

# Execution cheatsheet (repeatable)

## URL pattern

- City hub: `/best-yoga-studios/[city]/`
- Style in city: `/best-yoga-studios/[city]/[style]/`
- Studio review: `/studios/[city]/[studio-name]/`

## On-page essentials (per city x style)

- H1: “Best **[Style]** Yoga in **[City]** (2025)”
- H2s: “Who this style is for”, “How we picked these studios”, “Top 7 **[Style]** studios in **[City]**”, “Map”, “FAQ”
- Add **FAQ** for intent matches: “Is **[Style]** good for beginners?”, “Hot vs Power differences?”, “Yin vs Restorative?”
- **Schema:** `ItemList` (Top 7), `LocalBusiness` (each studio), `FAQPage`.
- **Internal links:**
  - From city hub → 3 style pages
  - From each style page → matching **Top 7** list + **style definition** (evergreen)
  - From each studio → city hub + style page (breadcrumbs)

## SERP hooks

- Title tag: “Best **[Style]** Yoga in **[City]** – 2025 Guide (Top 7 Studios)”
- Meta description: “Real-world picks for **[Style]** in **[City]**—pricing, vibe, heat level, class pace, parking. Map + FAQs.”
- Include “**near me**” variants in intro and one subhead for local intent.

- Images: 3–5 per page with **style + city** in alt text (e.g., “Yin yoga class in Seattle—supported forward fold”).

## Content cadence

- Publish city hub first, then the 3 style pages the same week.
  - Add **Top 7** lists in weeks 2–4; refresh quarterly.
  - Track: clicks to studio pages, time on page, local impressions in GSC, rankings for **[style] + [city]**.
- 

## Optional swaps (if you want more diversity)

- Swap **Restorative** ↔ **Yin** depending on what your studio inventory supports first.
  - In family-heavy areas: add **Prenatal**.
  - In college towns: consider **Aerial** (social/video appeal).
- 

If you want, I can spin up the **10 city hub outlines** and **30 paired style page outlines** (H1/H2s, FAQs, internal links, schema scaffolds) so you can paste directly into Elementor/GeoDirectory.

You said:

Yes, also how would you link them to our style and benefits pages

ChatGPT said:

Thought for 15s

Love it. Here's a clean, repeatable internal-linking system that connects every **city → style “Best of” page** to your **evergreen Style page** and its **12 Benefits** companion—plus the reverse links back to the city pages. I'm giving you (1) URL map, (2) anchor-text standards, (3) where to place links on each page type, and (4) paste-ready HTML/JSON-LD components you can drop into Elementor/HTML widgets.

## 1) URL map (keep it consistent)

- **Style definition (evergreen):**  
`/yoga-styles/[style]/`  
e.g., `/yoga-styles/vinyasa-yoga/`
- **12 Benefits (evergreen child):**  
`/yoga-styles/[style]/[style]-12-benefits/`  
e.g., `/yoga-styles/vinyasa-yoga/vinyasa-yoga-12-benefits/`
- **City hub:**  
`/best-yoga-studios/[city]/`
- **Best of [Style] in [City]:**  
`/best-yoga-studios/[city]/[style]/`

## 2) Anchor-text standards (SEO-friendly, consistent)

Use these exact phrases wherever possible:

- Link to style definition: “**What is [Style] Yoga? (Complete Guide)**”
- Link to benefits: “**12 Benefits of [Style] Yoga**”
- Link from evergreen back to city: “**Best [Style] Yoga in [City]**”

## 3) Where to place links (by page type)

### A) City → Style page

(`/best-yoga-studios/[city]/[style]/`)

- Hero sub-line CTA: link to **Style Guide**
- Intro TL;DR box: link to **12 Benefits**

- **FAQ block:** one Q/A links to Guide; one links to Benefits
- **Conclusion / Next step:** links to **Style Guide + Benefits**

## B) City hub (**/best-yoga-studios/[city]/**)

- In each style card: “Learn the style” → **Style Guide**, “See benefits” → **12 Benefits**
- Also link to the **Top 7 list** for that style in the city.

## C) Style definition (evergreen)

### (**/yoga-styles/[style]/**)

- **Above the fold box:** “Find [Style] near you in [City]” → link to each city’s “Best [Style] in [City]” (you can show top 6 priority cities).
- **Benefits teaser:** link to the **12 Benefits** page.

## D) 12 Benefits page

### (**/yoga-styles/[style]/[style]-12-benefits/**)

- **Sticky/inline CTA:** “Find the best [Style] in [City]” → link to those city style pages.
  - **Intro paragraph:** link once back to **Style Guide**.
- 

## 4) Paste-ready components

### A) “Learn the Style” sidebar card (drop into city+style pages)

```

<aside class="ynm-learn-style" aria-labelledby="learn-style-title"
style="position:sticky;top:20px;background:#f8f9fa;border-left:4px
solid #61948B;border-radius:12px;padding:1.25rem;margin-bottom:2rem">
  <h3 id="learn-style-title" style="color:#5f7470;margin:0 0 .75rem
0;font-size:1.1rem">New to Vinyasa?</h3>
  <p style="margin:.5rem 0 1rem 0;color:#555">Get the fundamentals
before you pick a studio.</p>
  <a href="https://yogearme.info/yoga-styles/vinyasa-yoga/">

    style="display:block;margin-bottom:.5rem;font-weight:700;text-decorati
on:none;color:#ff5733">
      What is Vinyasa Yoga? (Complete Guide) →
    </a>
    <a
      href="https://yogearme.info/yoga-styles/vinyasa-yoga/vinyasa-yoga-12
-benefits/">

      style="display:block;font-weight:700;text-decoration:none;color:#ff573
3">
        12 Benefits of Vinyasa Yoga →
      </a>
    </a>
  </aside>

```

## B) Benefits teaser block (drop anywhere on city+style pages and city hub)

```

<section class="ynm-benefits-teaser"
style="background:linear-gradient(135deg,#61948B,#5F7470);padding:1.25
rem;border-radius:12px;color:#fff;margin:2rem 0">
  <h3 style="margin:0 0 .5rem 0">Why Vinyasa works</h3>
  <p style="margin:0 0 1rem 0;opacity:.95">From mobility and strength
to focus and stress relief.</p>
  <a
    href="https://yogearme.info/yoga-styles/vinyasa-yoga/vinyasa-yoga-12
-benefits/">

    style="display:inline-block;background:#FF5733;color:#fff;padding:.65r
em 1rem;border-radius:999px;text-decoration:none;font-weight:700">

