The roofing service page layout I use

For roofing company owners whose service pages aren't bringing calls, this puts the service, town and homeowner questions in order.

Start at the top

- [ ] Pick a hire-ready search, such as "roof replacement [town]". Someone searching "how long does a roof last" is still researching.
- [ ] Give each service and town combination its own page.
- [ ] Put [service] [town] in the main heading, called the H1. Make it clear what the homeowner can hire you for.

Put the answers underneath

- [ ] Search Google for [service] and [town] a few different ways. Write down the People also ask questions that appear at the top most often.
- [ ] Make those questions your section headings, called H2s. Put a short answer directly under each.
- [ ] Record the owner or team answering out loud, then write from those answers so the page sounds like your company.
- [ ] Use this example heading set as a template, replacing the questions with ones you find: H1: [service] [town]. H2: What does [service] cost in [town]? H2: How long does [service] take in [town]? Each H2 gets its own answer underneath.

Finish the page

- [ ] Find ChatGPT's searches through the browser's developer tools, in the Network tab, after asking "who is the best roofer in [town]".
- [ ] Work the exact search wording into the relevant sections where it fits the answer.
- [ ] Add a section about well-known places in [town] on a town page. That's helped my local rankings, though I don't know exactly why.
- [ ] Check that the main business number in the page code matches your listings, even when tracking changes the number on screen.

I'd get the team's answers recorded before writing the page.