City page brief

SEOs Hut
AI-FIRST LOCAL SEO AGENCY

Fill one per town before you write. Free from seoshut.com/blog/city-pages-seo/

Town and state

Service

Page URL e.g. /plumbing/mesa-az/

Usual arrival time

1. Proof from this town (you need 3 or more)

Jobs done here (number, plus 3 short stories: area, problem, fix)

Reviews from this town (first name + area)

Neighbourhoods you really cover

Local know-how (a problem, rule or permit here)

Photos of your jobs here (how many?)

4 to 6 proofs
Build a full page

2 to 3 proofs
Group on a regional page

0 to 1
No page yet, add to service areas

2. Page plan

Title (service + town + reason to click, about 60 characters)

H1

Meta description (one sentence with a local proof point)

Opening, 2 to 3 sentences: what you do here, areas, arrival time

3. Before you publish

- [ ] Swap test: no sentence still works for another town
- [ ] 3 job stories with your own photos
- [ ] 2 or 3 reviews from this town
- [ ] Google map embedded, areas named in a sentence
- [ ] Service schema with areaServed (or LocalBusiness if you have an address here)
- [ ] Linked from your service page and areas hub
- [ ] Schema checked in the Rich Results Test
- [ ] Town added to your Google service areas

4. Check after 4 to 6 weeks

Search Console impressions for this page

Calls and forms from this page