```

```
    Read the 12 Benefits →  
    </a>  
</section>
```

## C) “Related reading” footer (drop into all “Best of [Style] in [City]” pages)

```
<section class="ynm-related-reading" aria-labelledby="related-reading"  
style="padding:1.5rem 0; border-top:1px solid #eaeaea">  
    <h2 id="related-reading"  
style="color:#5f7470;font-size:1.25rem; margin:0 0 .75rem 0">Related  
reading</h2>  
    <ul  
style="list-style:none; margin:0; padding:0; display:grid; gap:.5rem">  
        <li><a href="https://yogearme.info/yoga-styles/vinyasa-yoga/"  
style="text-decoration:none; color:#ff5733; font-weight:700">What is  
Vinyasa Yoga? (Complete Guide)</a></li>  
        <li><a  
href="https://yogearme.info/yoga-styles/vinyasa-yoga/vinyasa-yoga-12  
-benefits/"  
style="text-decoration:none; color:#ff5733; font-weight:700">12 Benefits  
of Vinyasa Yoga</a></li>  
    </ul>  
</section>
```

## D) City hub style card (shows both links)

```
<article class="ynm-style-card" style="border:1px solid  
#eee; border-radius:12px; padding:1rem">  
    <h3 style="margin:.25rem 0 0 0; color:#5f7470">Vinyasa Yoga</h3>  
    <p style="margin:.5rem 0 1rem 0; color:#555">Flowing, breath-linked  
sequences from beginner to advanced.</p>  
    <div style="display:flex; gap:.5rem; flex-wrap:wrap">  
        <a href="/best-yoga-studios/[city]/vinyasa-yoga/" class="btn"  
style="text-decoration:none; padding:.5rem  
.9rem; border-radius:999px; background:#FF5733; color:#fff; font-weight:70  
0">Top 7 in [City]</a>
```

```

        <a href="/yoga-styles/vinyasa-yoga/" class="btn"
style="text-decoration:none;padding:.5rem
.9rem;border-radius:999px;background:#61948B;color:#fff;font-weight:70
0">Learn the style</a>
        <a href="/yoga-styles/vinyasa-yoga/vinyasa-yoga-12-benefits/"
class="btn" style="text-decoration:none;padding:.5rem
.9rem;border-radius:999px;border:1px solid
#61948B;color:#61948B;font-weight:700;background:#fff">See
benefits</a>
    </div>
</article>
```

## E) Breadcrumb JSON-LD (add **about** to bind style pages)

Use this on **Best of [Style] in [City]** pages; note the **about** references the evergreen style page:

```

<script type="application/ld+json">
{
    "@context": "https://schema.org",
    "@graph": [
        {
            "@type": "BreadcrumbList",
            "itemListElement": [
                {"@type": "ListItem", "position": 1, "name": "Home", "item": "https://yoganear
me.info/"},
                {"@type": "ListItem", "position": 2, "name": "Best Yoga
Studios", "item": "https://yoganear.me.info/best-yoga-studios/"},
                {"@type": "ListItem", "position": 3, "name": "[City]", "item": "https://yog
earme.info/best-yoga-studios/[city]/"},
                {"@type": "ListItem", "position": 4, "name": "Best Vinyasa Yoga in
[City]", "item": "https://yoganear.me.info/best-yoga-studios/[city]/vinya
sa-yoga/"}
            ]
        },
        {

```

```

        "@type" :"ItemList",
        "name": "Top Vinyasa Yoga Studios in [City]",
        "itemListOrder": "http://schema.org/ItemListOrderAscending",

"about": {"@id": "https://yogearme.info/yoga-styles/vinyasa-yoga/"},
        "itemListElement": [
            {
                "@type": "ListItem", "position": 1,
                "item": {"@type": "LocalBusiness", "name": "[Studio
1]", "url": "https://yogearme.info/studios/[city]/[studio-1]/"}
            }
            /* repeat 2..7 */
        ]
    }
]
}
</script>

```

## F) Cross-links on evergreen style definition page

Place this near the top of `/yoga-styles/vinyasa-yoga/`:

```

<section class="ynm-find-city"
style="background:#f8f9fa; border-radius:12px; padding:1rem; margin:1.5re
m 0; border-left:4px solid #FF5733">
    <strong>Ready to practice?</strong> Explore the best Vinyasa classes
near you:
    <div style="margin-top:.5rem; display:flex; flex-wrap:wrap; gap:.5rem">
        <a href="/best-yoga-studios/los-angeles/vinyasa-yoga/" class="btn"
style="text-decoration:none; padding:.45rem
.8rem; border-radius:999px; background:#61948B; color:#fff; font-weight:70
0">Los Angeles</a>
        <a href="/best-yoga-studios/new-york/vinyasa-yoga/" class="btn"
style="text-decoration:none; padding:.45rem
.8rem; border-radius:999px; background:#61948B; color:#fff; font-weight:70
0">New York</a>
        <a href="/best-yoga-studios/chicago/vinyasa-yoga/" class="btn"
style="text-decoration:none; padding:.45rem
.8rem; border-radius:999px; background:#61948B; color:#fff; font-weight:70
0">Chicago</a>
    </div>
</section>

```

```
.8rem; border-radius: 999px; background: #61948B; color: #fff; font-weight: 700">Chicago</a>
    <!-- add your priority cities -->
</div>
</section>
```

---

## 5) Internal-linking checklist (copy/paste into your SOP)

1. **Every city+style page:** include **Learn the Style card** (→ style guide & benefits) + **Related reading** footer.
  2. **City hub:** on each style tile include **Top 7, Learn the style, See benefits**.
  3. **Style guide:** add **Find in [City]** buttons to your top 6–10 cities.
  4. **12 Benefits:** add sticky/inline **Find Best in [City]** links (same cities as #3).
  5. **Consistent anchor text** per Section 2 (don't get cute—consistency wins).
  6. **Schema:** on city+style pages, set **about** → the style guide URL (as in E).
  7. **Menus/Footers:** keep one link to **Yoga Styles Guide** and one to **Best Yoga Studios** to help crawlers hit both silos from every page.
- 

If you want, I can generate these blocks filled with your ten priority cities and your chosen three styles each, so you can paste them straight into Elementor—no edits needed.

**You said:**

Right now my city button goes to the directory city search. Do I use that button, if so how do you suggest to add it, or do I create a distinct city page coming from the button that incorporates best of, maybe studio videos, etc. I'm confused about what structure is best for ui/ux and for our seo/serp

**ChatGPT said:**

That's a very smart question — and it's exactly where most directory builders hit a fork in the road. You're asking:

Should the **city button** go directly to the **GeoDirectory city search results**, or should I build a **custom “City Hub” page** that blends SEO content + dynamic listings + media?

Let's break this down from both a **UX** and **SEO/SERP** perspective.

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## The Two Options

### Option A — Use the GeoDirectory city results page

**URL:** `/location/[city]/` or whatever GeoDirectory generates

**Purpose:** functional search results for users already looking to browse listings

#### Pros:

- Zero setup — you already have it.
- Automatically updates with new studios.
- Great for people who already *know what they want* (“Yoga studios in Denver”).

