

The Complete Guide to Creating Location Pages for SEO

How to Create Engaging Location Pages at Scale to Drive Traffic and Win More Local Business

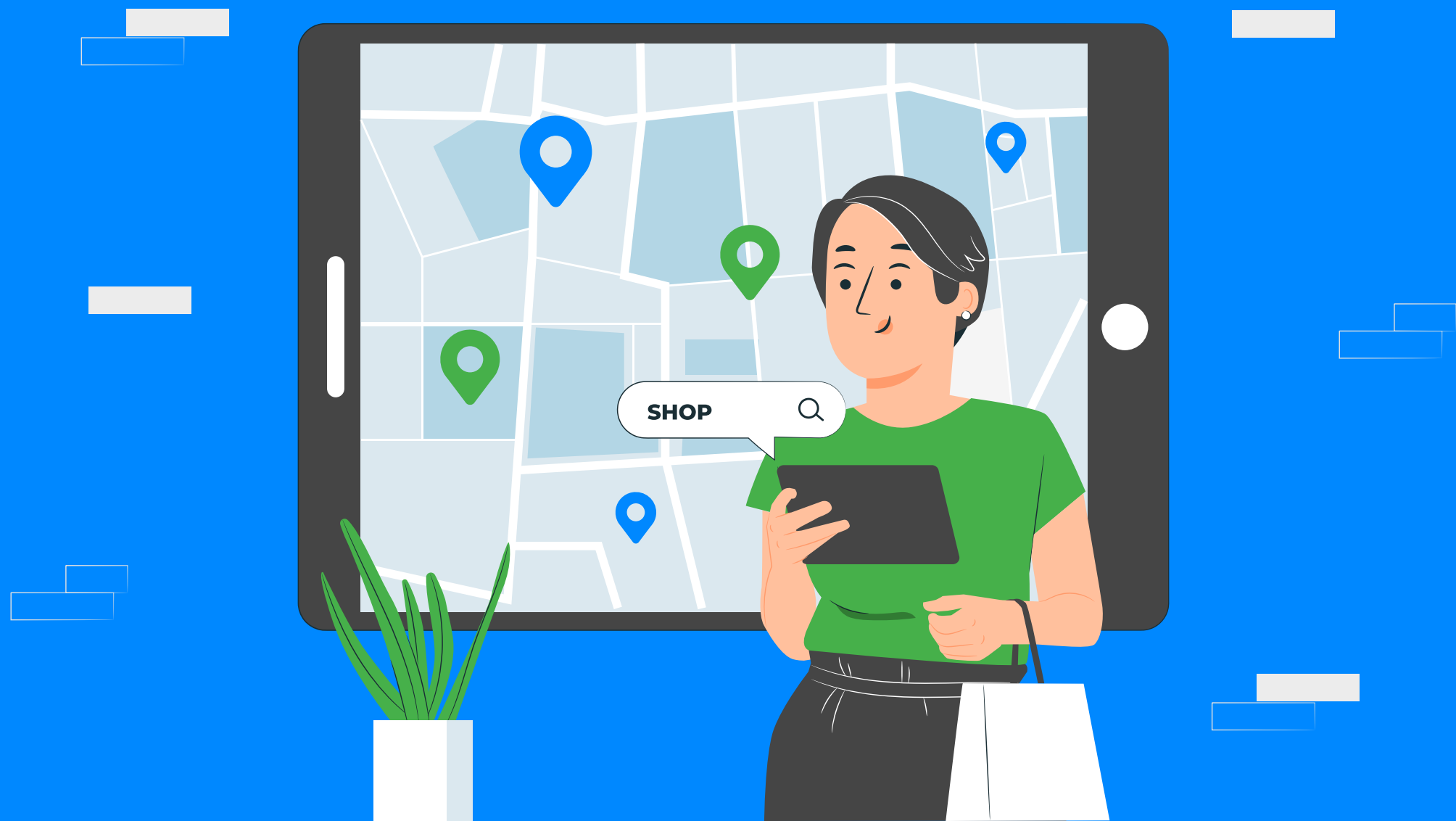


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Introduction

Location pages matter. An astonishing 97% of people use Google Search to find a local business and 46% of all search queries are for this purpose. Local businesses need an effective SEO strategy. If 97% of people spend 46% of their time online looking for a local service or store, you want to be what they find.

This is where location pages come in. A location page is a webpage about your service area or the city of your store's address designed to catch the attention of search engines.

They complement Google's Local 3-Pack and a Google Business Profile for local traffic. But Google listings, especially via the 3-Pack, skew towards geographical proximity.

Businesses that want to improve their online visibility beyond a single town or city neighborhood to attract more potential customers will benefit from location pages.

Even when potential customers are already physically nearby, location pages do nothing but help, not hinder, your strategy.

But not all location pages are alike. When poorly executed, at best they provide no benefit and at worst Google flags them and they hurt your site's performance.

At Stellar Content, we want to share our expertise in this ebook from writing thousands of high-quality location pages to help local businesses win more customers.



The Complete Guide to Creating Location Pages for Local SEO

A large company recently approached Stellar Content to help drive traffic and revenue. They wanted to publish location pages for its markets in hundreds of cities around the world.

Stellar Content delivered high-quality content at scale with stellar results, including:



How did we do it? This ebook will overview:



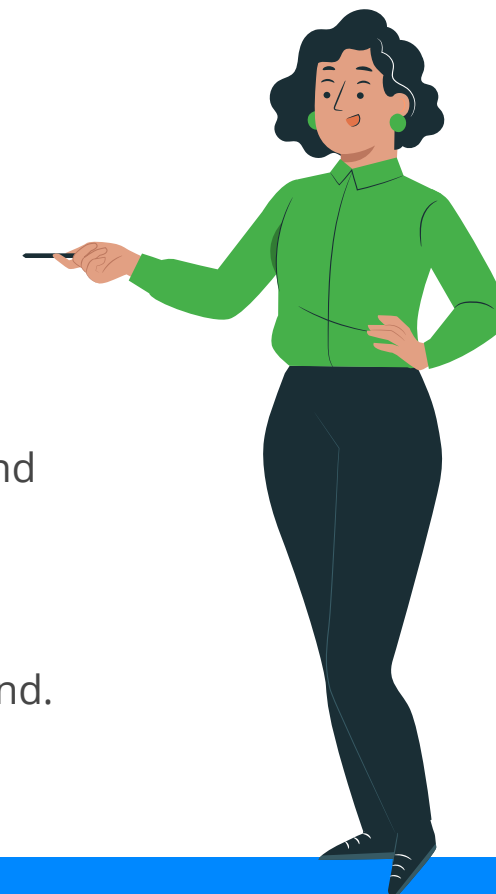
How we accomplish results using location pages;



What location pages are and why they're essential; and



How you can put location pages to work for your brand.



Why Location Pages Matter

Local online marketing came to the forefront a few years after the internet became mainstream as search engines began to help users find info in their vicinity.

Its impact continues to grow with initiatives like personalized search results for local businesses and a focus on “local SEO.”

Local marketing refers to marketing strategies and tactics designed to target potential customers interested in a service or store near their specific location.

It enables you to preach to the right choir—qualified leads geographically positioned to act on their interest.

Location pages harness the power of local SEO to help make your brand discoverable to potential customers in the market for your local services.



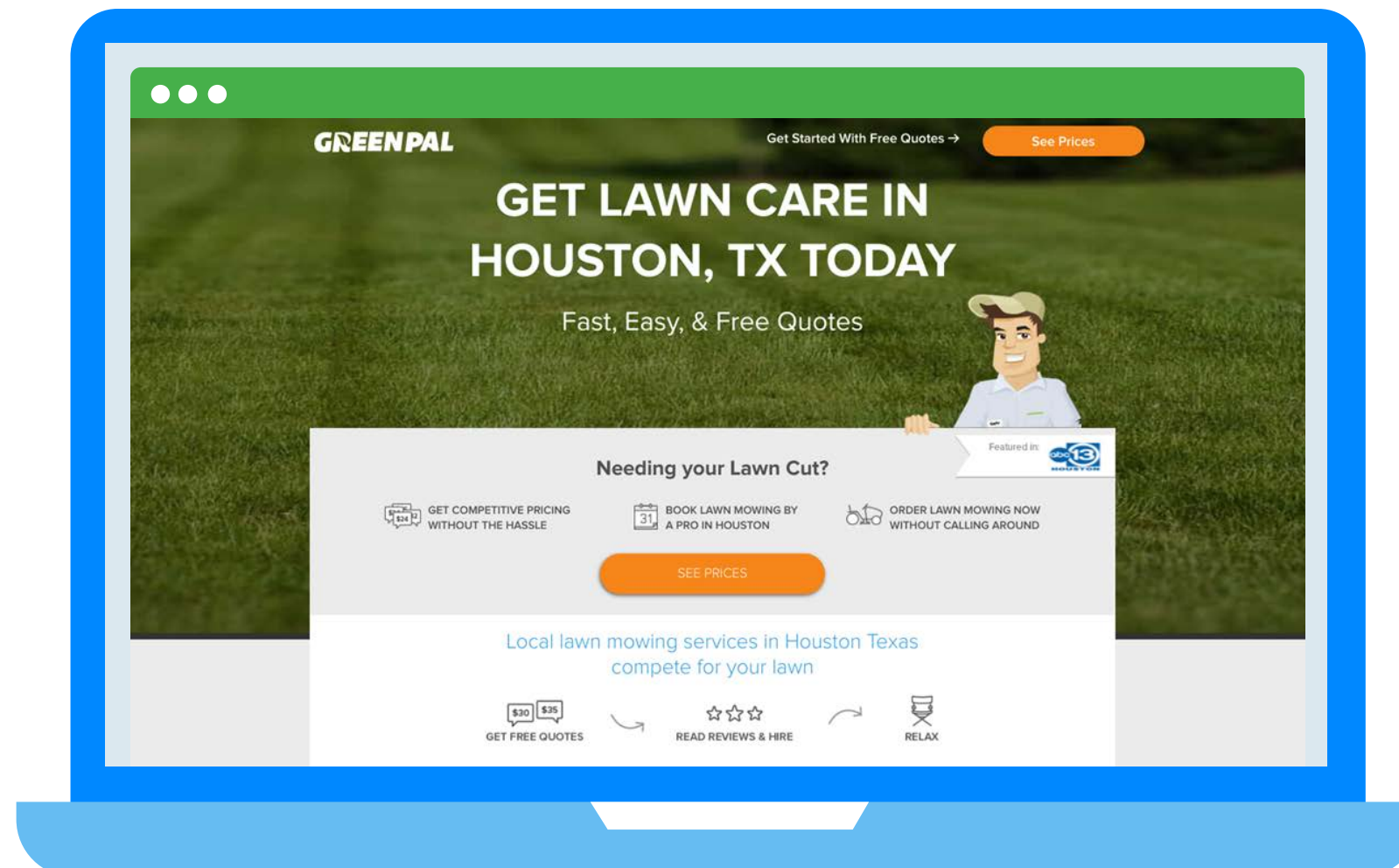
Why Location Pages Matter

For example, [GreenPal](#) is a directory of lawn-care professionals for potential customers to browse when they're looking for lawn maintenance.

