

What A Real City Page Looks Like

The single most common way electricians waste an SEO effort is thin, templated city pages. Here's the difference, so you can tell junk from the real thing, whether you're building it or paying someone who claims to.

The thin version (don't do this)

EV Charger Installation in [Town]

Looking for EV charger installation in [Town]? We provide professional EV charger installation services in [Town] and surrounding areas. Our expert electricians in [Town] are ready to help. Call today!

Swap the town name and you've got a dozen of these. Google recognizes the pattern instantly, and it can actively hurt you. It reads as exactly what it is: a page built for a search engine and useless to a human.

The real version

EV Charger Installation in [Your Town]

Most [Your Town] homes we wire for EV charging are older houses with a 100- or 150-amp panel that's already close to full, which means the real first question isn't the charger, it's whether your panel can handle a Level 2 circuit or needs an upgrade first. We'll tell you honestly on the estimate, and if you do need more capacity we can do the panel upgrade and the charger in one visit.

A straightforward Level 2 install on an adequate panel typically runs [price range]; if a panel upgrade is needed, that's [price range] on top, and we'll walk you through the financing options. We install Tesla Wall Connectors and all the common J1772 units, and we pull the permit and handle the utility side.

We've done EV installs all over [Your Town] ([Neighborhood], [Neighborhood], out toward [the next town over]), including a lot of the older homes that need a service upgrade to make it work. Licensed and insured, license #[number].

Fill the brackets with your own town, neighborhoods, and landmarks. The real one is useful to an actual homeowner in that actual town. It names the real first question (panel capacity), gives pricing guidance, mentions financing, names the equipment, and shows the license: everything a careful, high-ticket buyer wants. That's the standard. **If the page would be useless to a human in that town, don't publish it.**