#### Cons:

- Weak SEO footprint: these archive pages aren't content-rich, so they rarely rank beyond “brand + city.”
- Poor SERP click-through: no meta title/description control; Google sees them as thin pages.
- No storytelling, no “Best Of,” no video integration — so it's not building topical authority.

 **Best use:** as a *browse layer*, not your SEO-entry layer.

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### Option B — Build a custom City Hub Page

**URL:** `/best-yoga-studios/[city]/`

## Content:

- Hero: city photo, search bar, and intro paragraph (“Yoga in Austin: Flow, Community, and Creativity”).
- SEO-optimized section: “Best of” summaries for top 3 styles (Vinyasa, Power, Yin).
- Embed: your top 7 studio list with dynamic “View Profile” links.
- Optional: YouTube embed / Instagram reel (city roundup).
- Link: “Browse all Austin studios →” (this goes to the GeoDirectory city search).

## Pros:

- Strong SEO/AISEO footprint — full metadata, schema, content, internal links.
- Perfect for *top-funnel discovery* (ranks for “best yoga studios in Austin”).
- Gives you editorial control: featured studios, style links, and benefits integration.
- Adds trust signals (videos, author bio, map) → better dwell time and conversions.

## Cons:

- Slightly more maintenance (update featured studios 2–3x/year).
- One-time setup for template (but Elementor makes that easy).

👉 **Best use:** *primary SEO + storytelling hub*, which then links out to

- the **GeoDirectory results** (for full browsing)
- and to **style-in-city** pages (“Best Vinyasa Yoga in Austin”).

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## The Hybrid That Wins (and what I recommend)

The strongest setup combines both:

1 City button → City Hub page

- Keep your homepage **city buttons**, but point them to [/best-yoga-studios/\[city\]/](#) (custom City Hub).
- This is your **SEO landing page** — rich, human, editorial.

## 2 Inside each City Hub page

Add a big, visible button or inline CTA:

**“Browse all [City] studios →”**  
and link that to the **GeoDirectory city search**.

**That way:**

- Google lands users on your *optimized City Hub* (content + schema).
  - Visitors can still click through to the live GeoDirectory results for real-time listings.
  - You capture *both* types of intent: discovery **and** browsing.
- 



## UI / UX Structure (template you can reuse)

```
<section class="city-hero">
  <h1>Yoga in Austin</h1>
  <p>Find your flow in Austin's vibrant yoga scene—from energizing Vinyasa classes to relaxing Yin sessions by the lake.</p>
  <a href="/geodir_location/austin/" class="btn-primary">Browse All Studios →</a>
</section>

<section class="city-featured">
  <h2>Best Yoga Styles in Austin</h2>
  <div class="grid">
    <a href="/best-yoga-studios/austin/vinyasa-yoga/">Best Vinyasa Yoga in Austin</a>
    <a href="/best-yoga-studios/austin/power-yoga/">Best Power Yoga in Austin</a>
  </div>
</section>
```

```

        <a href="/best-yoga-studios/austin/yin-yoga/">Best Yin Yoga in
Austin</a>
    </div>
</section>

<section class="city-videos">
    <h2>Featured Studios</h2>
    <!-- embed YouTube playlist or short reels -->
</section>

<section class="city-map">
    <h2>Find a Studio Near You</h2>
    <!-- embed GeoDirectory map shortcode -->
</section>

```

**Add internal links to:**

- The style guide (</yoga-styles/vinyasa-yoga/>)
  - The 12 benefits page
  - The style-in-city pages (</best-yoga-studios/austin/vinyasa-yoga/>)
- 



## SEO/SERP impact of this structure

| Layer   | Target Queries                   | SEO Role                               |
|---|----------------------------------|--|
| <b>City Hub</b><br>( <a href="/best-yoga-studios/[city]/">/best-yoga-studios/[city]/</a> )                                | "best yoga studios<br>in [city]" | Primary ranking &<br>featured snippets |
| <b>Style-in-City</b><br>( <a href="/best-yoga-studios/[city]/vinyasa-yoga/">/best-yoga-studios/[city]/vinyasa-yoga/</a> ) | "[style] yoga [city]"            | Deep topical relevance<br>+ long-tail  |
| <b>Style definition</b><br>( <a href="/yoga-styles/[style]/">/yoga-styles/[style]/</a> )                                  | "what is [style]<br>yoga"        | Topical authority<br>(evergreen)       |

**GeoDirectory Search**  
**(/location/[city]/)**

“yoga studios near me” UX layer; not ranking focus

This hierarchy makes your site look like:

```
Yoga Near Me
├── /best-yoga-studios/
│   ├── /austin/
│   │   ├── /vinyasa-yoga/
│   │   ├── /power-yoga/
│   │   └── /yin-yoga/
│   └── /los-angeles/...
└── /yoga-styles/
    ├── /vinyasa-yoga/
    │   └── /vinyasa-yoga-12-benefits/
    └── /power-yoga/...
```

...and each node links horizontally and vertically.

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## ✓ TL;DR Recommendation

**Keep your GeoDirectory city search** (it's useful),  
but **make the city buttons go to new “City Hub” pages** that:

- introduce the city scene
- showcase your top 3 styles (with links to “Best Of” pages)
- optionally embed video or a featured-studio map
- link out to the directory for browsing

That's the winning combo for **SERP**, **AISEO**, and **user flow**.

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If you'd like, I can design one **City Hub Elementor template** that implements this hybrid structure — hero, featured styles, embedded GeoDirectory map, and SEO metadata — so you

can just duplicate and replace city names.  
Would you like me to build that next?

**You said:**

When we design this city page do we want to try and add the Geodirectory city search page to the city page and even a city-style search page to the best o pages? I'm trying to get a handle on what the consumer might want

**ChatGPT said:**

You're thinking about this the exact right way — you're asking how to **merge “directory usability” and “content authority.”**

Let's build that mental model clearly — what *users* want, what *Google* rewards, and how to layer GeoDirectory into your new “City” and “Best of (Style)” pages without confusion or duplication.

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## How Users Actually Navigate Yoga Directories

**There are 3 different intents you're serving:**

**1. Browsing / Comparison intent**

- “Show me yoga studios near me” or “Yoga studios in Denver.”
- These users want maps, filters, and up-to-date listings.
- **Your GeoDirectory search page serves this perfectly.**

**2. Discovery / Curation intent**

- “Best yoga studios in Austin” or “Best Vinyasa yoga in Austin.”
- These users want *expert editorial guidance* — top picks, descriptions, benefits, and visuals.
- **Your “City Hub” or “Best of (Style)” pages serve this.**

**3. Education / Style-learning intent**

- “What is Vinyasa yoga?” or “Benefits of Hot yoga.”
- These users are top-of-funnel, learning and comparing styles.
- **Your Style and 12 Benefits pages serve this.**

**Your job:** create a UX that lets people *move between those three seamlessly*.

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## The Best UX/SEO Strategy (Hybrid Integration)

## 1 City Hub Pages = Editorial + GeoDirectory Integration

- URL: /best-yoga-studios/[city]/
- Purpose: “Best yoga in Austin” content hub.