They optimized their website well for broad keywords around lawn care but that's not very useful for homeowners or property managers seeking lawn-care services in their particular area.

The answer? Location pages for all regions the company services.

An example of a location page from GreenPal targeting Houston, Texas.



Why Location Pages Matter

GreenPal's location pages provide valuable information to searchers from each city, helping GreenPal to better rank for queries like, for example, "lawn care houston."

Just look at the value
GreenPal's location page for
Houston delivers each month:



Keywords

274

26.85%



Traffic

20K

930.28%

In one month, GreenPal's Houston location page increased organic visits by over 930% and keyterms they ranked for by almost 27%.

With location pages, you can optimize your targeting around a specific city or town more effectively than a homepage overloaded with all your service areas mentioned on it.

Whether you're a local company with a single location, a larger chain with multiple locations or a business that services different areas, location pages are a great tool for "local SEO."

But what is local SEO and how do location pages factor in? We'll show you how to leverage local SEO and location pages to create brand awareness, drive traffic and grow your revenue.



What Is Local SEO?

Local SEO is the practice of optimizing webpages to rank on Google Search (and other search engines) for queries about local businesses.

What kinds of queries are we talking about here? Examples might include “plumber near me” or “fish restaurant nyc.” If you sell fish & chips in New York City, you’ll want to practice local SEO!

Here are some typical tactics of local SEO to improve brand awareness online for your local business:



The right keyword strategies



Using business directories
(Google Business Profile, Bing Places for Business, etc.)



Localized content on your pages



Online reviews and testimonials

Many companies focusing on local SEO aim to appear in Google's Local 3-Pack—the local results and map shown on many local searches.

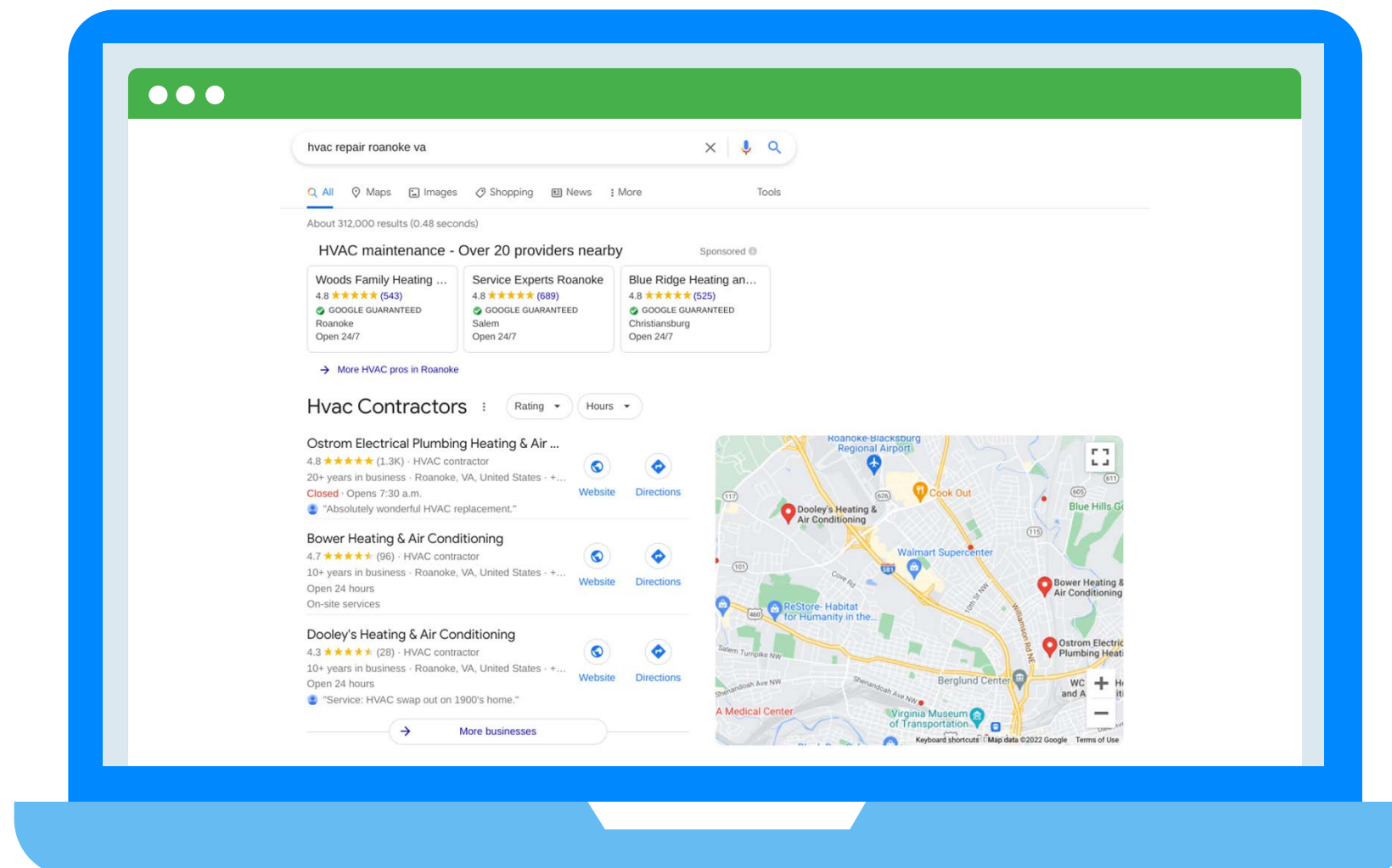


What Is the Local Pack?

The Local 3-Pack is the snippet of top local businesses displayed at the top of a Google Search results page (SERP) for relevant queries, above the traditional, organic results.

Typically you'll see three businesses with info from their Google Business Profile and a map showing locations—therefore, the Local 3-Pack is sometimes known as the Google Maps Pack.

Here's an example of a Local 3-Pack for the query “hvac repair roanoke va,” right below Local Services Ads:



What Is the Local Pack?

So how do you get into the Local 3-Pack? Your business must have a physical address linked to a Google Business Listing.

Physical proximity to the search user plays a big role; otherwise, profile keywords, optimized business categories and online reviews also impact your odds of ranking in the Local 3-Pack.

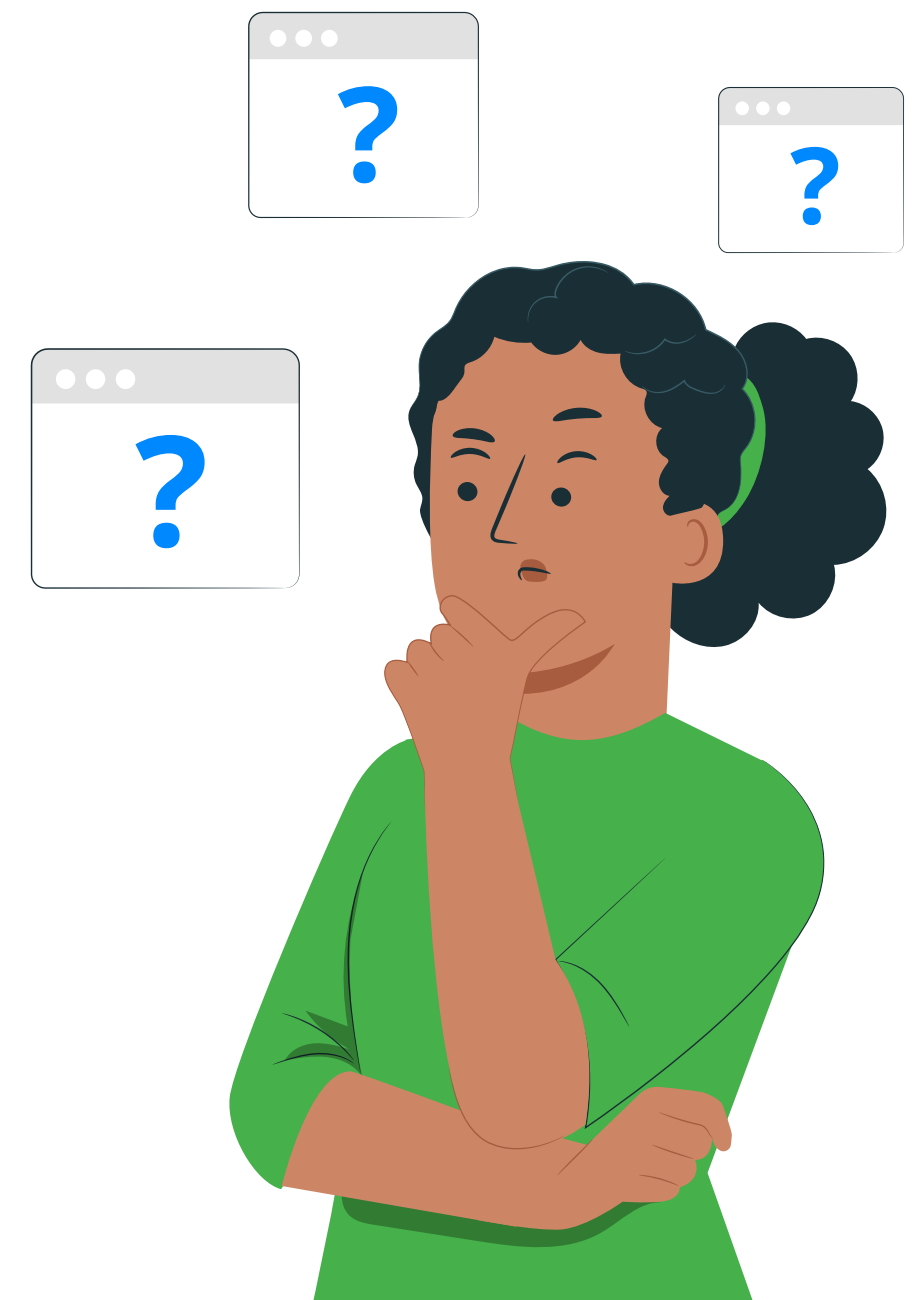
One factor, however, is the relevance and quality of your website and its domain; so location pages can serve as a contributing factor.

Signals from location pages like keywords in headers, content quality, placement in your website architecture, how the page layouts contribute to “user experience,” etc., all help.

Plus high-quality location pages will improve your website’s performance overall on Google Search and increase your conversions of website visitors into customers.

