

Service Page Brief Template

Copy prompts + module checklist for service businesses. Use this to plan one high-clarity, high-conversion service page without guesswork.

How to use (10 minutes): (1) Fill Page Essentials. (2) Choose modules. (3) Write draft copy using prompts. (4) Add internal links + proof. (5) QA for overlap and one primary CTA.

Page essentials

Service name	_____
Primary CTA (one)	e.g., Book a consult / Request a quote / Free diagnosis
Target buyer	Who is the page for? (Founder / Ops / Marketing / etc.)
Primary location	If local: city/region/service area
Primary outcome	What should happen after they read this page?

Intent and ownership

The goal is to prevent cannibalization. One page must own the main commercial intent for this service.

Primary intent	What is the searcher trying to achieve?
Secondary intents	What else must be answered before they contact you?
Competing pages (if any)	List URLs that overlap with this service
Ownership decision	This page owns: _____ Other pages support: _____

Messaging and differentiation

1-sentence promise	What do you do + for whom + what outcome?
Top 3 differentiators	What makes you the obvious choice?
Proof to include	Reviews, certifications, outcomes, photos, case study snippets
Qualification	Who is this for / not for?
Top objections	List 3-5 reasons people hesitate

Recommended page outline (sketch)

Use this as a default structure. Remove what you do not need, but keep the narrative flow: clarity → proof → process → next step.

- [] **Hero:** service promise + who it's for + primary CTA
- [] **Problem / context:** what buyers struggle with (1 short section)
- [] **Solution:** what you do + how it works at a high level
- [] **Proof:** reviews, logos, certifications, outcomes, case snippet
- [] **Process:** 3-6 steps (make it feel safe)
- [] **Scope:** what's included / not included
- [] **FAQs:** answer objections and reduce back-and-forth
- [] **Final CTA:** repeat the one primary action

Module checklist

Check the modules you will include on this service page. Choose only what supports clarity and conversion.

- Hero:** headline, subhead, 3 bullets, primary CTA
- Trust bar:** reviews, accreditations, years, numbers (only if credible)
- Who this is for / not for:** qualify quickly
- Service breakdown:** what's included (and what isn't)
- Process steps:** what happens after someone contacts you
- Case study snippet:** problem → approach → result
- FAQ section:** objections, pricing, timelines, fit
- About / credibility:** why you can deliver (short)
- Location note:** areas served (only if local-relevant)
- Secondary CTA:** only if it supports the same goal (avoid split focus)

Copy prompts (fill-in)

Use short, specific sentences. Avoid generic claims. Anchor to outcomes and proof.

Headline	We help _____ get _____ without _____.
Subheadline	For _____ in _____. We do it by _____.
3 bullet points	Outcome 1 / Outcome 2 / Risk reducer
Primary CTA text	Book a free diagnosis / Request a quote / etc.
Proof statement	"In X weeks/months we achieved _____." (or review snippet)
Process step labels	Step 1 / Step 2 / Step 3 ...
Qualification line	Best fit if _____. Not ideal if _____.

Decision support prompts

- Pricing:** do you show a range, or cost factors? (choose one approach)
- Timeline:** what can a buyer expect from first contact to delivery?
- Risk reducers:** guarantees? policies? clear process? proof?
- Comparison:** what makes your approach different from alternatives?

SEO + internal linking + QA

Use this page to finalize the brief before writing or publishing. The goal is one owner page, one primary CTA, and no overlap.

On-page SEO essentials

- [] **Title tag:** Service + location (if relevant) + main benefit (keep it human)
- [] **Meta description:** outcome + who it's for + next step
- [] **H1:** match the service promise (not a generic label)
- [] **Headings:** reflect decision flow: proof, process, scope, FAQs
- [] **Images:** use real proof where possible (team, work, before/after)
- [] **Schema:** Organization / LocalBusiness (if applicable), Service, FAQPage (if true FAQs)

Internal linking plan

Owner page (this one)	URL: _____
Primary supporting pages	List 2-4 supporting pages that should link here
Outgoing links	Link to the right commercial owner page, and 1-2 relevant supporting guides
CTA destination	Where does the primary CTA go? (one destination)

QA checklist (before publishing)

- [] **Clarity:** Can a buyer explain what you do in 10 seconds after reading the hero?
- [] **One primary CTA:** No competing actions pulling attention away
- [] **Proof near decision points:** reviews/case snippets appear before the final CTA
- [] **No overlap:** This page does not compete with another URL for the same intent
- [] **Process is concrete:** Buyer knows what happens after they contact you
- [] **FAQs answer objections:** not generic filler
- [] **Mobile scan:** headings + spacing make the page skimmable

Need help turning this brief into a dev-ready rebuild? Start with a Free Diagnosis at seoinformatica.com/start.