### ✓ Structure:

| Section                                 | Purpose  |
|---|--|
| <b>Hero</b>                             | SEO target (H1 + intro paragraph on city yoga culture)                       |
| <b>Top 3 Styles</b>                     | Cards linking to each style-specific “Best of” page                          |
| <b>Top Studios Block</b>                | Editorially selected “Top 7 Studios” (curated, with photos)                  |
| <b>Interactive Map / Listings Embed</b> | GeoDirectory city search <b>embedded</b> via shortcode (below curated picks) |
| <b>Video / Lifestyle Section</b>        | Optional: “Inside Austin’s Yoga Scene” video                                 |
| <b>CTA</b>                              | “Browse all Austin studios” button linking to full GeoDirectory city page    |

### ✓ Example structure (Elementor layout):

```
[Hero Section: City name + short description]
[Grid: Top 3 Yoga Styles cards]
[Section: “Our Top Picks” – curated studios (Top 7)]
[GeoDirectory Map Widget: filtered by city]
[Section: City video or reel]
[Button: “View all [City] studios →”]
```

### GeoDirectory placement:

Embed the GeoDirectory city shortcode *below* your editorial picks:

```
[gd_map show_filters="1" post_type="gd_place"
geodir_location_name="Austin"]
```

or if you’re using Elementor:

→ Add the **GeoDirectory Map + List Widget** filtered by location = current city.

- ✓ UX reason: keeps your curated “Best” section distinct but still gives the user the live, filterable map below it.
  - ✓ SEO reason: keeps your “Best Yoga in Austin” page rich with content and schema, while leveraging the directory for internal linking and crawlable data.
- 

## 2 Style-in-City Pages = Curation + Optional Style Filter

- URL: [/best-yoga-studios/\[city\]/\[style\]/](/best-yoga-studios/[city]/[style]/)
- Purpose: “Best [Style] Yoga in [City]” list.

### ✓ Structure:

| Section                       | Purpose   |
|-------------------------------|---|
| <b>Hero</b>                   | SEO target: “[Style] Yoga in [City]”  |
| <b>Quick Style Definition</b> | Short paragraph linking to your Style Guide + 12 Benefits   |
| <b>Top 7 Studios</b>          | Curated list (static or dynamically pulled by tag/style)  |
| <b>Map Embed (optional)</b>   | GeoDirectory widget filtered by city + tag = style  |
| <b>FAQ</b>                    | Schema for AI/SGE   |
| <b>CTA</b>                    | “Find more [City] studios →” linking to <a href="/best-yoga-studios/[city]/">/best-yoga-studios/[city]/</a> |

### GeoDirectory filter example:

```
[gd_map post_type="gd_place" geodir_location_name="Austin"
category="vinyasa-yoga"]
```

**Optional:** Add a “View All” link beneath it →  
[/location/austin/?gd\\_style=vinyasa-yoga](/location/austin/?gd_style=vinyasa-yoga).

---

## 3 Why This Hybrid Works (for users *and* Google)

| Goal   | Implementation   | Why It Works                        |
|--|--|-------------------------------------|
| <b>User finds trustworthy curation first</b>     | City + Style “Best Of” pages   | Improves dwell time and click depth |
| <b>User can still browse everything</b>          | GeoDirectory embed or link below content                                 | Reduces bounce rate                 |
| <b>Google gets indexable, keyword-rich pages</b> | Custom pages with structured data  | Ranks for “Best X Yoga in City”     |
| <b>Google still crawls live listings</b>         | Internal link to <a href="/location/[city]/">/location/[city]/</a> pages | Keeps freshness signals             |

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## Linking Pattern Summary

| From                    | To                           | Example Link  |
|-------------------------|------------------------------|---|
| City button on homepage | City Hub                     | <a href="/best-yoga-studios/austin/">/best-yoga-studios/austin/</a>   |
| City Hub                | Style-in-City pages          | <a href="/best-yoga-studios/austin/vinyasa-yoga/">/best-yoga-studios/austin/vinyasa-yoga/</a>   |
| Style-in-City           | Style Guide + Benefits       | <a href="/yoga-styles/vinyasa-yoga/">/yoga-styles/vinyasa-yoga/</a> + <a href="/vinyasa-yoga-12-benefits/">/vinyasa-yoga-12-benefits/</a> |
| Style-in-City           | GeoDirectory filtered search | <a href="/location/austin/?gd_style=vinyasa-yoga">/location/austin/?gd_style=vinyasa-yoga</a>   |
| City Hub                | GeoDirectory city search     | <a href="/location/austin/">/location/austin/</a>   |

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## TL;DR Recommendation

 **Yes — absolutely embed GeoDirectory content on your City and Style pages,** but do it *below* your editorial content (not instead of it).

This gives you the best of both worlds:

- **SEO strength** (indexable content + schema + internal links)

- **UX convenience** (real, filterable maps and live listings)
  - **SERP diversity** (you can rank both for “best yoga studios in Austin” *and* “yoga studios in Austin”)
- 

If you’d like, I can create:

- a **wireframe layout (Elementor section-by-section)** for the City Hub (with integrated GeoDirectory map)
- and a **matching layout** for a Style-in-City “Best Of” page (with a filtered GeoDirectory map for that style).

Would you like me to generate both of those visual wireframes next?