And as mentioned in the introduction, location pages compensate for a lack of physical proximity with the Local 3-Pack.

So, the question is, what should you do with location pages?



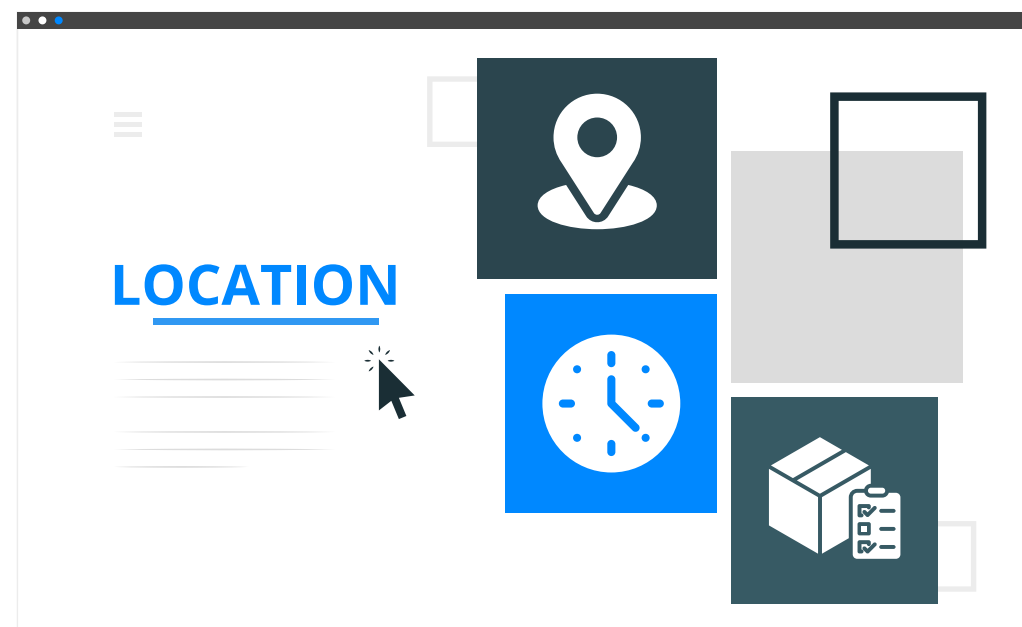
What Are Location Pages and Why Are They Critical to Local-SEO Success?

A location page is a focused webpage that provides localized content about your products or services.

This can include your company's contact information, business hours and directions, but importantly, information about your business services presented in the context of the local town.

For example, if you're a car-rental agency, you may provide info about vehicle inventory for each location, tips for vehicle types for different locales, reviews from local customers, etc.

Writing content for a specific geographic area signals relevance to search engines. You can optimize this content to rank well at the neighborhood, city, county or state level.



The Types of Local Landing Pages



Country Pages



State Pages



County Pages



City Pages



Neighborhood Pages

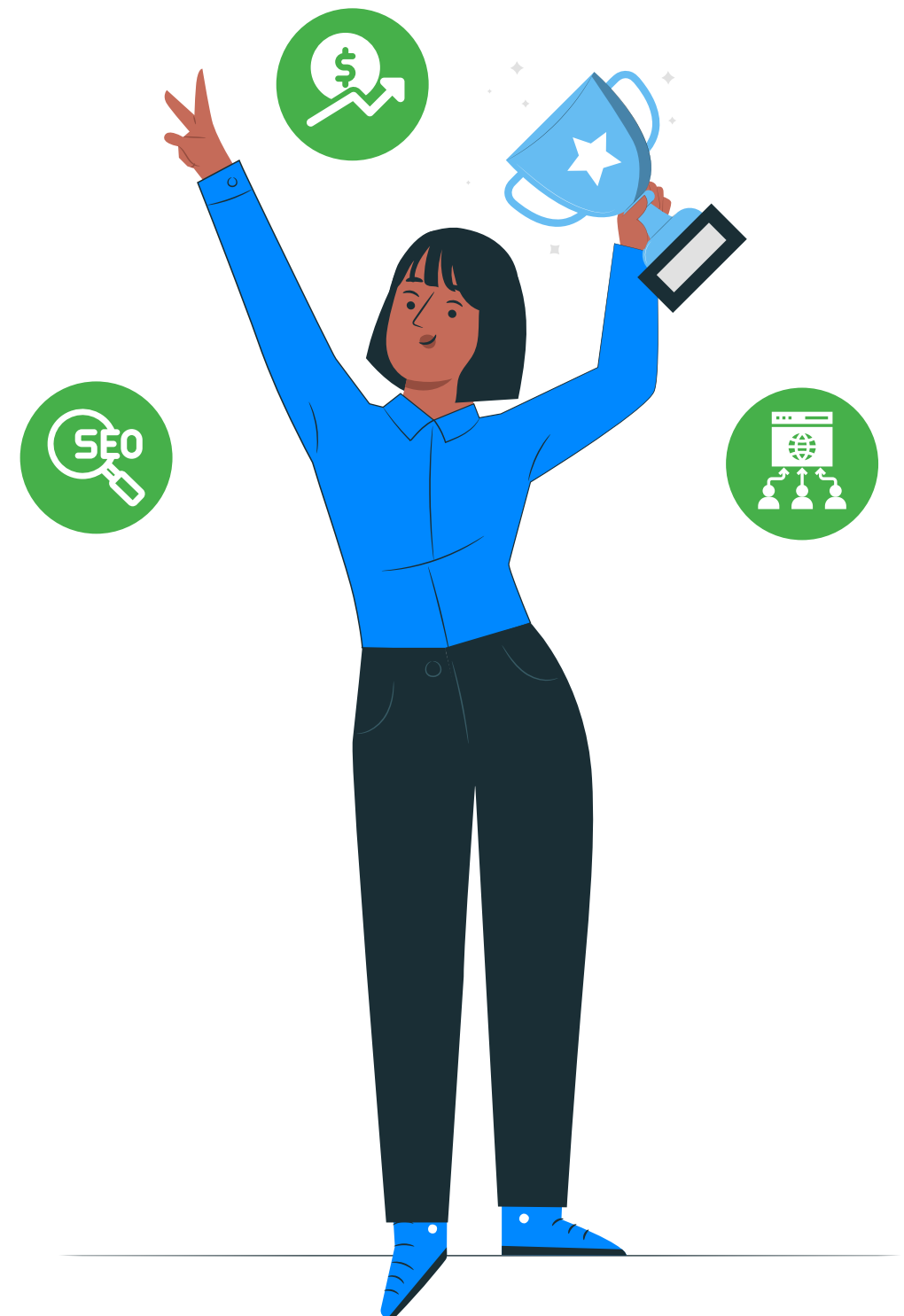
What Are Location Pages and Why Are They Critical to Local-SEO Success?

Doesn't My Google Business Profile Do This? Why Invest in Location Pages?

With one physical location, a Google Business Profile is very helpful. But with operations in dozens or even hundreds of cities, things can get complicated. Location pages overcome this obstacle.

Say you clean carpets in Lafayette, LA, but you also service surrounding towns, such as Broussard and Youngsville. Location pages will signal your presence in those towns to Google.

This content also will augment your Local 3-Pack rankings for Lafayette, improve your overall SEO and help drive revenue once people find your site. It's a win-win-win!



What Are Location Pages and Why Are They Critical to Local-SEO Success?

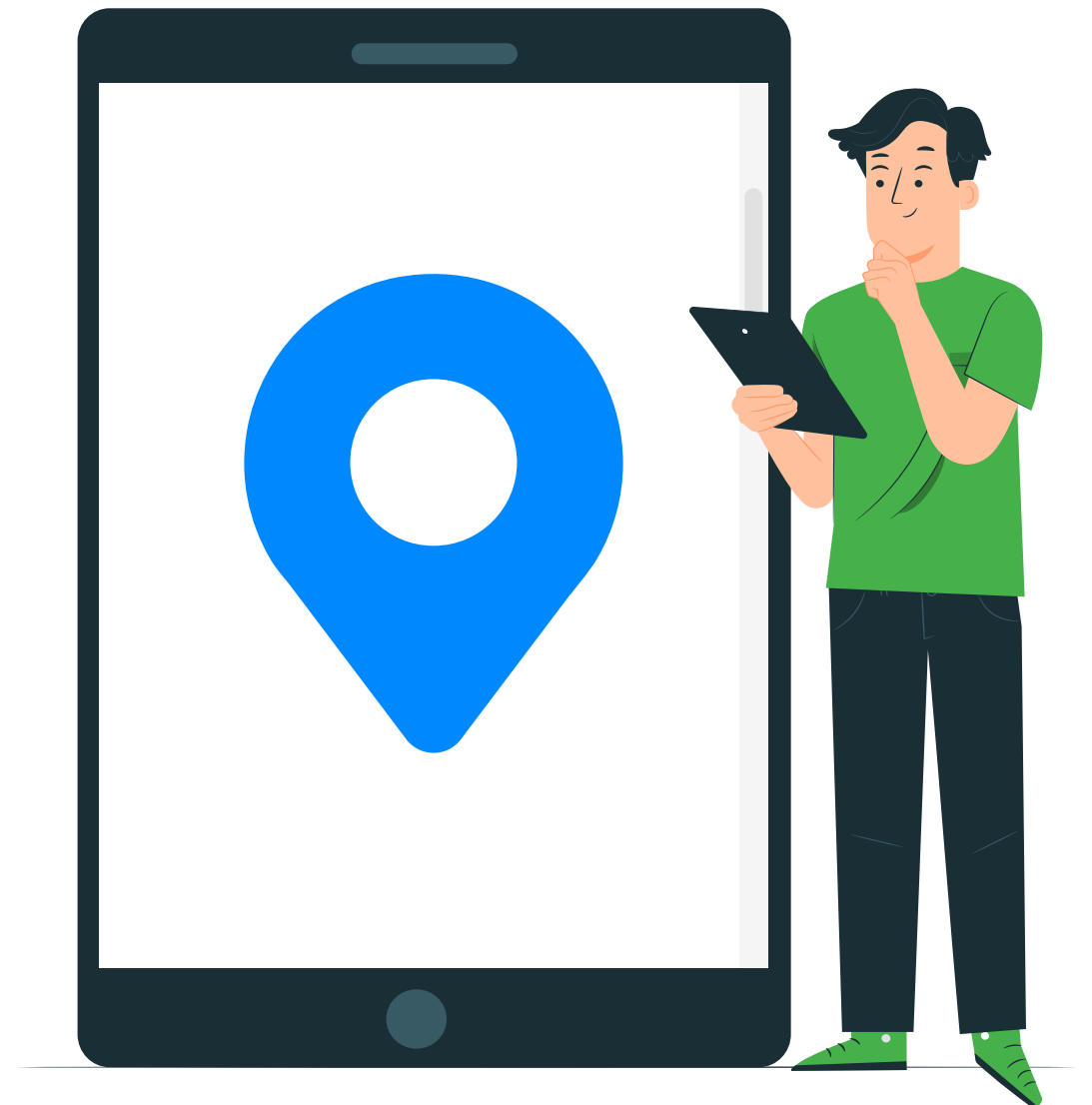
The Old-School Method for Location Pages—and Why It Doesn't Work Anymore

Back in the day, businesses could create a single location page and rehash the content switching out the location name. These cookie-cutter pages worked until Google caught on.

