

Branch Page Architecture Decision Guide

Subdirectory or subdomain, one page or grouped — decided once, before you need it, not improvised at branch three.

Changing this decision later means redirecting every existing branch page — real, avoidable SEO cost. Deciding it properly once, before it's urgent, is worth the hour it takes.

Subdirectory vs. subdomain

Subdirectory (yoursite.com/branches/town-name) — recommended for most agencies

Inherits the authority of your main domain from day one. A new branch page benefits from the trust the whole site has already built, rather than starting from zero.

Subdomain (town-name.yoursite.com)

Search engines can treat it as more separate from your main site. Rarely the better choice for a branch network unless there's a specific technical reason (e.g. a completely different franchise-owned tech stack per branch).

One page per branch vs. grouped

One dedicated page per branch — recommended

Lets each branch page genuinely answer local searches ("[service] in [branch town]") with real, specific content — the address, the team, local detail. This is what the Pre-Launch Content Checklist protects.

Branches grouped on one page

Only reasonable for a very small handful of branches within the same town or immediately adjacent postcodes — otherwise it dilutes every branch's ability to rank for its own local searches.

Decide and record it

Decision	Chosen approach	Reasoning
URL structure		
One page per branch?		

Once decided, this becomes part of your Branch Launch Checklist — not a question asked again at every new opening.