You said:

Yes

ChatGPT said:

Awesome—here are two production-ready wireframes you can drop into Elementor today. They’re designed to balance curation (content that ranks) with utility (embedded GeoDirectory search). I’m giving you:

- Section-by-section layout (what widget to use)
  - Reusable copy blocks + CTA logic
  - GeoDirectory shortcodes / widget settings
  - Internal linking plan
  - JSON-LD you can paste into a RankMath “Custom Schema” or an HTML widget
  - Optional CSS utility classes
- 

## City Hub Template

**Goal:** Rank for “best yoga studios in {City}” and funnel users to style pages + live listings.

**URL:** /best-yoga-studios/{city}/

**Example:** /best-yoga-studios/austin/

## 0) Page SEO (RankMath)

- Title: Best Yoga Studios in {City} ({Year}) – Top Styles & Where to Practice
- Description: The trusted guide to yoga in {City}: top studios, most popular styles, maps, and videos. Compare Vinyasa, Hatha, and Hot yoga and find classes near you.
- Canonical: this page’s URL
- Primary keyword: best yoga studios {City}
- Secondary: yoga {City}, vinyasa yoga {City}, hot yoga {City}

## 1) Hero (Elementor: Container → Heading + Text + Button)

- **H1:** Best Yoga Studios in {City}
- **Deck:** A 2–3 sentence local intro (why this city loves yoga, neighborhoods, vibe).
- **Primary CTA (Button):** Browse all {City} studios → → link: /location/{city}/ (GeoDirectory city page)

**Optional HTML overlay (Elementor HTML widget):**

```
<div class="ynm-hero">
  <h1>Best Yoga Studios in {{CITY}}</h1>
  <p>Your local guide to {{CITY}} yoga—top studios, most-loved styles, and a live map to find classes near you.</p>
  <a class="ynm-btn" href="/location/{{CITY}}/">Browse all {{CITY}}
  studios →</a>
</div>
```

## 2) “Top Styles in {City}” (3 cards → link to style-in-city pages)

Use a 3-column container with Image → Heading → Short blurb → Button.

**Cards (examples):**

- Vinyasa Yoga in {City} → </best-yoga-studios/{city}/vinyasa-yoga/>
- Hot Yoga in {City} → </best-yoga-studios/{city}/hot-yoga/>
- Hatha Yoga in {City} → </best-yoga-studios/{city}/hatha-yoga/>

**Teaser copy (each ~20–30 words).**

## 3) “Our Top Picks” (Curated Top 7)

Elementor Posts/Loop or static Cards. Each card: Studio name, neighborhood, 1-sentence POV, tags (style badges), and a “View profile” link to your listing.

**Internal links you should include in each card:**

- Studio page: </studios/{studio-slug}/>
- “Map it” anchor link to the map section on this page (nice UX)
- Optional: YouTube/Instagram if you have creator content

## 4) Live Map + Listings (GeoDirectory embed)

Place this **after** your curated block.

**Shortcode (HTML widget):**

```
[gd_map  
post_type="gd_place"  
show_filters="1"]
```

```
search_filter="1"
filter_button="1"
layout="1"
mapzoom="12"
maplockscroll="1"
scrollwheel="0"
geodir_location_name="{{CITY}}"]
```

**Below map:**

```
[gd_loop
post_type="gd_place"
posts_per_page="12"
show_pagination="1"
geodir_location_name="{{CITY}}"]
```

Elementor Widgets alternative: use **GeoDirectory Map + GD Listings**; set Location = “Use current page city” (or hard-set city if needed). Show filters (Style, Price, Amenities).

## 5) Video / Local Flavor (optional)

Add a YouTube/Vimeo of “Yoga in {City}” or a studio walk-through playlist. This helps SGE/AI answers and dwell time.

## 6) FAQ (Elementor Toggle + FAQPage schema)

- What is the most popular yoga style in {City}?
- What neighborhoods in {City} have the most studios?
- Is hot yoga common in {City} and what to bring?
- Best beginner-friendly styles in {City}?

Paste this JSON-LD into a RankMath Custom Schema field or an HTML widget:

```
<script type="application/ld+json">
{
```

```

"@context": "https://schema.org",
"@type": "FAQPage",
"mainEntity": [
  {"@type": "Question", "name": "What is the most popular yoga style in {{CITY}}?", "acceptedAnswer": {"@type": "Answer", "text": "Vinyasa is typically the most searched and widely offered style in {{CITY}}, followed by Hot and Hatha. Use the map and filters below to compare options by neighborhood."}},
  {"@type": "Question", "name": "Which neighborhoods in {{CITY}} have the most yoga studios?", "acceptedAnswer": {"@type": "Answer", "text": "You'll find dense clusters in {{AREA1}} and {{AREA2}}, with emerging spots in {{AREA3}}. The live map shows current openings and schedules."}},
  {"@type": "Question", "name": "Is hot yoga common in {{CITY}} and what should I bring?", "acceptedAnswer": {"@type": "Answer", "text": "Yes-hot yoga is popular. Bring a mat, towel, and water bottle; arrive early to acclimate to the heated room."}},
  {"@type": "Question", "name": "What's the best beginner-friendly style in {{CITY}}?", "acceptedAnswer": {"@type": "Answer", "text": "Hatha and Slow-Flow Vinyasa are beginner-friendly. Many studios in {{CITY}} label classes by level-use the filter to find Level 1."}}
]
}
</script>

```

## 7) Footer CTA

- **Button A:** Find classes near me → → </location/{city}/>
- **Button B (secondary):** Compare styles → → </yoga-styles/>

## 8) Page Schema (Breadcrumb + WebPage)

Add via RankMath or HTML widget:

```

<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "WebPage",

```

```

"name": "Best Yoga Studios in {{CITY}}",
"url": "https://yogearme.info/best-yoga-studios/{{CITY}}/",
"breadcrumb": {
  "@type": "BreadcrumbList", "itemListElement": [
    {"@type": "ListItem", "position": 1, "name": "Home", "item": "https://yogearme.info/"},
    {"@type": "ListItem", "position": 2, "name": "Best of Cities", "item": "https://yogearme.info/best-yoga-studios/"},
    {"@type": "ListItem", "position": 3, "name": "{{CITY}}"}
  ]
}
}
</script>

```

---

## Style-in-City “Best Of” Template

**Goal:** Rank for “best {Style} yoga in {City}” and push style education + filtered listings.

**URL:** /best-yoga-studios/{city}/{style}/

**Example:** /best-yoga-studios/austin/vinyasa-yoga/

### 0) Page SEO (RankMath)

- Title: Best {Style} Yoga in {City} ({Year}) – Top Studios & Map
- Description: The best {Style} yoga in {City}: curated top studios, benefits, and a live map to find classes near you.
- Primary keyword: best {style} yoga {city}

### 1) Hero

- H1: Best {Style} Yoga in {City}

- **Deck:** One-liner that ties the style's vibe to the city.
- **Buttons:**
  - `Compare {Style} benefits` → → `/yoga-styles/{style}/{style}-yoga-12-benefits/`
  - `What is {Style}?` → → `/yoga-styles/{style}/`

## 2) Quick Style Primer (Education box)

2–3 bullets that define the style, with deep links to your **Style Guide** and **12 Benefits** pages.

## 3) Top 7 {Style} Studios (Curated)

Same card pattern as City Hub but style-specific tags and reasons (e.g., best for beginners, best heated vinyasa, best music-driven flow).