With Google algorithm updates—notably the 2011 Panda update and the 2016 Possum update—the criteria for success with location pages have changed.

Now Google penalizes pages that aren't unique and don't offer real value to local visitors.

More recently, the 2021 Vicinity update affects local business rankings by further emphasizing factors like content relevance. As such, the impact of location pages can't be ignored.



What Makes a Great Location Page?

A good location page communicates how your goods and services meet customer needs. That's Content Marketing 101. But great pages also connect your offerings to the location.

That might mean creating a unique page that:



Describes how your business operates in a particular city or neighborhood;



Includes how long you've been active in the area;



Discusses common challenges people in the area face relevant to your industry, products or services; and



Demonstrates how your goods or services solve those challenges.



What Makes a Great Location Page?

Location pages should be broken into easily scannable chunks with subheadings, short paragraphs and bulleted lists.

Consider these elements for your location pages:



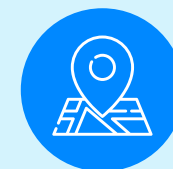
Written content that includes local keywords, neighborhoods and information



Videos illustrating unique ways you serve the area



Metad descriptions that include this content to boost organic click-through rates



Maps showing the service area



A URL that reflects your location (e.g., bestpestcontrol.com/dallas-tx)



Dynamic content, such as reviews from local customers or MLS feeds



Staff quotes, interviews or bios for workers at the location



Images and videos featuring places or things local visitors recognize

A healthy mix of these elements enables your location pages to deliver results for your local business.

What Makes a Great Location Page?

9 Characteristics of Strong Location Pages

Let's dive deep into nine common characteristics of high-performing location pages that get the job done well to better understand how they can drive revenue for local businesses.

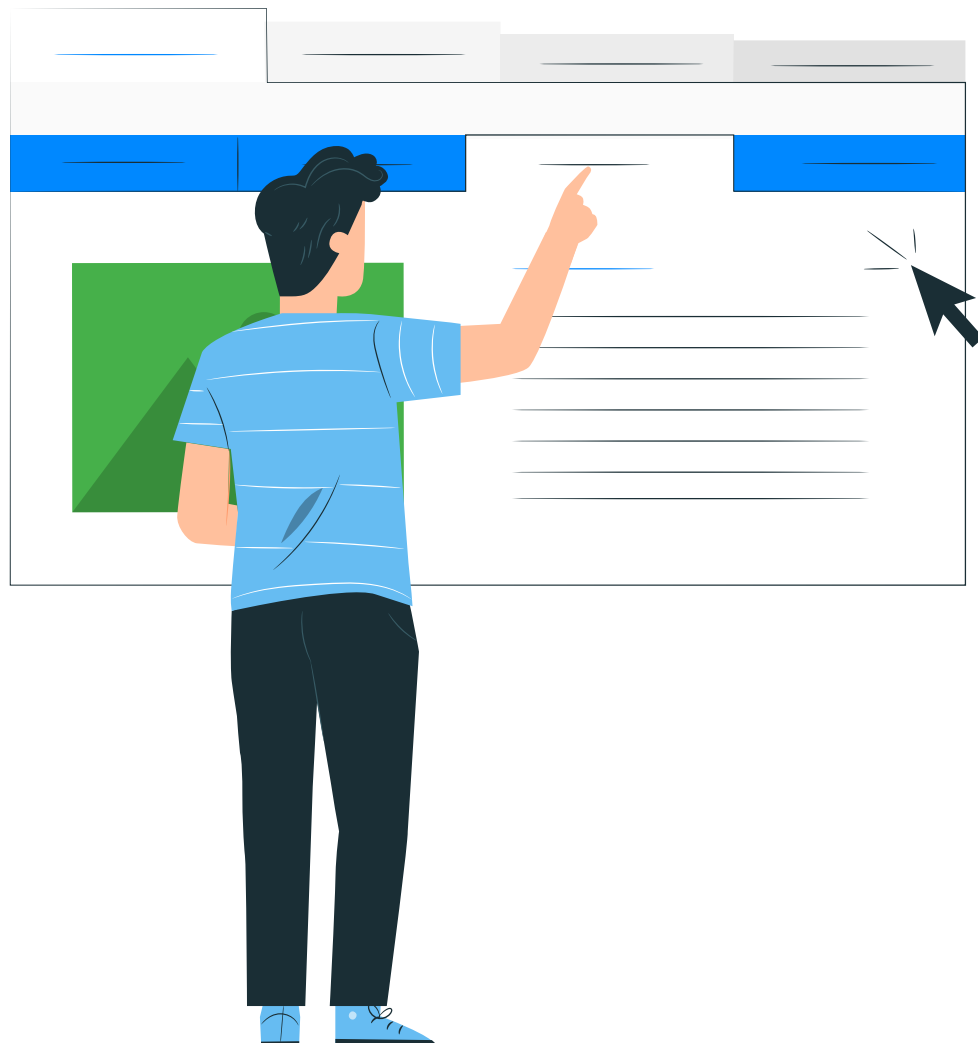


1. Great Location Pages Contain Quality Content
2. Relevant Location Pages Match Your Industry
3. High-Performing Location Pages Feature a Strong CTA
4. Value-Adding Location Pages Provide Helpful Links to Visitors
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7. Robust Location Pages Refer to Nearby Neighborhoods and Towns
8. The Best Location Pages Have Fresh Content
9. Location Pages Should Be Succinct

What Makes a Great Location Page?

1. Great Location Pages Contain Quality Content

Sometimes website owners wonder why their pages don't rank. The answer? Weak content. Keywords alone won't do the trick. Content has to be relevant and fresh.



“

A good city page has to have relevant content about the city. It's not just about putting in a bunch of keywords with some text around it. You actually have to write some relevant content, and you have to keep that content fresh.

- Keith Swiderski, Director of Digital Customer Experience, Avis Budget Group

”

What Makes a Great Location Page?

2. Relevant Location Pages Match Your Industry

Align content with your industry and visitor intent to improve relevance and appeal to what your audience is looking for.

For example, an HVAC company can talk about more than its services; include content about the region's climate or common local building-code challenges that impact HVAC installation.

By focusing on industry relevance, you can enrich existing content, generate ideas for new content and position your brand as a leader in your niche.



What Makes a Great Location Page?

Example Topics for Location Pages by Industry



Real estate. Schools, climate, crime rates, amenities (shopping, dining, parks, libraries, attractions), cost of living, housing costs, the real estate market



Rehab. Types of care offered, costs, health insurance, local policies, climate, local amenities, rehab statistics, types of addictions, overlapping concerns such as mental health



Plumbing. DIY options for minor problems, common plumbing problems, plumbing emergencies, eco-friendly initiatives, how to save on your water bill, safe/clean water



Pest control. Pests common to the area, dangers, prevention, removal, eco-friendly treatments, safety for pets/children, products and services offered



Lawn care. Services offered, climate, tips for caring for lawns, types of flowers/trees/plants, alternatives to traditional lawns like drought-resistant plants, offseason services, post-storm cleanup



Dental. Types of services offered, dental hygiene tips, products, insurance



Travel. Packages, saving money on travel, best vacation destinations, travel insurance, attractions



HVAC. Climate, building codes, local challenges or requirements, troubleshooting, repairs vs. replacements, saving money on utilities, maintenance

What Makes a Great Location Page?

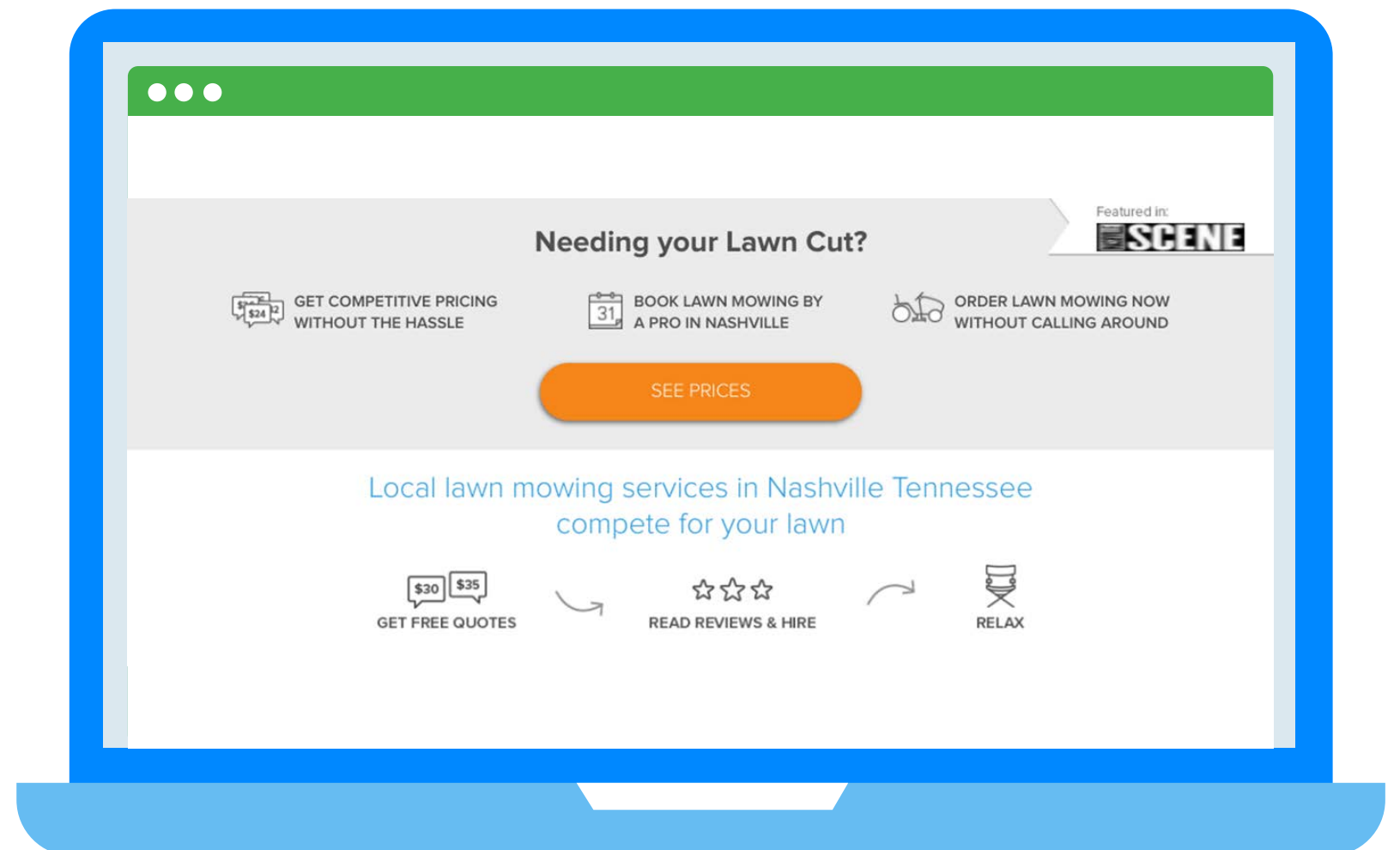
3. High-Performing Location Pages Feature a Strong CTA

Let's say your location pages show off your amazing local reputation—but you're not seeing the boost in bookings or revenue you want.

