ratings, cost ranges, financing, rebates.
Heating & Furnace Repair	Common issues, safety (CO), what to do now.
Heat Pumps	How they work, cost, good fit for Texas?
Duct Cleaning & Repair	When it helps, what's included, cost.
Indoor Air Quality	Filters, purifiers, humidity.
Maintenance Plans	What's included, price, perks.
Drain Cleaning	Clogs, hydro jetting, camera inspection.
Water Heater Repair & Install	Tank vs. tankless, signs of failure, cost.
Leak Detection & Slab Leaks	Warning signs, how you find leaks, repair options.
Sewer Line Repair	Camera, trenchless, cost factors.
Emergency Plumbing / 24-7 HVAC	What counts, response time, after-hours fee honesty.
Service Area pages (City + Service)	One per city you truly serve, with real local jobs and details.

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 customers** (they call or call or book a service visit)

Must-haves for home service companies:

- Phone number and 'Call now' button at the very top
- Areas you serve (with links to city pages)
- Real job photos
- Pricing approach (upfront pricing, service fee, financing)
- Brands you work on
- Reviews that mention this service
- Warranty and guarantee
- License number

The service page template

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

1. Page title (shows in Google)

`AC Repair in Cypress, TX | Lone Star Air & Plumbing`

Keep it under about 60 characters.

2. Meta description (the gray text in Google)

`Need ac repair in Cypress? Lone Star Air & Plumbing helps customers with [main benefit]. [Proof, like reviews or years]. [Call to action].`

3. Big headline (H1)

AC Repair in Cypress, 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: Call or book a service visit
- 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 AC Repair:

How much does AC repair cost in Cypress?

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

Can you come today?

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

Do you charge a trip fee?

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

Should I repair or replace my AC?

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

What brands do you service?

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

Do you offer financing?

[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: Houston, Katy, Tomball, Jersey Village, The Woodlands, Spring.

13. Final call to action

Big button again. "Ready to get started? Call or book a service visit today."

Writing tips (keep it simple)

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

AC Repair in Cypress, TX

Lone Star Air & Plumbing helps customers in Cypress with ac repair. [One sentence on what makes you different.] [Star rating] from [number] reviews.

[Call or book a service visit 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 customers 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 AC repair cost in Cypress?** [Direct answer in 2 to 4 sentences.]
- **Can you come today?** [Direct answer in 2 to 4 sentences.]
- **Do you charge a trip fee?** [Direct answer in 2 to 4 sentences.]
- **Should I repair or replace my AC?** [Direct answer in 2 to 4 sentences.]
- **What brands do you service?** [Direct answer in 2 to 4 sentences.]
- **Do you offer financing?** [Direct answer in 2 to 4 sentences.]

Areas we serve: Houston, Katy, Tomball, Jersey Village, The Woodlands, Spring

Ready to get started? [Call or book a service visit 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.