## 4) Filtered Map + Listings (GeoDirectory)

**\_shortcode (style filter by category or custom taxonomy):**

```
[gd_map
  post_type="gd_place"
  show_filters="1"
  search_filter="1"
  filter_button="1"
  layout="1"
  mapzoom="12"
  geodir_location_name="{{CITY}}"
  category="{{STYLE-SLUG}}"]
```

Then the list:

```
[gd_loop
  post_type="gd_place"
  posts_per_page="12"
  show_pagination="1"]
```

```
geodir_location_name="{{CITY}}"
category="{{STYLE-SLUG}}"]
```

If you're tagging styles via a custom taxonomy (e.g., `gd_style`), use `tax_query` parameter or the widget's **Filter by Taxonomy** UI.

## 5) FAQ (Style-specific)

- Is {Style} yoga good for beginners in {City}?
- How hot is a typical {Style} class (if hot)?
- What to bring to a {Style} class?
- How is {Style} different from {Adjacent Style}?

Paste as FAQPage JSON-LD (adjust questions/answers to the style).

## 6) Crosslinks

- ← Back to Best Yoga in {City} → /best-yoga-studios/{city}/
  - {Style} Guide → /yoga-styles/{style}/
  - {Style} Benefits → /yoga-styles/{style}/{style}-yoga-12-benefits/
- 

## Internal Linking Matrix (Minimal but mighty)

From City Hub (`/best-yoga-studios/{city}/`)

- To each **Style-in-City** page (3 styles): cards in Section 2
- To **GeoDirectory city page**: hero button + footer CTA
- To **Global Style Guide**: small inline link in Section 2 area

### **From Style-in-City (</best-yoga-studios/{city}/{style}/>)**

- To **Style Guide + 12 Benefits** (above the fold)
- To **City Hub** (breadcrumb + crosslink near footer)
- To **GeoDirectory filtered** listings via map/list

### **From Style Guide (</yoga-styles/{style}/>)**

- To **12 Benefits** for that style
  - To a **city selector** component that links to top cities for that style (bonus SEO)
- 

## **Suggested Elementor Section Names (so you can templatize)**

- YNM City – Hero
- YNM City – Top Styles
- YNM City – Top Picks
- YNM City – Map & Listings
- YNM City – Video
- YNM City – FAQ
- YNM StyleCity – Hero
- YNM StyleCity – Primer
- YNM StyleCity – Top Picks
- YNM StyleCity – Map & Listings

- YNM StyleCity – FAQ
  - YNM StyleCity – Crosslinks
- 

## Optional CSS Utilities (Site-wide)

Add to **Customize → Additional CSS** (or a global stylesheet):

```
.ynm-hero { text-align:center; padding: clamp(2rem, 6vw, 4rem) 0; }
.ynm-btn { display:inline-block; padding:.9rem 1.4rem;
border-radius:999px; background:#FF5733; color:#fff;
text-decoration:none; font-weight:700; }
.ynm-card-grid { display:grid;
grid-template-columns:repeat(auto-fit,minmax(260px,1fr)); gap:1.25rem;
}
.ynm-card { background:#fff; border:1px solid #eee;
border-radius:16px; padding:1rem; }
.ynm-card h3 { margin:.25rem 0 .5rem; color:#5F7470; font-size:1.1rem;
}
.ynm-tag { display:inline-block; padding:.2rem .6rem;
border-radius:999px; font-size:.8rem; background:#F3F5F4;
margin-right:.35rem; }
```

---

## Authoritative Linking (how to tie to your Style/Benefits pages)

On the **Style-in-City** pages, place a compact “Learn the Style” callout just under the hero:

```
<div class="ynm-card">
<strong>New to {{STYLE}}?</strong>
<div>
  <a href="/yoga-styles/{{STYLE}}/">What is {{Style}} →</a>
  &nbsp; | &nbsp;
```

```
<a href="/yoga-styles/{{STYLE}}/{{STYLE}}-yoga-12-benefits/">12  
Benefits →</a>  
</div>  
</div>
```

This satisfies AI/SGE by connecting the “best” list to deeper educational content.

---

## GeoDirectory Notes

- If categories = styles, keep slugs aligned with your style page slugs (e.g., [vinyasa-yoga](#), [hot-yoga](#)).
  - For city pages, set **Location Context** to the city so Elementor GD widgets don’t need hard-coded params.
  - Add **amenity** and **level** taxonomies to power filters (e.g., “Beginner friendly,” “Heated,” “Showers”).
- 

## Quick “Why this wins”

- **SERP coverage:** you can rank for “best yoga studios in {city}” (City Hub) and “best {style} yoga in {city}” (Style-in-City).
  - **UX clarity:** curated picks first, then the live directory—no confusion.
  - **Topical authority:** crosslinks to Style + Benefits cement YNM as the teacher, not just a directory.
  - **Conversion:** persistent “Browse all {City} studios” CTA + map means fewer dead ends.
- 

If you want, I can generate:

1. a copy-paste **Elementor JSON section** for the City Hub (with placeholder tokens), and

2. a matching JSON for the Style-in-City variant,  
so you can import and just swap `{CITY}` / `{STYLE}`.

**You said:**

Although, I am using elementor, I build each page with html widget.

**ChatGPT said:**

Thought for 10s

Got it—since you’re building each page inside a single **Elementor → HTML widget**, here are two **drop-in HTML templates** you can paste as-is. They’re self-contained (styling + layout inlined), use your YNM colors, and include spots to add GeoDirectory via **Elementor’s Shortcode widget** (the HTML widget won’t execute shortcodes).

I’m giving you:

- City Hub page (`/best-yoga-studios/{city}/`)
  - Style-in-City page (`/best-yoga-studios/{city}/{style}/`)
  - Minimal, namespaced CSS (safe to reuse)
  - RankMath/SEO notes + JSON-LD blocks (paste these same `<script>` tags in the same HTML widget—totally fine)
- 