Maybe your visitors don't know what they're supposed to do once they've found you. You need to tell them. You need a call-to-action (CTA).

For example, you might want your webpage visitors to complete a purchase, schedule an appointment, request a quote or make a reservation.

And ensure it aligns with “intent”; i.e., your CTA and your offering should match the potential customer’s query and their needs.



Notice the way GreenPal's CTA utilizes direct language ("See Prices") surrounded by mentions of Nashville to target potential buyers already interested and ready to buy in Nashville, TN.

What Makes a Great Location Page?

4. Value-Adding Location Pages Provide Helpful Links to Visitors

Location pages provide value to website visitors with relevant internal and external links that show off your business and share informative resources that appeal to potential customers.

Helpful links and functionality you might add to your location pages include:



A search function by zip code for visitors to find closest locations



A map that lets users pinpoint your locations



Links to specific product or service pages



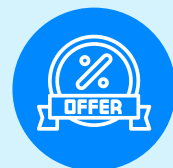
Links to location-specific social pages



Links to local directories and listings



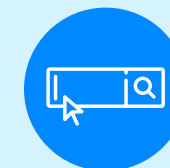
Links to articles about your business in local publications



Special offers for each of your locations



Products trending at various locations



Search functionality to see if local products are in stock

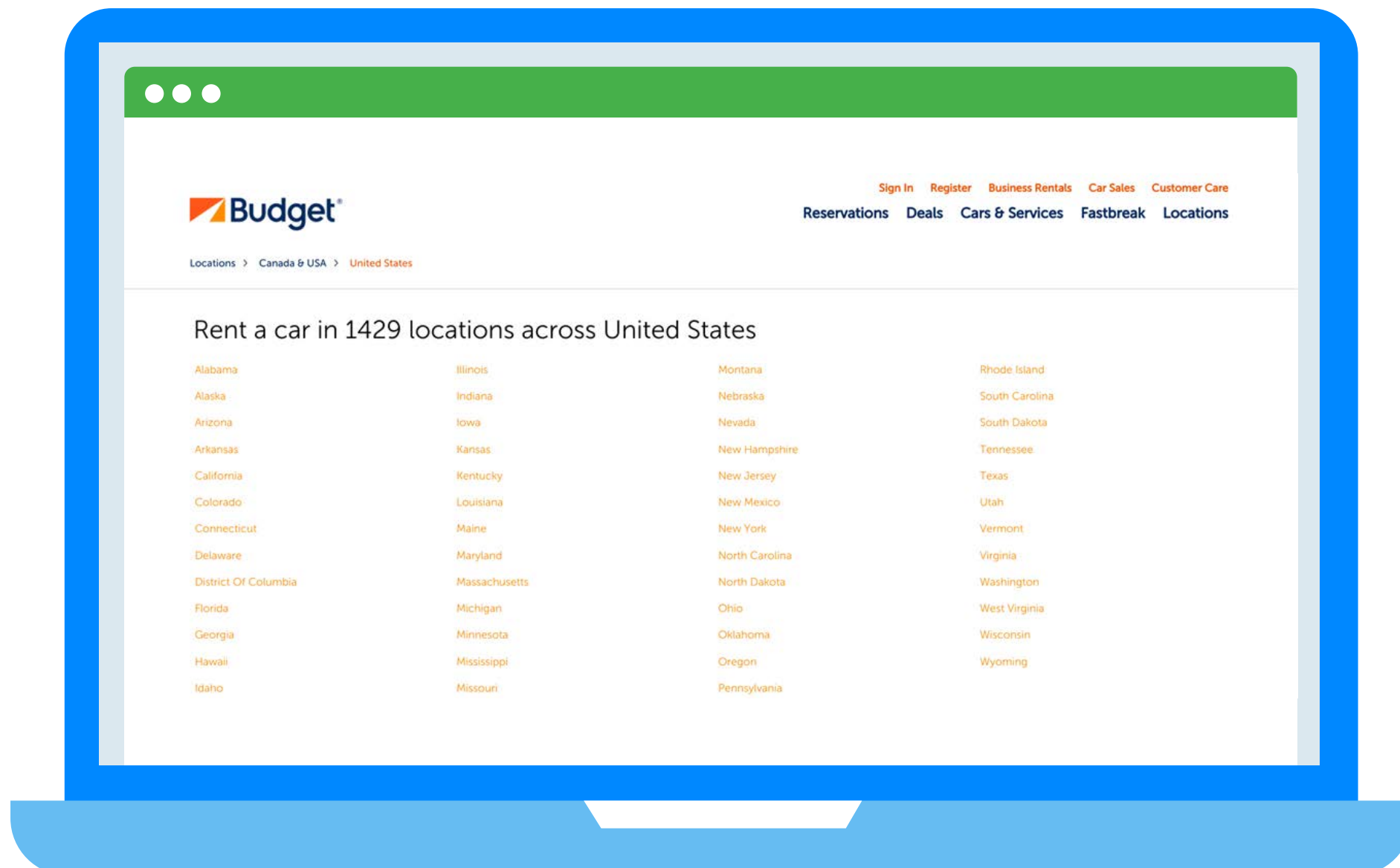


Lists of locations and links to other location pages

What Makes a Great Location Page?

Don't forget to include location pages themselves in your site's navigation.

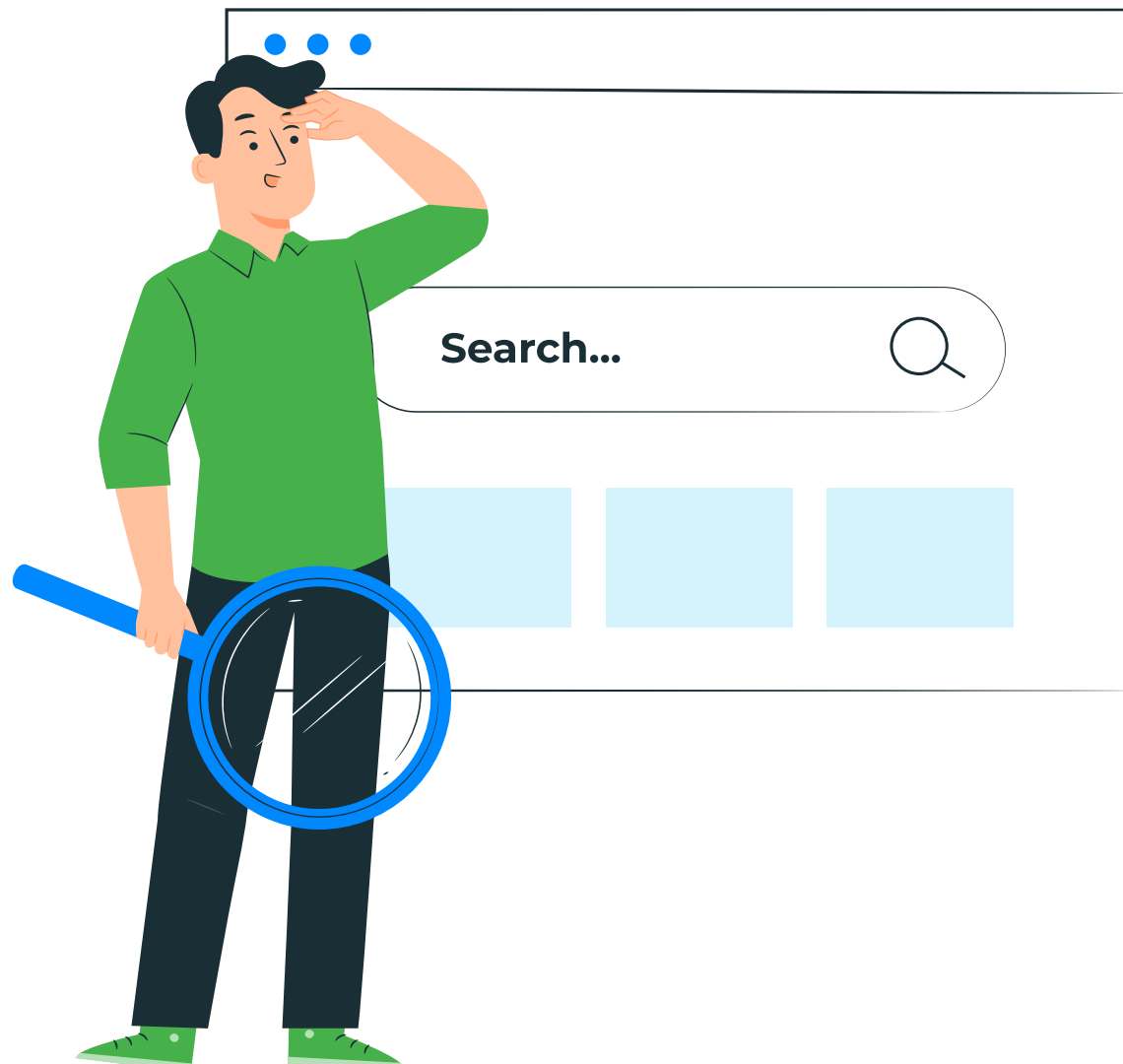
With only one or a few pages, include them in your header and/or footer. But with many, consider building out an infrastructure, similar to the below example from Budget Rent a Car.



What Makes a Great Location Page?

5. Successful Location Pages Are SEO-Friendly

Keyword research and user intent go hand in hand for effective SEO. With keyword research, you'll learn how potential customers search for your services in your local area.



Smart keyword-research tools help you find keywords for each location page. Here are a few tools we find useful:

- ✓ Semrush's Keyword Magic Tool
- ✓ Moz's Keyword Explorer
- ✓ LSIGraph
- ✓ Google's Keyword Planner
- ✓ SEO PowerSuite

What Makes a Great Location Page?

