Business Profile Pro

FREE CHECKLIST

Service Page Copy Checklist

Fill-in-the-blanks structure for a service page that explains what you do and makes people call.

1 Plan the page

- [ ] Pick **one service** for the page.
- [ ] Choose the **town or area** you want to reach.
- [ ] Write down the **problem** your customer has and what they want instead.

2 Top of the page

- [ ] Write a **headline** that names the service and the town.
- [ ] Add a one-sentence summary of how you help.
- [ ] Show your **phone number** and a call button.

HEADLINE AND INTRO OUTLINE

[Service] in [Town]

We help [type of customer] with [problem] by [what you do]. Call [phone] for [next step].

3 Body of the page

- [ ] Explain **what is included** in the service.
- [ ] Describe the **steps** from first call to finished job.
- [ ] Say who the service is for and which areas you cover.
- [ ] Explain what affects the price.
- [ ] Add reasons to choose you that are true and specific.
- [ ] Add proof: photos of your work, real reviews, licenses.

4 Answer questions and ask for the call

- [ ] Add an **FAQ** with three to five real questions.
- [ ] End with a clear **call to action**, such as call or request a quote.
- [ ] Keep the form short: name, phone, email and a short message.

> **TIP** If a customer could ask it on the phone, answer it on the page.

5 Polish before publishing

- [ ] Use short paragraphs and plain words.
- [ ] Add a **title tag and meta description** that include the service and town.
- [ ] Add descriptions to your images.
- [ ] Link to related service pages and your contact page.
- [ ] Check the page on a phone and proofread it.

Business Profile Pro

Want us to do the marketing for you?

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