## 1) City Hub – Best Yoga Studios in {CITY}

**Where to put GD:** add a **Shortcode** widget **below** the “Live Map & Listings” comment with the two shortcodes I include.

```
<!-- ===== YNM City Hub (Best Yoga Studios in {{CITY}}) -->
<style>
/* ----- Scoped styles for YNM City pages ----- */
.ynm-city { --sage:#5F7470; --teal:#61948B; --coral:#FF5733;
--ink:#1f1f1f; --muted:#667085; --paper:#fff; }
.ynm-city .wrap{max-width:1100px;margin:0
auto;padding:clamp(16px,3vw,28px)}
```

```
.ynm-city .hero{padding:clamp(28px,6vw,56px) 0;text-align:center}
.ynm-city .hero
h1{font-size:clamp(28px,5vw,44px);line-height:1.15;margin:0;color:var(--sage)}
.ynm-city .hero p{max-width:800px;margin:.75rem auto 1.25rem;color:var(--muted);font-size:clamp(16px,2.2vw,18px)}
.ynm-city .btn{display:inline-block;padding:.9rem 1.25rem;border-radius:999px;background:var(--coral);color:#fff;font-weight:700;text-decoration:none}
.ynm-city
.btn:hover{filter:brightness(.95);transform:translateY(-1px)}
.ynm-city
.grid{display:grid;grid-template-columns:repeat(12,1fr);gap:16px}
.ynm-card{grid-column:span 4;background:#fff;border:1px solid #eee;border-radius:16px;overflow:hidden}
.ynm-card .media{aspect-ratio:16/9;background:#f6f6f6}
.ynm-card .body{padding:16px}
.ynm-card h3{margin:0 0 .4rem;font-size:1.1rem;color:var(--sage)}
.ynm-card p{margin:0 0 .75rem;color:var(--muted);font-size:.95rem}
.ynm-card
.more{color:var(--coral);font-weight:700;text-decoration:none}
.ynm-badges{display:flex;flex-wrap:wrap;gap:6px;margin:.35rem 0 0}
.ynm-tag{display:inline-block;background:#F3F5F4;border-radius:999px;padding:.2rem .55rem;font-size:.8rem;color:#475467}
.ynm-section{margin:clamp(24px,5vw,48px) 0}
.ynm-section h2{font-size:clamp(22px,3.5vw,30px);margin:0 0 .75rem;color:var(--sage)}
.ynm-note{background:#F7FAF9;border-left:4px solid var(--teal);padding:14px;border-radius:12px}
.ynm-faq details{border:1px solid #EAEAEA;border-radius:12px;padding:14px;background:#fff}
.ynm-faq details+details{margin-top:10px}
.ynm-faq summary{cursor:pointer;font-weight:700;color:var(--sage)}
.ynm-cta{display:flex;gap:12px;flex-wrap:wrap}
@media (max-width:900px){.ynm-card{grid-column:span 6}}
@media (max-width:640px){.ynm-card{grid-column:span 12}}
</style>
```

```
<section class="ynm-city">
  <div class="wrap hero">
    <h1>Best Yoga Studios in {{CITY}} ({{YEAR}})</h1>
    <p>Your local guide to {{CITY}} yoga-curated top studios, the most-loved styles, and a live map to help you find classes near you.</p>
    <div class="ynm-cta">
      <a class="btn" href="/location/{{CITY}}/">Browse all {{CITY}} studios →</a>
      <a class="btn" style="background:var(--teal)" href="/yoga-styles/">Compare styles →</a>
    </div>
  </div>

  <!-- Top Styles in City (links to Style-in-City pages) -->
  <div class="wrap ynm-section">
    <h2>Top Styles in {{CITY}}</h2>
    <div class="grid">
      <!-- Card 1 -->
      <article class="ynm-card">
        <a href="/best-yoga-studios/{{CITY-SLUG}}/vinyasa-yoga/"></a>
        <div class="body">
          <h3><a class="more" href="/best-yoga-studios/{{CITY-SLUG}}/vinyasa-yoga/">Vinyasa Yoga in {{CITY}} →</a></h3>
          <p>Creative, breath-linked flow from Slow to Power Vinyasa—popular across {{CITY}} neighborhoods.</p>
          <div class="ynm-badges">
            <span class="ynm-tag">Beginner→Advanced</span><span class="ynm-tag">Flow</span><span class="ynm-tag">Music-friendly</span>
          </div>
        </div>
      </article>
      <!-- Card 2 -->
    </div>
  </div>
```

```
<article class="ynm-card">
    <a href="/best-yoga-studios/{{CITY-SLUG}}/hot-yoga/"></a>
    <div class="body">
        <h3><a class="more"
href="/best-yoga-studios/{{CITY-SLUG}}/hot-yoga/">Hot Yoga in {{CITY}}
→</a></h3>
        <p>Heated classes for sweat, focus, and stamina. Compare
26&2, Hot Vinyasa, and studio amenities.</p>
        <div class="ynm-badges">
            <span class="ynm-tag">Heated</span><span
class="ynm-tag">Detox</span><span class="ynm-tag">Towel/Water</span>
        </div>
    </div>
</article>
<!-- Card 3 --&gt;
&lt;article class="ynm-card"&gt;
    &lt;a href="/best-yoga-studios/{{CITY-SLUG}}/hatha-yoga/"&gt;&lt;img
class="media"
src="https://yoganearme.info/wp-content/uploads/2025/08/Style_Icons_Ha
tha_1024x1024.jpg" alt="Hatha Yoga in {{CITY}}"&gt;&lt;/a&gt;
    &lt;div class="body"&gt;
        &lt;h3&gt;&lt;a class="more"
href="/best-yoga-studios/{{CITY-SLUG}}/hatha-yoga/"&gt;Hatha Yoga in
{{CITY}} →&lt;/a&gt;&lt;/h3&gt;
        &lt;p&gt;Foundational alignment and breath-great for new students
and mindful movers.&lt;/p&gt;
        &lt;div class="ynm-badges"&gt;
            &lt;span class="ynm-tag"&gt;Beginner-friendly&lt;/span&gt;&lt;span
class="ynm-tag"&gt;Alignment&lt;/span&gt;&lt;span class="ynm-tag"&gt;Breath&lt;/span&gt;
        &lt;/div&gt;
    &lt;/div&gt;
&lt;/article&gt;
&lt;/div&gt;
&lt;/div&gt;</pre>
```

```
<!-- Curated Top Picks -->
<div class="wrap ynm-section">
    <h2>Our Top {{CITY}} Studios</h2>
    <div class="ynm-note">We curate the list below for quality, consistency, reviews, and community vibe. Then we show the full live directory so you can explore everything.</div>
    <!-- Replace these list items with your Top 7 -->
    <ul style="margin:14px 0 0 18px;line-height:1.85;color:#475467">
        <li><a href="/studios/{{studio-1}}/">Studio One</a> – Best for Slow Flow in {{NEIGHBORHOOD}}</li>
        <li><a href="/studios/{{studio-2}}/">Studio Two</a> – Best Hot Vinyasa amenities</li>
        <li><a href="/studios/{{studio-3}}/">Studio Three</a> – Best for Beginners</li>
    </ul>
</div>

<!-- Live Map & Listings (add Elementor Shortcode widgets right under this comment) -->
<div class="wrap ynm-section">
    <h2>Explore All {{CITY}} Studios</h2>
    <p class="ynm-note">Use filters to sort by style, level, amenities, and neighborhood.</p>
    <!-- SHORTCODE 1: [gd_map post_type="gd_place" show_filters="1" search_filter="1" filter_button="1" layout="1" mapzoom="12" maplockscroll="1" scrollwheel="0" geodir_location_name="{{CITY}}"] -->
    <!-- SHORTCODE 2: [gd_loop post_type="gd_place" posts_per_page="12" show_pagination="1" geodir_location_name="{{CITY}}"] -->
</div>

<!-- FAQ -->
<div class="wrap ynm-section ynm-faq" id="faq">
    <h2>{{CITY}} Yoga FAQ</h2>
    <details><summary>What's the most popular style in {{CITY}}?</summary><div>Vinyasa leads most searches and schedules, with Hot and Hatha close behind.</div></details>
```

```
    <details><summary>Which neighborhoods have the most studios?</summary><div>Check {{AREA1}}, {{AREA2}}, and {{AREA3}}—then use the live map above to zoom in.</div></details>
    <details><summary>Beginner-friendly options?</summary><div>Hatha or Slow-Flow Vinyasa labeled Level 1. Many studios note levels on timetables.</div></details>
</div>

<!-- Footer CTA -->
<div class="wrap ynm-section" style="text-align:center">
    <a class="btn" href="/location/{{CITY}}/">Find classes near me →</a>
    <a class="btn" style="background:var(--teal)" href="/yoga-styles/">Compare styles →</a>
</div>
</section>

<!-- Schema: FAQ + WebPage + Breadcrumb (safe inside HTML widget) -->
<script type="application/ld+json">
{
    "@context": "https://schema.org",
    "@type": "FAQPage",
    "mainEntity": [
        {"@type": "Question", "name": "What's the most popular style in {{CITY}}?", "acceptedAnswer": {"@type": "Answer", "text": "Vinyasa is typically the most offered and searched, followed by Hot and Hatha."}},
        {"@type": "Question", "name": "Which neighborhoods have the most studios?", "acceptedAnswer": {"@type": "Answer", "text": "{{AREA1}}, {{AREA2}}, and {{AREA3}} often have dense clusters; use the live map to explore."}},
        {"@type": "Question", "name": "What's best for beginners?", "acceptedAnswer": {"@type": "Answer", "text": "Hatha and Slow-Flow Vinyasa classes labeled Level 1 are great entry points."}}
    ]
}</script>
<script type="application/ld+json">
```

```
{"@context": "https://schema.org", "@type": "WebPage", "name": "Best Yoga Studios in {{CITY}}", "url": "https://yogearme.info/best-yoga-studios/{{CITY-SLUG}}/", "breadcrumb": {"@type": "BreadcrumbList", "itemListElement": [ {"@type": "ListItem", "position": 1, "name": "Home", "item": "https://yogearme.info/"}, {"@type": "ListItem", "position": 2, "name": "Best of Cities", "item": "https://yogearme.info/best-yoga-studios/"}, {"@type": "ListItem", "position": 3, "name": "{{CITY}}"}]}  
</script>  
<!-- ===== YNM City Hub ===== -->
```

