

# THE ULTIMATE LOCATION LANDING PAGE CHECKLIST

company.com/locations/milwaukee

**Strong Headline (H1)**  
(incl. keywords + Location)

**Sub-Headline**  
**Set the Scene:** Write a few sentences that explains your value, who you are, and share your knowledge of the targeted area.

**CONTACT US TODAY**

**Location Name & Details**  
Address Line 1  
Address Line 2  
City/Zip  
Phone: (xxx)xxx-xxxx  
Email: name@company.com  
Hours of Operation: 8AM to 5PM

**Location Map**

**Contact Us Form**

First Name *	Last Name*
Email*	Phone
Message	

**SEND MESSAGE**

**Your Value Proposition**  
What problem are you solving for those in this location? Don't forget, use location-specific language when it makes sense.

**Social Proof (Trust Signals)**  
User-generated reviews of client feedback directly from Google or Facebook are most effective.

**Product/Service Highlights**  
Talk about your offerings in detail—think FAQs meets benefits.

**Local Team (Headshots)**

**Awards/Accolades/Certifications (Trust Signals)**

**Connect with us on Social Media**

**CONTACT US TODAY**

Friendly, location-based URL

Location-specific Image

Friendly, conversational marketing messaging

Clear, bold Call to Action that anchor links to your conversion form

Name, Address, Phone (NAP Information) and Hours of Operation

Location Map to show precise area you service

Keep the form simple. Consider including a lead magnet in exchange for contact info

Sourcing reviews directly from Google via an API is strongly recommended.

Personalize the online experience by highlighting your local team

If applicable, share any awards, certifications that give credibility to your brand

Display all social media icons and encourage audience to follow

# THE ULTIMATE LOCATION LANDING PAGE CHECKLIST

- ☐ Friendly, location-based URL (for example, company.com/locations/milwaukee)
- ☐ Include keywords + location city/state in meta title/description of the landing page
- ☐ H1 Headline with keywords and location included (Note: write for humans, not search engines.)
- ☐ Location-specific images, for example, outdoor/indoor shots, and team shots.
- ☐ Secondary Header with keywords and location included.
- ☐ Name, Address, Phone (NAP) Information and Hours of Operation
- ☐ Location Map
- ☐ Messaging that is tailored to the audience you serve.
- ☐ Clear, bold Call to Action early on (Above the Fold)
- ☐ Product/Service highlights
- ☐ Google Reviews, testimonials, certifications, awards or affiliations (helps build trust/authority)
- ☐ Consistent Call to Action throughout page (especially important if your landing page tends to run longer.)

## BONUS TIPS

- ☐ Optimize your local Google Business (GB) Profile and include the custom URL to the location landing page in the URL field.
- ☐ Ensure that all location details on your Landing Page, i.e. Name, Address, Phone and Hours of Operation are consistent with your GB Profile.