

# LOCAL SEO PAGE CONTENT TEMPLATE

## H1

Target the primary keyword & location

## PARAGRAPH 1

250 words - Intro to the business and the service

## IMAGE

Geotagged & Optimised with primary keyword & location

## H2

Long-tail variant of the primary keyword

## PARAGRAPH 2

250 words - more on the service and long-tail variants

## PARAGRAPH 3

250 words - information about location e.g. surrounding areas, directions, information if it's a bricks & mortar location

## REVIEWS

Reviews from your GMB profile (also a direct link to your GMB profile)

## EMBEDDED MAP

Map of primary service area

## CTA

Geotagged & Optimised with primary keywords & location

## H2

250 words - Final closing content on the service and also internal links to other services within the same locality