JP MARKETING

WORKBOOK

The Contractor Website Page Structure & SEO Checklist

Every page you need, and how to optimize each one

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How to use this workbook

Walk through your website with this workbook. Check what you have. Plan what you need. By the end you'll have a full page plan and an SEO checklist for every page type.

Words to know

Word	What it means
Map Pack	The 3 businesses on the map at the top of a Google search.
Blue links	The regular search results under the map.
Service area business	A business that goes to the customer, not the other way around.
City page	A page on your website about one city you serve.
Doorway page	A thin, copy-paste page made only to rank. Google doesn't like these.
Internal link	A link from one page on your site to another page on your site.
Anchor text	The clickable words in a link.
Search intent	The reason behind a search: need help now, comparing, or just learning.
Orphan page	A page that no other page links to. Hard for Google to find.

Part 1: The pages a contractor website needs

Page	Priority	Do we have it? (Y/N)
Homepage	Must	
One page per service	Must	
Service areas hub	Must	
City pages (top 5 to 10 cities)	Must	

Page	Priority	Do we have it? (Y/N)
City + service pages (top money services only)	Strong	
Emergency / same-day page	Must	
Pricing / financing page	Strong	
Reviews page	Strong	
About + team + licenses	Must	
Maintenance plan / memberships	Strong	
Fleet / commercial page	Optional	
Gallery / recent jobs	Strong	
FAQ page	Strong	
Blog	Strong	
Contact	Must	
Careers	Optional	

Part 2: Your service page list

Write every service you want calls for. Rank by money.

Service	Avg job value $	Calls/month now	Page exists?	Priority (1-3)
AC Repair				
AC Replacement / Installation				
Heating & Furnace Repair				
Heat Pumps				
Duct Cleaning & Repair				
Indoor Air Quality				

Part 3: Your city list

City	Distance from base	Jobs last year	City page exists?	Priority
Houston				
Katy				
Tomball				
Jersey Village				
The Woodlands				
Spring				

Part 4: URL plan

Keep URLs short and simple:

```
/ac-repair/
/ac-replacement--installation/
/service-areas/
/service-areas/houston/
/service-areas/houston/ac-repair/
/about/
/reviews/
/financing/
/contact/
/blog/how-much-does-ac-repair-cost/
```

Part 5: SEO checklist for every page

Basics

- ☐ Unique title tag (under ~60 characters) with service/city

- [ ] Meta description (under ~155 characters) with a reason to click
- [ ] One H1 that matches the page topic
- [ ] Clear headings (H2s) people can skim
- [ ] Phone number and button at the top
- [ ] Click-to-call works on phones
- [ ] Page loads fast (check PageSpeed Insights)

Content

- [ ] Answers the main question at the top
- [ ] Real photos of your work and team
- [ ] Prices, ranges, or financing info
- [ ] Reviews or proof
- [ ] FAQ section
- [ ] Unique (not copy-paste)
- [ ] Mentions license, insurance, warranty

Links

- [ ] 3+ links from other pages to this page
- [ ] Links to related services
- [ ] Links to city pages (or services, if it's a city page)

Technical (ask your web person)

- [ ] Schema markup: HVACBusiness
- [ ] Page is in the sitemap
- [ ] No 'noindex' tag by mistake
- [ ] Images compressed with short alt text
- [ ] Shows up in Google Search Console as indexed

Part 6: Tracking

- [ ] Call tracking on the site
- [ ] Form submissions tracked in Google Analytics 4

- [ ] Google profile clicks tagged with UTM codes
- [ ] Leads go into your CRM (like GoHighLevel) with the source
- [ ] Booked jobs and revenue tied back to source

Part 7: Your build order

Order	Build this
1	Fix homepage + contact + about
2	Top 3 money service pages
3	Service areas hub + top 5 city pages
4	Rest of service pages
5	City + service pages for top 2 services in top 3 cities
6	Reviews, financing, FAQ pages
7	Blog: cost and problem posts

Page-by-page guide: what goes on each page

Homepage

- Headline: what you do + where
- Phone and booking button at the top
- Trust bar: reviews, years, license
- Your top services (cards with links)
- Areas you serve (link to hub)
- Reviews
- Final call to action

Service page

- Service + city headline

- Short answer at top
- Who it's for
- How it works
- Price info / financing
- Real photos
- FAQs
- Areas served

Service areas hub

- Map of your area
- List of every city page (links)
- Short note on how far you travel
- Call button

City page

- City headline
- Recent jobs in that city
- Local know-how
- Reviews from that city
- City FAQs
- Links to nearby cities

Emergency page

- 'We answer 24/7' (only if true)
- Big call button
- What to do right now (safety steps)
- How fast you come
- After-hours pricing honesty

Financing page

- Plans you offer
- Example monthly payment (real)
- How to apply

- FAQs

Reviews page

- Star rating + count
- Real reviews by service and city
- Link to leave a review

About page

- Your story
- Team photos
- Licenses and insurance
- Values and guarantees

Contact page

- Phone, hours, form
- Service area
- What happens after you reach out

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.