

## **Geo Targeted Landing Pages**

When creating geographically targeted landing pages, it's important that content on the page be specific to that location. While formatting and layout can be standardized, the actual content must be specific. The following outline can be used as a structured layout; however the actual topics shown are suggestions for ideas and can be modified if needed.

Title: Landing page main title should be used specify the location and can specify a primary targeted key word phrase.

### **Example: Round Rock Bounce House Rentals**

Opening paragraph should detail information about the location and serve as a general introduction to your company, and a summary of what they will find on the page. It's important to remember that this page acts as a secondary home page for the site, and visitors may or may not have any experience with the company. A warm welcome introduction and general synopsis of the company's offering is what's needed. This section and subsequent sections should contain on average 300 words or more.

Sub Headings: Each section of the page should have sub headings that specify what the section is about.

#### **Example: Round Rock's Best Bounce House Selection**

In this example, bounce house rentals is the primary focus. This section would detail everything a new visitor to your website should know about your bounce house offering, inventory, variety, safety, etc. Images of bouncers available should be used along with links to their respect pages and the category.

#### **Information about the location**

Here you will want to detail important information about party rentals or bounce house rentals at the location. If there are parks or other outdoor locations where locals may hold their celebrations, information concerning those locations should noted here. Include important permit information, with links to the Parks & Rec. departments or authorities responsible for issuing permits. Some locations have online permit applications which would be the desired page link. Photos of the location if possible should be included. If multiple locations are available include the best or limit to 3 or 4.

#### **Information about delivery to the Location**

Detail everything they should know about your delivery service to the location. If you have specific delivery fees or free delivery those should be included. In addition, an outline of general delivery policies should be included. These general policies may be repeated on other landing pages as long as specific location detail supersedes it.

#### **Deposits Weather and Cancellations**

Information about general deposit requirements, weather policies, and cancellation policy should be detailed. This section can also be repeated on other landing pages.

## Special Location Offers

Detail a call to action for the location. Remember you are inviting new visitors to take a chance with your company, so you want to give them a little incentive to make a buying (renting) decision. Offer things like a location specific discount with coupon code. Or, if you would normally have a delivery free, you might offer a free delivery opportunity to first time renters.

## Instruction on how to Proceed

Offer up a brief outline on how to proceed, or use the site. Then thank them for considering your company for their party rental needs.

## Adding GEO tagging for Google Maps

This section outlines how to add geo-tagging meta data to your page. You can use the following code snippet to your pages meta data information. On ERS sites you would open your page in the Responsive Editor and in the main menu, select "Code" and "<head> start" and paste your meta code snippet.

For Wordpress sites, like IO, you would need to add one of your popular "header footer code" plugins and use that to paste your snippet in the head code.

### EXAMPLE:

```
<meta name="geo.region" content="US-MA" /> Edit for your State
```

```
<meta name="geo.placename" content="Holbrook" /> Edit for your City
```

```
<meta name="geo.position" content="42.1552232;-71.008958" /> Edit for Lat/Long data
```

```
<meta name="ICBM" content="42.1552232, -71.008958" /> Edit for Lat/Long data
```

You can use this link or one of the other popular online tools for determining the city's latitude and longitude data. <https://www.findlatitudeandlongitude.com/>

### Summary:

The idea of the landing page is to expand the geographic reach of a company's online presence. You want to include everything they need to know about your company's offering in that area. Once landing pages are completed they also need to be tied back into the general website. "Blind Backdoor" entries are not a good idea and search engine will knock down the page if that is the case. If the information is valuable to the reader, then it should be considered valuable to all visitors. So linking to the page from the front end of the site is a must. One of the best places to link to your landing pages would be from a general "Delivery Information" page. You could also link to the pages from areas of the site where you mention cities you serve.