How to Match Keywords With Buyer Intent for More Sales

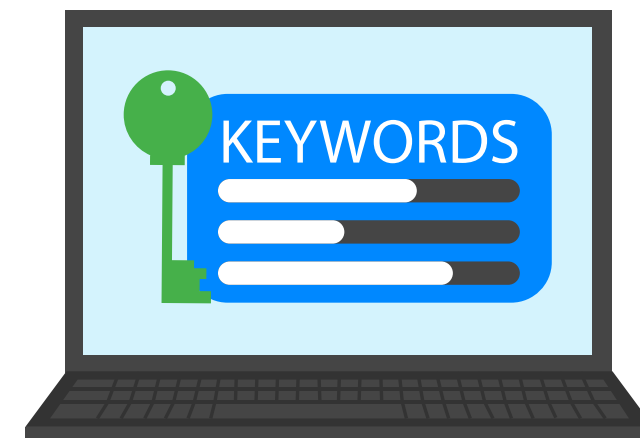
The best keyword research focuses on topics that reflect intent instead of stuffing in city names. With this approach, you can link that intent with the appropriate location information. Here's how:

Understand the Intent Behind Keywords

Keywords help you understand what content to include on each page. Use what you know about your market to learn why people search for certain things and come to your page.

Bucket terms under intent groups (or clusters). For example, common intents behind search queries for an HVAC page might include:

- ✓ Emergency repair ("repair ac," "broken air conditioner," etc.)
- ✓ Replace a unit ("replacing ac," "new hvac unit," "hvac installation," etc.)
- ✓ Routine maintenance ("hvac maintenance," "ac service," etc.)



Location pages should serve as pillar pages to satisfy local-query intents. A pillar page covers one topic (or, cluster) in depth, linking to other, relevant clusters.

You can provide instructions or a CTA for each identified intent in the page template or create more detailed pages for each intent group.

What Makes a Great Location Page?

Create Keyword Formulas

Over recent years, Google Search has focused more on identifying the scope of a page's topical relevance. This is known as “semantic SEO.”

It's less helpful to plug in exact keywords and more useful to focus on the semantic context of whole terms or sentences (and, for longer content like blog posts, whole paragraphs).

Yes, you want keyword research to guide your page content, but structure your copy to reflect the intent behind the keywords.

The key is to integrate keywords naturally into your intent-driven content.

Choose a primary keyword for each intent group and pepper other keywords from your research into your location pages, but don't keyword-stuff or you could be penalized.

And you don't have to use every keyword on every page; Google will associate semantically related keywords with your content.



What Makes a Great Location Page?

Easy local keywords include phrasing such as Keyword + "in" + Target Location, which results in phrases like:

- ✓ Emergency plumber in Dallas
- ✓ HVAC repair in Seattle
- ✓ Realtor in Orlando

Another common phrasing: Keyword + "near" + Target Location. With this formula, you end up with phrases such as:

- ✓ Pest control near Denver
- ✓ Pizza delivery near Roanoke
- ✓ Alcohol rehab near Kansas City

How do all these examples demonstrate “semantic SEO” though?

Employing the language from your keyword research rather than verbatim terms makes content more natural and complements Google’s enhanced ability to detect context.



What Makes a Great Location Page?

Where Should You Put Keywords?

Your primary keyword should speak best to the main intent behind the search query. Place your primary keyword in the following spots:

- ✓ Page title
- ✓ H1
- ✓ At least one H2
- ✓ Metadescription
- ✓ Introduction
- ✓ The header-image title and its alt attribute

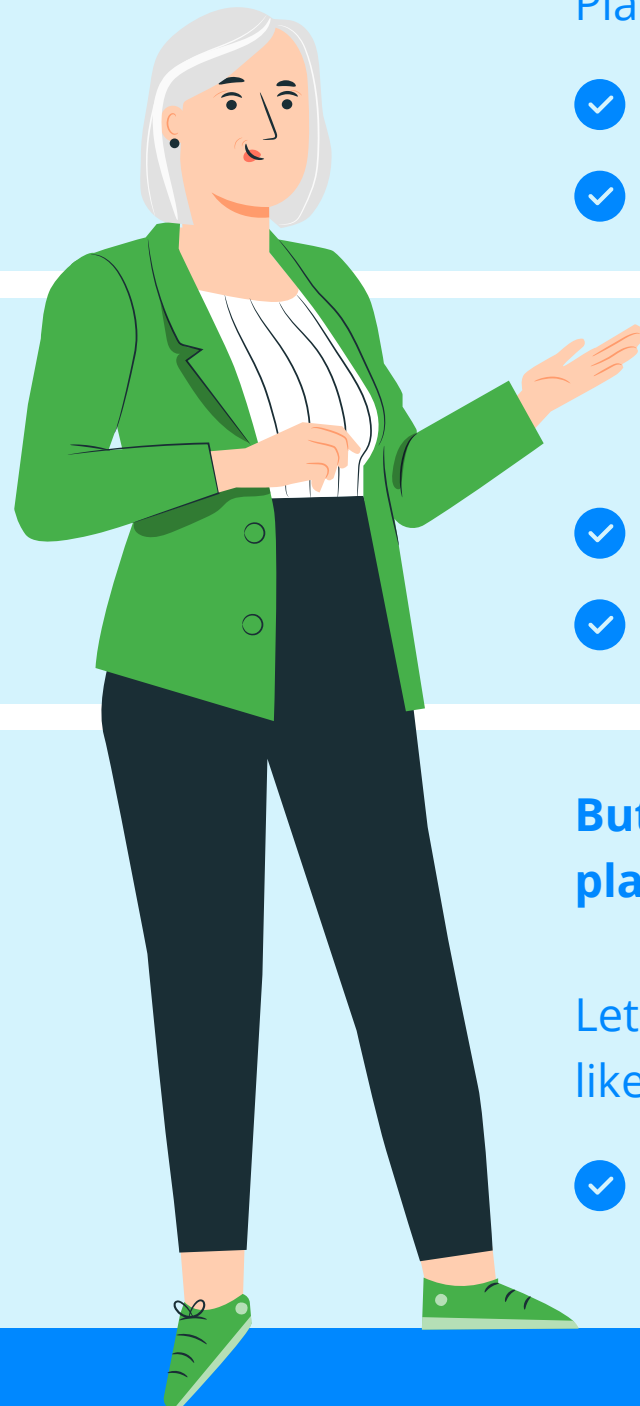
For other intent groups, create sections that answer specific queries. The primary keyword for each of these intent groups should go in:

- ✓ Subheaders
- ✓ Metadescription (if possible)
- ✓ Section introductions
- ✓ Titles and alt attributes of related images

But never forget, providing value with your content always trumps keyword placement. Don't force keywords or Google will notice.

Let's go back to the example from above, "pest control near Denver." You can use variants like the following:

- ✓ Pest control in Denver
- ✓ Denver pest control
- ✓ Best Denver pest exterminator



What Makes a Great Location Page?

6. Well-Targeted Location Pages Link to Local Sources

Linking to high-quality, authoritative local sources provides value to potential customers and boosts rankings on search engines.

Depending on your business, you might want to link to:



Chamber of Commerce sites



Community boards



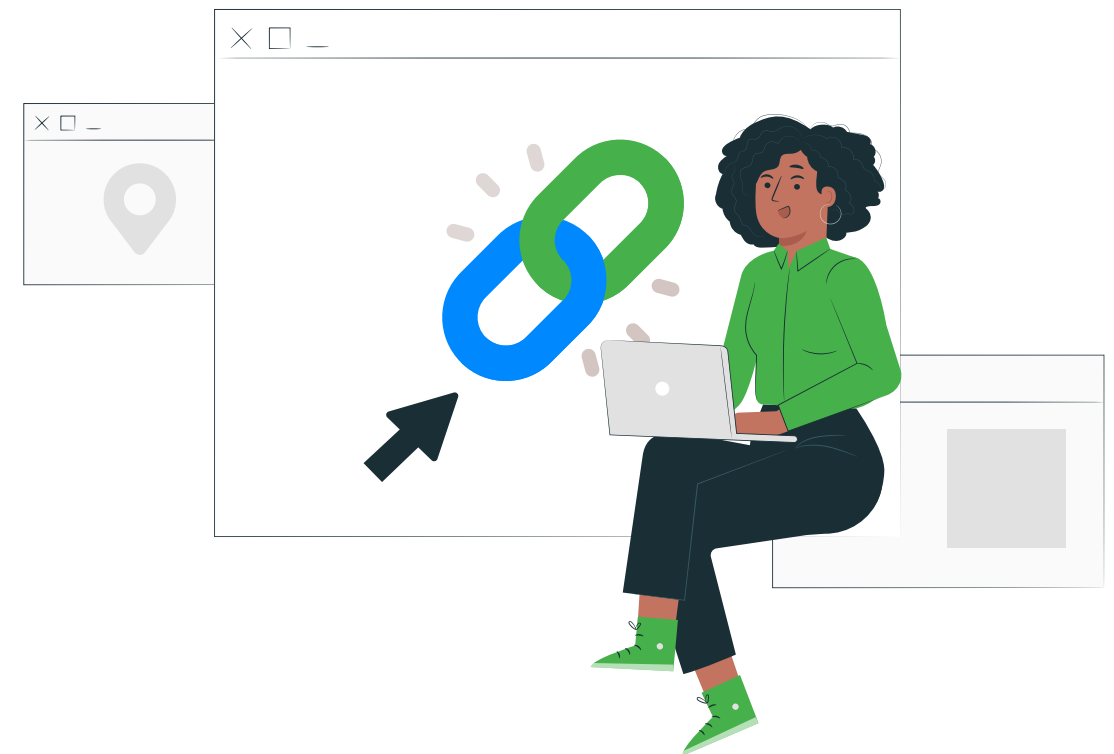
Municipal websites



High-ranking local-organization pages



Local attractions



Pay attention to NAP (Name, Address, Phone Number). An explicit and consistent NAP on your site & external directories improves online visibility.

What Makes a Great Location Page?

7. Robust Location Pages Refer to Nearby Neighborhoods and Towns

When you include information about local neighborhoods and towns on your location page, you'll improve your search rankings and ultimately win more sales.

That's because neighborhood names work as semantically related keywords—they make your page more relevant to Google.

Consider creating a pillar page for your main location, then link to smaller pages that discuss nearby neighborhoods and towns.

If you service hundreds of areas, subsidiary location pages may be impossible at scale. But if you serve a few large cities, creating individual neighborhood pages becomes more feasible.



What Makes a Great Location Page?

