



**OPTILINEAGE**  
BRAND OPTIMIZATION

# WELCOME

## TO THE OPTILINEAGE WEB STRUCTURE GUIDE

thank you for your time.  
the following guide will showcase our  
optimized method of site structure,  
with some examples

– Founder *Alexander J Palmer*



## PAGE 2: INTERNAL LINKING ARCHITECTURE

VISUALIZING THE KEY OPTIMIZATION FLOWS

### FLOW I: PRIMARY OPTIMIZATION SILO



HOMEPAGE



PRIMARY SERVICE HUBS



SERVICE + LOCATION PAGES

### FLOW II: INFORMATION CONTENT POOL (BLOGS & GUIDES)



INFORMATION POINTS  
(How-to Guides, Reports, Blog Posts)

**I. SILOING METHOD:** Structure the site for topical authority and clear page hierarchy from general to specific.

**II. INTER-LINKING:** Build internal link signals by directing info-seekers back to commercial service pages.



## PAGE 3: HOMEPAGE PURPOSE & URL ARCHITECTURE

VISUALIZING STRATEGIC FOCUS & SUPPORTIVE STRUCTURE

### HOMEPAGE STRATEGY



HOMEPAGE

- **PRIMARY FOCUS: BRAND AUTHENTICITY & TRUST** (Not Commercial Keywords)
- Ranks for **BRAND NAME** (e.g., Optilineage)

**⚠ NOT for COMMERCIAL KEYWORDS** (e.g., HVAC Repair)  
- Use Silos for that!

SERVICE MENTIONS

Primarily for **INTERNAL LINKING** to Service Hubs



### URL ARCHITECTURE FOR TOPICAL RELEVANCE

#### RECOMMENDED STRUCTURE

**url.com/service**  
(e.g., url.com/ac-repair)

**url.com/service-location**  
(e.g., url.com/ac-repair-charlotte)

**url.com/service-location/information**  
(e.g., url.com/ac-repair-charlotte/how-to-fix)

#### AVOID / LIMIT

~~**url.com/service/location**~~  
(e.g., url.com/ac-repair/charlotte)

**NOTE:** Optimal structure is often dependent on **COMPETITIVE ANALYSIS**. Consider this as a robust rule of thumb.



## PAGE 4: OPTIMAL PAGE DEPLOYMENT SEQUENCE

VISUALIZING SERVICE & LOCATION ROLLOUT STRATEGY

### STEP 1: PRIMARY SERVICES



**AC INSTALLATION & REPAIR**



**HEATING INSTALLATION  
& REPAIR**



**OTHER PRIMARY SERVICES**



**PAGE LEVEL BEST PRACTICE:**  
**MENTION STATE 1-2 TIMES**  
(e.g., California, Texas)

⚠️ (CHECK WORDCOUNTS)

### STEP 2: SERVICE + LOCATION PAGES



**AC INSTALL - CITY A**



**HEATING INSTALL - CITY A**



**AC INSTALL - CITY B**

DEPLOY SAME SERVICES + DISTINCT CITIES

#### LOCATION STRATEGY: **CITIES** vs. **TOWNS**

GOOGLE REWARDS CITIES, NOT TOWNS



**TARGET CITIES**

(e.g., Miami, Boston,  
San Francisco)



**AVOID TOWNS**

(e.g., Townsville,  
Smallville, Hamlet)

**RULE OF THUMB:** Start broad with services & states, then drill down to cities. **City-level authority** is key to local ranking, as town level search is less competitive and less rewarded.

## CITY PAGE REFINEMENT: TOWN INTEGRATION



**NOTE:** Integrate 1-2 town mentions within city pages' body content.

**\*Do not create separate town pages.\***

E.g., "Serving City A and nearby surrounding towns like Townsville."



# PAGE 5: ADVANCED CONTENT & SECONDARY SERVICE ROLLOUT

## VISUALIZING THE NEXT PHASE OF PAGE AND CONTENT DEPLOYMENT

### NEXT DEPLOYMENT PHASES (SIMULTANEOUS TRACKS)



#### PHASE 1: SUPPORTING CONTENT (PRIMARY SERVICES)



- **Blog Posts for Primary Services**  
(e.g., 'How to Maintain Your AC Unit')



- **FAQ Pages** (e.g., 'Why is my Heating System making noise?')

**\*MIX LOCATION MENTIONS\*** into content  
(e.g., 'AC Common Issues in City A').

#### PHASE 2 (SIMULTANEOUS): SECONDARY SERVICE ROLLOUT



- Indoor Air Quality  
- Duct Cleaning  
- Water Heaters

#### PAGE TYPE: SECONDARY SERVICE + LOCATION PAGES



- Duct Cleaning - City A  
- Indoor Air Quality - City A  
- Water Heaters - City B

#### SUPPORTING CONTENT (SECONDARY S+L)

- Blog: Duct Cleaning in Boston

**RULE OF THUMB:** After established, scale simultaneous content & secondary services. Create supporting content for primary services and deploy secondary services with location pairs and supporting content. Towns are integrated, not created as pages.



