Tool 10: The page plan

Purpose

Plan the pages on your website before anyone writes them, so the site only carries pages you can fill with true detail. Leak 1 (Not found). Chapters 8 and 13.

Inputs

- Your brand sheet (chapter 4): the jobs you want, your real towns.
- The questions your office hears most on the phone.
- Your job entries and photos (chapter 6).

Steps

Put your plan on one page before anyone writes a word. It keeps the site to pages you can fill with true detail.

Page	Main search it answers	What makes it yours	Proof on the page	Next action and review date
Service 1 (from brand sheet)	"[service] [town]"	Your process, your photos	License, job entries, reviews	
Service 2				
Service 3				
Question 1 (heard on calls)	"how much / how long / should I"	Your real answer and cost drivers	Your range or drivers	
Question 2				
Town 1 (only if real)	"[trade] [town]"	Jobs done there, travel, local homes	Local reviews, local photos	

Fill the service rows first, then questions, then towns.

When the data is thin or the pages overlap

- **No row in Search Console.** The Performance table leaves out searches made very few times, though they still count in the chart totals unless you filter by search. A missing row isn't proof the page never showed. Check related phrases, compare a longer period (three months, or the same season last year), and log a few live searches with the date. Don't rewrite a page because of a missing row.
- **No Search Console access yet.** Get it first (chapter 2). Until then, run the live search on a phone in a private window and write down which of your pages shows.
- **Your name versus everything else.** In the Performance report, split searches into those containing your name (with its misspellings, old names and short forms; write the

list down) and all the others. Growth only on name searches shows people who already know you looking you up, not new people finding you. Searches left out of the table can't be split, so the split covers only the searches listed.

- **Two pages answer the same need.** If they serve different needs (repair versus replacement, say), make each say so and link between them. If they really overlap, keep the one that already performs better or fits better, move the useful detail into it, and ask your web person which address stays, whether the other redirects to it, and to check that links and contact buttons still work. If a page you already have ranks and suits the need, don't build a new one.
- **Inquiries you can't trace to a page.** A shared phone number or one form for the whole site may not say which page someone came from. Ask your web person whether the form can record the page it was sent from. Where it can't, write "page unknown" and judge the service by its booked jobs from all sources (tool 08).

How to read the result

- A row you can't fill with true, specific detail is a page you shouldn't build yet.
- Google's spam policies name pages targeted at specific cities that funnel users to one page as doorway abuse (chapter 13). Town pages are for towns you really serve.

Limits

- The plan doesn't make a page rank. We didn't measure whether any page type changes rankings or AI answers (chapters 13 and 15).

Next action

- Build the service rows first (chapter 13), then the question rows, then real towns.

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