8. The Best Location Pages Have Fresh Content

Location pages are never one-and-done. That's because Google wants to provide users with fresh, recent search results, so it prioritizes sites with updated content.

Factors that can influence content refreshes include:



Seasonality. Add seasonal information regularly.



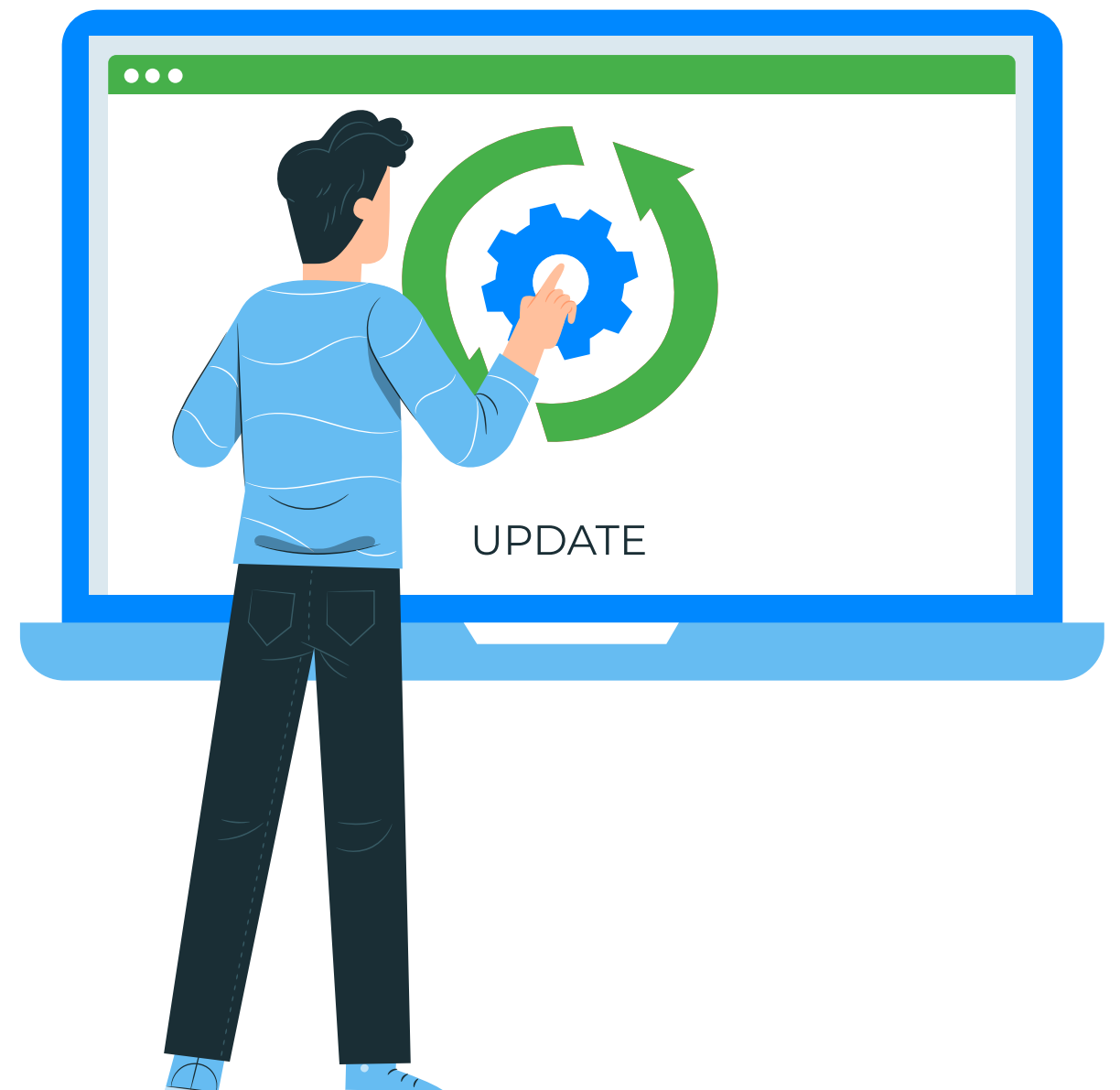
Industry changes. Update pages when something significant changes in your field.



Location changes. Update pages when you change how you operate in a location.



SEO performance. Refresh page content when rankings need improvement.



What Makes a Great Location Page?

9. Location Pages Should Be Succinct

Google Search doesn't inherently factor content length as a ranking factor. Instead, it's important to focus on what provides the best value to website visitors as succinctly as possible.

When trying to determine content length, consider these factors:

- ✓ How long are your competitors location pages?
- ✓ Have you included all intents discovered from your keyword-research process? Content length should be proportional to the volume of clusters.
- ✓ Does the content flow or is it a wall of text? Don't forget the golden rule of writing to "kill your babies." Break up long paragraphs and use headers.



Run tests with shorter and longer pages to see which performs better at driving traffic and conversions. Your test results will help you determine your location-page word counts.

How to Create Great Location Pages at Scale

If you serve a few local markets, creating great location pages may not be a tall task. But start scaling up to dozens or even hundreds of locations and things can get more difficult.

The more pages you need to create, the greater the challenge becomes.

We've drawn on our experience creating thousands of location pages to put together this step-by-step guide to help you create local marketing at scale.

Develop a Repeatable Process

First, determine what cities you'll target. Choose areas that offer the best potential for your business and where you actually provide services.

Once you know what areas to cover, multiple people can create location-page content for you simultaneously. This enables you to scale up quickly.



How to Create Great Location Pages at Scale

Use Templates to Manage the Process

Each location page should have unique content, but you can certainly format them using the same guidelines. Make a template for every location page to follow.



Location-Page Outline Example

- ✓ Page title including primary keyword
- ✓ Metadescription including primary keyword (and any other keywords you can naturally include)
- ✓ H1 including primary keyword, focusing on primary intent
 - Short intro
 - Content focusing on primary intent
- ✓ H2 focusing on secondary intent, followed by relevant content
 - Include appropriate keywords
 - Include at least one local link
- ✓ H2 focusing on secondary intent, followed by relevant content
 - Include appropriate keywords
 - Include at least one local link

How to Create Great Location Pages at Scale

Even following this format, your written content can be unique. Other things to include in your template instructions can include:



Word counts for each element or section



Topics to cover



Topics to avoid



Suggestions for links

Location-Page HVAC Template

- ✓ Metadescription: No more than 160 characters; 1–2 sentences; include keyword "HVAC service in <location>"
- ✓ H1: Include "HVAC service in <location>"
 - Introduction
 - Content: why it's important to get professional HVAC service in <location>
- ✓ H2: Include "HVAC maintenance in <location>"
 - When is a new HVAC installation needed over a repair?
 - How much does a new HVAC installation cost?
 - How to find out more about new HVAC installations
- ✓ CTA
 - Point to a contact form and phone number

How to Create Great Location Pages at Scale

Identify Resources and Create a Schedule

Understanding the time involved in creating location pages helps you set a realistic schedule.

Location-page work typically requires:



Research



Writing



SEO



Design



Development
work

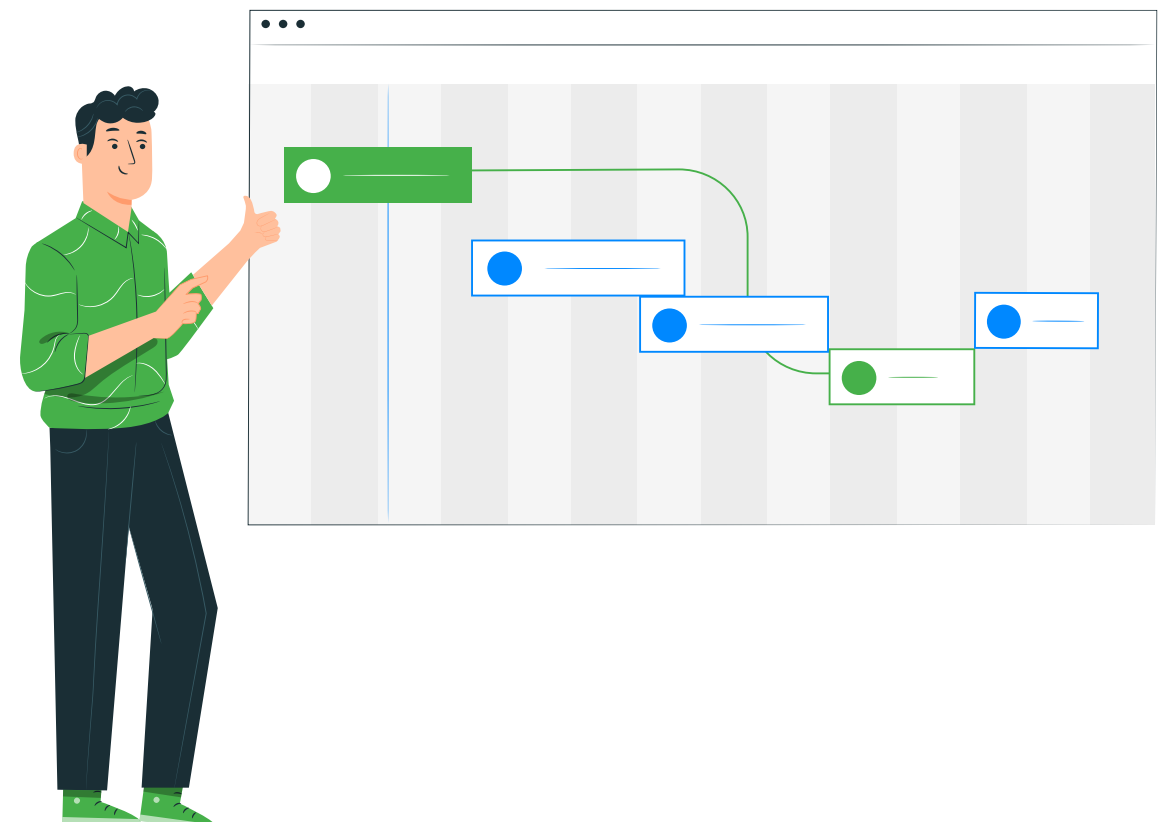


Publishing

Working with a single template can save time since your design team can drop unique copy in place for each location page.

But every page still requires keyword research, location research, instructions for content creation and the writing & editing of each page.

Assume the time required per page will drop exponentially because of scalability if you're doing a lot in bulk.



How to Create Great Location Pages at Scale

Even with a template, though, page creation isn't an assembly-line type of task. Content creators who try to do too much too fast can burn out and become repetitive.

The number of location pages you need and the resources you have will determine how long it takes to create location pages.

If your business is large enough to require hundreds of location pages, you're likely to already have people on staff to write content, design pages and handle development.

