

Digital Content Template - Service Page (Main Services or Individual)

Goals: Describe a specific service your organization provides. This type of page should ultimately help potential clients determine if you are somebody that can serve their needs.

Criteria: It is helpful to have a short description of the service that can appear in search or list pages. For the short description, aim for 1 paragraph. For the full page content for the service, aim for a minimum of 500 words, or around 3 to 5 paragraphs. Take care to include the language, terms, or keywords that your customers will use when searching for and talking about your type of service, within the content of these pages.

Service Page - SEO Keyword Phrase Focus

(provide keyword focus for this page)

Service Page - Short Description (~1 paragraph)

A short description of the page is often completed once the full page of content has been drafted. This paragraph will summarize the page as a whole.

Service Page - Full Body Content (~3-5 paragraphs, or minimum 500 words.)

<sample structure>

Page Title - Typically the name of the Service

First Section Subheader

First section content, which is above the fold of the page. Conveys a “message at a glance” or describes a problem and offers a solution. Perhaps 1 to 2 paragraphs. Concludes using a CTA.

I am a CTA button

Second Section Subheader

Short paragraph outlining what services you offer or what goals your services are meant to achieve. Also, why is your company the best choice? The list below will include a brief description for each service or service goal. In many cases, this list will also often be hyperlinked to each individual service page.

- Service Item or Service Goal 1
- Service Item or Service Goal 2
- Service Item or Service Goal 3
- Service Item or Service Goal 4

I am a CTA button

Third Section Subheader

The third content section distinguishes how your company is different from the competition. Describes why your company is “the only fish in the sea”. Offers something unique about the services you provide or about the company as a whole.

The end of this page content should include a contact form or the final call to action that should indicate what the reader or potential customer should do next.