**City Page Template - B2B**

**URL:** https://<company>.com/<city>-<primary-service>

**Meta Description:**

<City> <Primary Service> | <Secondary Service> | <Tertiary Service> - <Company>

**Original Images:**

* <City landmark>
* <City> Business Park

**External Links From This Page:**

* Recreation.gov (lakes, parks)
* Chamber of Commerce
* Municipal or County Website
* Wikipedia (for the city's county)

**Internal Links From This Page:**

* Homepage (at least two links)
* Service page 1
* Service page 2

**Internal Links to This Page:**

* Link from the city name in the footer or from a page that lists cities served

**Customer Quote**

* Include a quote from a customer located in the city

**Video (Optional)**

* Record an outdoor video with a city backdrop
* Explain what we provide to businesses in the city

**Calls to Action:**

* Get a quote button
* Request a consultation button

**Dos & Don'ts**

Do

* Relate the service to the location
* Match GBP (Google Business Profile) NAP text exactly in the page content

Don't

* Create thin content that has no value to the reader
* Stuff the content with the keyword(s)

**Generalized City Page Heading Structure**

<H1>: <City> <Service Primary Keyword> | <More on Service>

<H2>: <Our Service> in <City>

<H2>: <State> <Search Intent 1>

<H2>: About <State>

<H2>: <Search Intent 2> for <City> Businesses

<H2>: <Our Service> Common Questions and FAQs

<H3>: <Service specific FAQ 1>

<H3>: <Service specific FAQ 2>

<H3>: <Service specific FAQ 3>

<H3>: <Service specific FAQ 4>

<H3>: <Service specific FAQ 5>

<H2>: About <City, State>'s Business Community

<H2>: About <City, State>

<H3>: <City specific accordion FAQ 1>

<H3>: <City specific accordion FAQ 2>

<H3>: <City specific accordion FAQ 3>

<H3>: <City specific accordion FAQ 4>

<H3>: <City specific accordion FAQ 5>

<H2>: Driving Directions From<City/State>

<H4><City> <Our Service>

**H1, H2, H3, H4 Structure:**

[<Our Service> for <City> Businesses](#_me1qzc31w0md)

[<Our service> in <City>](#_mirhwmynzm9f)

[<City, State> Common Questions and FAQs](#_7eeospcyqen1)

[<Service specific FAQ 1>](#_53m113xedgll)

[<Service specific FAQ 2>](#_fmfe2ag8dnis)

[<Service specific FAQ 3>](#_amcauc5pkk63)

[<Service specific FAQ 4>](#_9wap0iigil17)

[<Service specific FAQ 5>](#_n0a2qp245l08)

[The <City, State> business community](#_nykyu824a3ra)

[About <City, State>](#_k6uzvhy836bw)

[How many businesses are there in <City, State>?](#_panj2vb6k7dv)

[What are <City's> top industries?](#_seltdoerzud0)

[What is <City> known for?](#_82cji7vwymjz)

[When did <City> become a city?](#_gecf5vwf8juu)

[Driving Directions from City](#_tix1npnb5lzc)

[<Our Company> - <Our Service> in <County Name>County Name](#_8cs7ul3jkqz)

**[Content]**

# <Our Service> for <City> Businesses

<Our Company Name> has served <City> businesses with their <what we address> for over 15 years. We have successfully delivered <what we address> to businesses across many industries.

We work with businesses across <county name> to determine <something> and propose <actions>.

We employ a professional team of <people in these roles> dedicated to customer service.

**<Quote from Customer in City>**

## <Our service> in <City>

<City> commercial businesses and nonprofits recognize <our company name> as the top <our county> <our service> (internal link).

<State> businesses are not exempt from <problem>. <How problem affects small businesses>

**<CTA>**

Our goal is to give peace of mind to <City Name's> <business owners, managers, and directors at nonprofits> by <delivering our value>.

## <City, State> Common Questions and FAQs

### <Service specific FAQ 1>

### <Service specific FAQ 2>

### <Service specific FAQ 3>

### <Service specific FAQ 4>

### <Service specific FAQ 5>

## The <City, State> business community

<City> is <some unique things about the city's business community>.

**<Original Photo - A City Office Park>**

<Some more unique information about the city>

## About <City, State>

<City Name> is a city located in the <directional corner or part> corner of <County, State Abbreviation (Wikipedia link)>, and a suburb of <large local city name>. As of the 2020 United States Census, the population was over <population county>, reflecting an increase of approximately <number> from the 2010 Census.

* Elevation: <elevation in feet>′
* Area: <area in square miles> mi²

Top sights in <City name>:

<Lake Name (rec.gov link)> , Park 1 name (rec.gov park link)>, Park 2 name (rec.gov park link)>

<City> is one of the <metro area name's> most popular suburbs.

**<Original Photo - A City Landmark>**

<General information about trails, lakes, shopping, neighborhoods>

<Accordion FAQ>

### How many businesses are there in <City, State>?

### What are <City's> top industries?

### What is <City> known for?

### When did <City> become a city?

## Driving Directions from City

**Our office is located at <our address> (match GBP)**

1. Get on I-70 East

2. Take the Winter Hill Road exit southbound

3. Stay on Winter Hill Road for 1.2 miles

4. Turn left on River Road

5. Turn into the second driveway on the left

**<Our company name>**

**<our address> (match GBP)**

<Google Maps with directions embed code>

#### <Our Company> - <Our Service> in <County Name>County Name

**<CTA>**