Smaller companies have less scaling to do but still need resources to create pages. If you can't afford the staff time, you may want to consider outsourcing location-page creation.



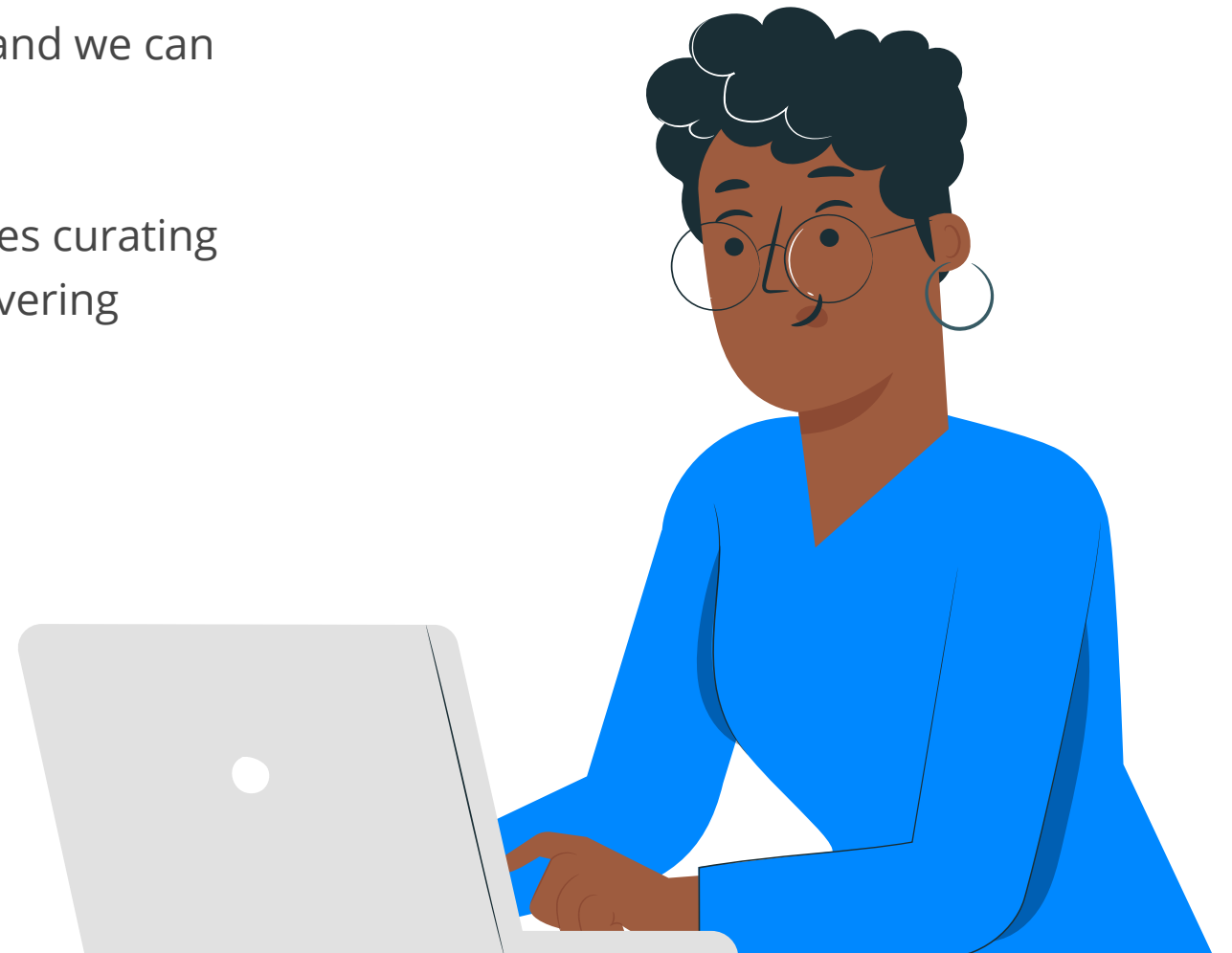
How to Create Great Location Pages at Scale

Understand Your Outsourcing Options

You can outsource almost any task these days, including the research, writing and SEO components of a location-page project.

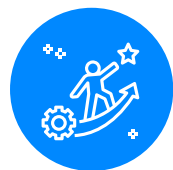
At Stellar Content, we have hundreds of experienced location-page writers available at varied price points, and we can scale up to match any project's needs.

We also offer managed-content services, which includes curating a team of writers, assigning work, editing, QA and delivering content in your chosen format.



How to Create Great Location Pages at Scale

Here are some considerations to keep in mind when evaluating vendors.



Experience. Consider the experience of the vendor itself. Have they completed large location-page projects before? Not all content companies understand the specific requirements of local marketing—and few are well-versed in projects of scale. Also, do they source high-quality writers and editors who understand web marketing? Or will they write copy with little grasp of grammar?



Cost. Run the numbers to understand the actual scale of your project and the true cost when choosing a vendor. Don't just count the cost of the words and choose the provider with the best rate. Consider the potential expense if the cut-rate provider doesn't provide quality content and you have to spend time and resources fixing poor content.



Capacity. Not every outsource option is a good fit for large-scale projects. A single freelancer might be able to provide high-quality, affordable content. But if you need 500 pages, it would take one person at least 16 weeks to finish, and the content might still suffer. Look for a vendor with access to hundreds of qualified writers who can turn your job around quickly.



Project management. Experienced project managers can turn raw information into viable templates and instructions for writers. They can also oversee the content as it flows through research & keywording to writing, editing and delivery. The right project-management team can deliver publish-ready content so you don't even have to look at all the pages yourself.

8 Steps to Successfully Scale Content or Location Pages

If you decide to outsource a large number of location pages, these eight steps will help you work with your vendor:



Step 1

Finalize a template for your location pages, identifying what to customize, and create instructions. For example, create three paragraphs of 50 words each, referencing provided data and neighborhood info.



Step 2

Prepare a spreadsheet that lists all locations, customizable fields and links to any data or resources you can provide writers.



Step 3

Create a style guide and creative brief all writers must follow. If outsourcing, your project-management team can provide these services.



Step 4

Have the vendor create a test batch of location pages for you to review (we call this the calibration round.) Review the pages and provide feedback to the content provider. Update the style guide as needed.

8 Steps to Successfully Scale Content or Location Pages



Step 5

Once you're happy, have the vendor write the rest of your pages on an agreed-upon schedule.



Step 6

Quality-review the content. Be sure any revisions are made quickly. Continued calibration helps improve the content.



Step 7

Take your completed content to your development team and have them create your pages for you.



Step 8

Manually review (and update as needed) the location pages once they're live.

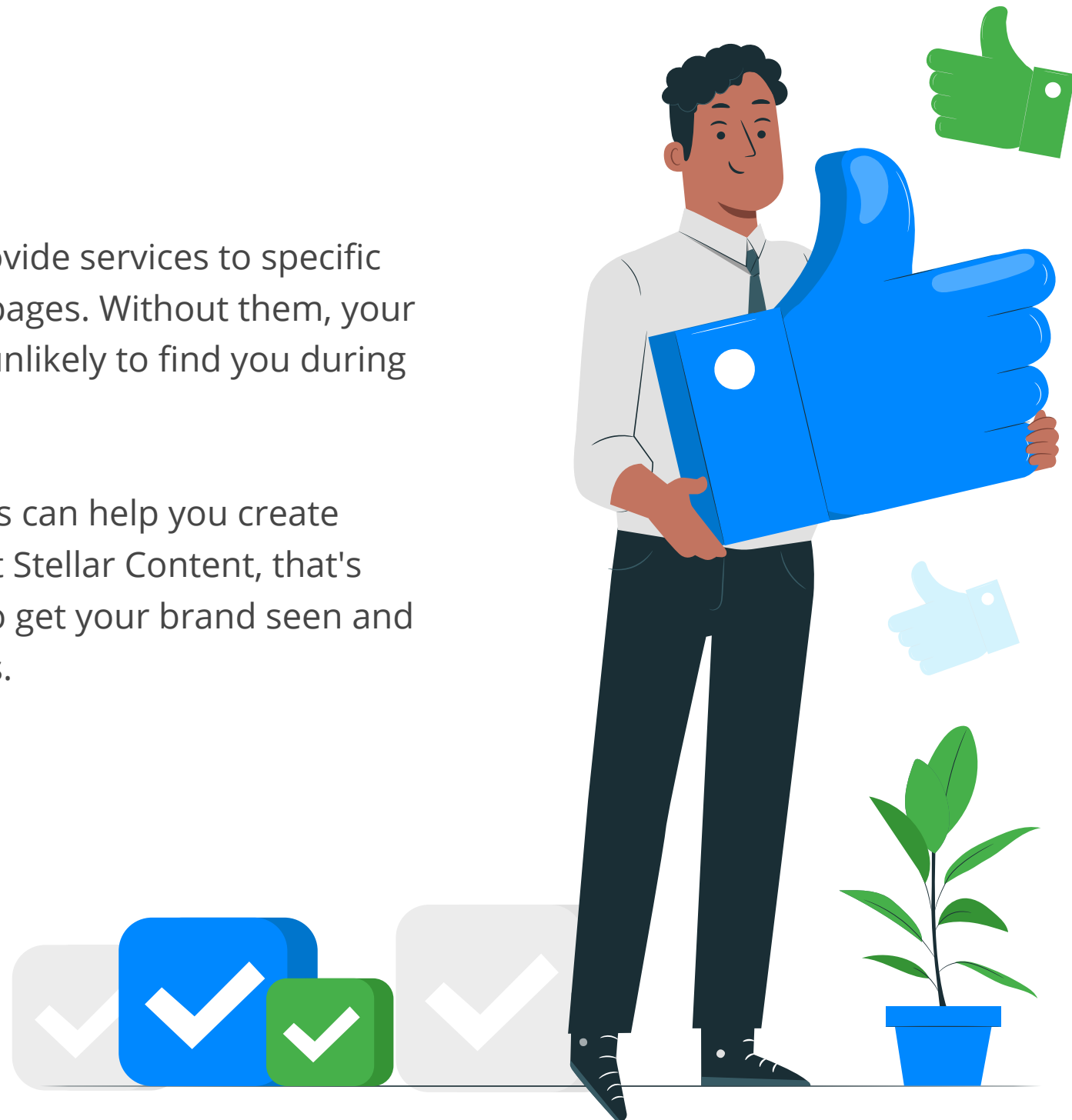
By following this process, you can create large numbers of quality location pages in relatively short amounts of time.



The Bottom Line

If you sell products or provide services to specific cities, you need location pages. Without them, your potential customers are unlikely to find you during Google searches.

Experienced professionals can help you create location pages at scale. At Stellar Content, that's what we do. [Contact us](#) to get your brand seen and win more local customers.





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