

Local landing page template

A practical structure for local service pages and acquisition landing pages that need to rank better, feel more credible and convert more cleanly.

EN - Swiss Signal Edition

Purpose Use this to avoid weak, generic city pages. A strong local landing page should make the offer clear, show local relevance, build trust and make the next step obvious.	When to use it Before publishing a city page, local service page, industry page or paid landing page.
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6 core blocks		
1. Clear hero	Say what you do, for whom, where and what to do next.	Core
2. Local proof	Show the page is not generic.	Core
3. Useful offer	Explain the offer in client language.	Core
4. Process	Make the next step feel safe.	Core
5. Business FAQ	Answer timing, fit, pricing and area questions.	Core
6. Final CTA	Repeat one clear action.	Core

What to avoid Generic text, weak hero, hidden CTA, fake-local copy and no proof.
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Pre-publish checklist

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|---|---|--|
| ■ | The offer is clear in a few seconds. | |
| ■ | The page feels truly local. | |
| ■ | There is at least one real proof block. | |
| ■ | The main CTA is easy to find. | |
| ■ | The page works well on mobile. | |
| ■ | Title, H1 and internal links are aligned. | |

Need the executed version?

Swiss Signal Agency builds local landing pages for clarity, local SEO support, trust and conversion.

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