

What A Real City Page Looks Like

The single most common way plumbers 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)

Drain Cleaning in [Town]

Looking for drain cleaning in [Town]? We provide professional drain cleaning services in [Town] and surrounding areas. Our expert plumbers in [Town] are ready to help. Call today for drain cleaning in [Town]!

Swap the town name fourteen times and you've got fourteen 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

Drain Cleaning in [Your Town]

[Your Town]'s older homes, especially the ones near [local landmark] built before the 1970s, tend to have clay or cast-iron sewer laterals that root intrusion loves. We clear most residential drains same-day with a cable machine, and for recurring backups we'll run a camera to find out whether you're dealing with roots, grease, or a bellied line before you spend money guessing.

Most [Your Town] drain jobs we run are kitchen lines, main-line backups, and the occasional laundry standpipe. Typical cable clearing runs [price range]; a camera inspection runs [price range] and we credit it toward the repair if you move forward.

We've cleared drains all over [Your Town]: [Neighborhood], [Neighborhood], the neighborhoods down toward [the next town over]. Same-day when we can, and we tell you the truth about whether it's a quick clear or a bigger problem.

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 neighborhoods, describes local housing stock and the specific problems that come with it, gives real pricing guidance, and sounds like a plumber who's been there, because he has. That's the standard. **If the page would be useless to a human in that town, don't publish it.**