JP MARKETING

GUIDE + TEMPLATE

Service Area Pages That Actually Help You Rank

A guide + template for home service contractors

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What's a service area page?

A **service area page** (or **city page**) is a page on your site about one city you serve. Like "Contractor in Houston."

Done right, it helps you rank in that city. Done wrong (copy-paste), it can hurt your whole site.

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.

The 3 rules

1. **Only make pages for places you really serve.**
2. **Every page must be truly different.** Change at least half the content with real local info, not just the city name.
3. **Every page must help the reader.** If a person from Houston reads it, they should learn something useful.

Which cities get pages first?

Score each city and start with the highest:

City	How close? (1 to 5)	How many jobs there? (1 to 5)	Population/searches (1 to 5)	Total
Houston				
Katy				
Tomball				
Jersey Village				
The Woodlands				
Spring				

The service area page template

Here's the layout, filled in for **Houston**.

Page title

`Contractor in Houston, TX | Lone Star Air & Plumbing` (change the state)

Meta description

`Need a contractor in Houston? Lone Star Air & Plumbing serves Houston with [main services]. [Proof]. Call now.`

H1

Contractor Services in Houston

Section 1: Intro (2 to 3 sentences)

Who you are, that you serve Houston, how fast you get there, and one trust fact.

> Example: "Lone Star Air & Plumbing has been helping Houston homeowners and drivers for [X] years. Our trucks come from [base city], about [X] minutes away, and we're in Houston almost every day."

Section 2: Services in Houston

Short list with links to your service pages:

- AC Repair
- AC Replacement / Installation
- Heating & Furnace Repair
- Heat Pumps
- Duct Cleaning & Repair
- Indoor Air Quality

Section 3: Recent jobs in Houston (the most important part)

3 to 5 real jobs. For each: neighborhood, problem, what you did, a photo.

> "Replaced a 15-year-old unit in [neighborhood], Houston. The old one kept freezing up in July..."

Section 4: Local know-how

What's different about this city? Examples:

- Common problems in local homes or roads
- Weather or water issues
- Permits, HOA rules, or local codes
- Busy roads or areas you cover
- Neighborhoods and ZIP codes you serve

Section 5: Reviews from Houston

2 to 4 real reviews from customers there.

Section 6: FAQs for Houston

- How fast can you get to Houston?
- Do you charge extra to come to Houston?
- What areas of Houston do you serve?
- How much does ac repair cost in Houston?

Section 7: Map and nearby areas

Embed a map. Link to nearby city pages (Katy, Tomball, Jersey Village).

Section 8: Call to action

Big phone button and booking button.

How to get local content when you don't have it yet

1. **Ask your techs/drivers.** "What's different about jobs in Houston?" They know.
2. **Pull jobs from your software.** Filter by city. Grab photos and notes.
3. **Read local reviews.** Yours and competitors'. What do people mention?
4. **Use public info.** Home age, weather, local rules, road info.
5. **Shoot photos every time you're in that city.**

City + service pages

For your **top money services in your top cities**, you can go one step further: `/service-areas/houston/ac-repair/`

Only do this if you can make it truly unique (real jobs, prices, local info). Start with 2 or 3 services in 3 to 5 cities, not 20 × 50.

Red flags (fix these now)

- [ ] Pages where only the city name changes
- [ ] Lists of 100 cities stuffed at the bottom of every page
- [ ] Fake addresses for each city
- [ ] Pages for cities you don't really serve
- [ ] City name repeated 30 times on a page
- [ ] Stock photos on city pages

Before you publish each city page

- [ ] Title and H1 include the service and city
- [ ] At least 3 real local jobs or examples
- [ ] At least 2 local reviews (or a plan to add them)
- [ ] Local know-how section is real and specific
- [ ] FAQs answer local questions
- [ ] Links to services and nearby city pages
- [ ] Phone and booking button at top and bottom
- [ ] Not more than about 30 to 40% the same as other city pages

A full sample city page

Here's what a finished page could look like. Replace everything in [brackets] with real details. **Never make up jobs or reviews.**

Title tag: Contractor in Houston | Lone Star Air & Plumbing

H1: Contractor Services in Houston

Lone Star Air & Plumbing helps customers in Houston every week. Our trucks come from Cypress, about [X] minutes away. We're licensed, insured, and [one trust fact, like 1,000+ reviews].

[Call now button] [Book online button]

What we do in Houston

- AC Repair - [one short line about this service]
- AC Replacement / Installation - [one short line about this service]
- Heating & Furnace Repair - [one short line about this service]
- Heat Pumps - [one short line about this service]
- Duct Cleaning & Repair - [one short line about this service]

Recent jobs in Houston

- **[Neighborhood], Houston:** [What the problem was]. [What we did]. [Result]. [Photo]
- **[Neighborhood], Houston:** [What the problem was]. [What we did]. [Result]. [Photo]
- **[Neighborhood], Houston:** [What the problem was]. [What we did]. [Result]. [Photo]

What's different about Houston

[2 to 4 sentences of real local know-how. Example: types of homes, roads, weather, water, permits, HOAs, busy times.]

What Houston customers say

> "[Real review from a Houston customer]" - [First name], Houston

> "[Real review from a Houston customer]" - [First name], Houston

Houston FAQs

- **How fast can you get to Houston?** [Real answer]
- **Do you charge extra to come to Houston?** [Real answer]
- **What parts of Houston do you serve?** [List neighborhoods or ZIP codes]

Areas near Houston we also serve: Katy, Tomball

[Map]

Need help in Houston? Call now or book online.

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.