## PAGE 6: THE HIERARCHICAL INTERNAL LINKING RULE

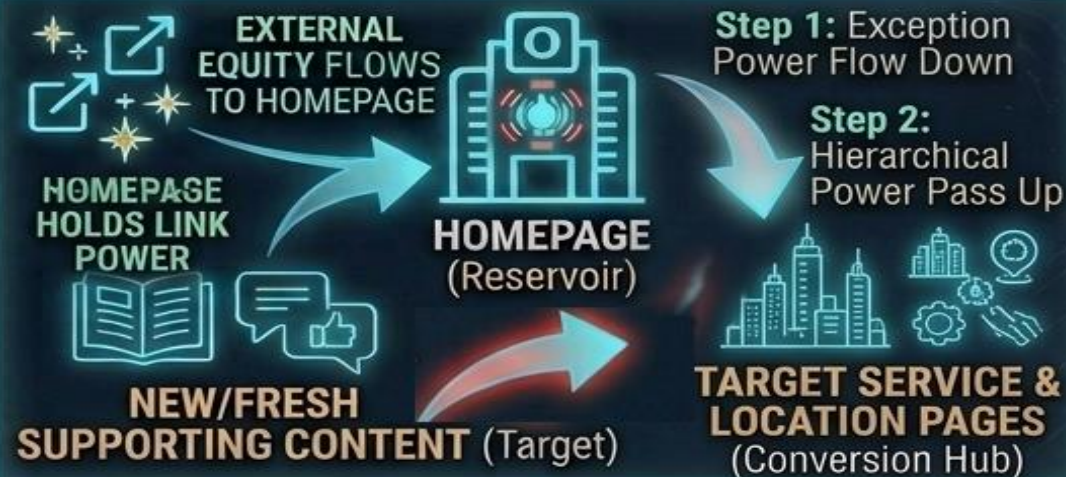
### OPTIMIZING FLOW FROM INFORMATION BACK TO CONVERSION

#### RULE: HIERARCHICAL FLOW (UP ONLY)



**NOTE:** Supporting content *only* validates and directs traffic up to service hubs and service+location pages, solidifying topical relevance.

#### STRICT EXCEPTION: HOMEPAGE "RECENT POSTS"



**RATIONALE:** The Homepage holds the most link power. A "Recent Posts" feed is the *only* exception, pushing most power down to new supporting content. The supporting content *then immediately passes that power up* to commercial service pages to speed indexation and visibility.

**RULE OF THUMB: FINAL RULE:** Keep your structure strict. Information serves service pages. The Homepage powerhouse is the *one and only* exception for down-linking via 'Recent Posts' to maximize link equity flow.



# OPTILINEAGE WEB STRUCTURE GUIDE: 6 KEY PRINCIPLES OVERVIEW

## PRINCIPLE 1: INTERNAL LINKING FLOWS

Flow I (Silo Method):

Homepage → Primary Service → Service + Location Pages

Flow II (Information Content Pool):  
Independent Info points pointing back to Service + Location Pages.

## PRINCIPLE 2: HOMEPAGE PURPOSE & URL STRUCTURE



Homepage:  
**BRAND AUTHENTICITY FOCUS**, service mentions purely for internal linking.

<https://www.>

**OPTIMIZED URLs:**  
/service, /service-location, or /service-location/information,  
**NOT** /service/location.

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## PRINCIPLE 3: SERVICE DEPLOYMENT SEQUENCE

**Stage A:**

Deploy **PRIMARY SERVICES** first (with 1-2 State mentions, wordcount check)

**Stage B:**

Follow with same services + **CITIES** (Not Towns. Google rewards city authority)

## PRINCIPLE 4: SERVICE DEPLOYMENT SEQUENCE

**Stage A:**

Deploy **PRIMARY SERVICES** first (with 1-2 State mentions, wordcount check)

**Stage B:**

Follow with same services + **CITIES** (Not Towns. Google rewards city authority)

## PRINCIPLE 5: TOWN MENTIONS & CONTENT SCALE

**Part A:** Mention **TOWNS** within city pages' body content (not as separate pages).

**Part B:** Deploy **SUPPORTING CONTENT** (based on services, mix locations simultanously).

**Part C:** Deploy **SECONDARY SERVICES** + Location pages, with supporting content.

## PRINCIPLE 6: LINKING RULES & EXCEPTIONS

**Rule A:** Strict Internal Link Flow (within body); **ONLY** point UP to Services. **NEVER** point DOWN to Info.

**Rule B:** **EXCEPTION: RECENT POSTS WIDGET (HOME PAGE ONLY)**, optimal flow via external home page equity.