---

## 2) Style-in-City – Best {STYLE} in {CITY}

**Where to put GD:** again, add two **Shortcode** widgets for the filtered map + loop where indicated.

```
<!-- ===== YNM Style-in-City (Best {{STYLE}} in {{CITY}})-->  
  
<style>  
 .ynm-sc { --sage:#5F7470; --teal:#61948B; --coral:#FF5733;  
 --muted:#667085; }  
 .ynm-sc .wrap{max-width:1100px;margin:0  
 auto;padding:clamp(16px,3vw,28px)}  
 .ynm-sc .hero{text-align:center;padding:clamp(28px,6vw,56px) 0}  
 .ynm-sc h1{font-size:clamp(28px,5vw,44px);margin:0;color:var(--sage)}  
 .ynm-sc p{max-width:820px;margin:.75rem auto 1rem;color:var(--muted)}  
 .ynm-sc .btn{display:inline-block;padding:.8rem  
 1.1rem;border-radius:999px;background:var(--coral);color:#fff;font-wei  
 ght:700;text-decoration:none}  
 .ynm-sc .btn.alt{background:var(--teal)}  
 .ynm-sc .note{background:#F7FAF9;border-left:4px solid  
 var(--teal);padding:14px;border-radius:12px}  
 .ynm-grid{display:grid;grid-template-columns:repeat(12,1fr);gap:16px}  
 .ynm-mini{grid-column:span 12;background:#fff;border:1px solid  
 #eee;border-radius:14px;padding:14px}  
 @media(min-width:760px){.ynm-mini{grid-column:span 6}}
```

```
.ynm-badges{display:flex;flex-wrap:wrap;gap:6px;margin-top:6px}
.ynm-tag{display:inline-block;background:#F3F5F4;border-radius:999px;padding:.2rem .55rem;font-size:.8rem;color:#475467}
</style>

<section class="ynm-sc">
  <div class="wrap hero">
    <h1>Best {{STYLE}} Yoga in {{CITY}} ({{YEAR}})</h1>
    <p>{{STYLE}} highlights in {{CITY}}-our curated picks, why locals love it, and a live map of all {{STYLE}} classes.</p>
    <div
      style="display:flex;gap:10px;justify-content:center;flex-wrap:wrap">
      <a class="btn"
        href="/yoga-styles/{{STYLE-SLUG}}/{{STYLE-SLUG}}-yoga-12-benefits/">Compare {{STYLE}} benefits →</a>
      <a class="btn alt" href="/yoga-styles/{{STYLE-SLUG}}/">What is {{STYLE}}? →</a>
      <a class="btn" href="/best-yoga-studios/{{CITY-SLUG}}/">← Back to {{CITY}} hub</a>
    </div>
  </div>

  <!-- Quick Primer -->
  <div class="wrap">
    <div class="note"><strong>New to {{STYLE}}?</strong> It links breath, sequencing, and {{STYLE-TRAIT}}. Learn more in our <a href="/yoga-styles/{{STYLE-SLUG}}/">style guide</a> and <a href="/yoga-styles/{{STYLE-SLUG}}/{{STYLE-SLUG}}-yoga-12-benefits/">12 benefits</a>.</div>
  </div>

  <!-- Curated Top Picks -->
  <div class="wrap" style="margin:clamp(20px,5vw,36px) 0">
    <h2 style="color:var(--sage);margin:0 0 .6rem">Top {{STYLE}} Studios in {{CITY}}</h2>
    <div class="ynm-grid">
      <article class="ynm-mini">
```

```
        <h3 style="margin:.1rem 0"><a href="/studios/{{studio-1}}/">Studio One</a></h3>
            <div class="ynm-badges"><span class="ynm-tag">Best for Beginners</span><span class="ynm-tag">Neighborhood</span></div>
            <p style="margin:.5rem 0 0;color:#475467">Why we picked it: instructor depth, consistent {{STYLE}} schedule, and community feel.</p>
        </article>
        <article class="ynm-mini">
            <h3 style="margin:.1rem 0"><a href="/studios/{{studio-2}}/">Studio Two</a></h3>
            <div class="ynm-badges"><span class="ynm-tag">Heated {{STYLE}}</span><span class="ynm-tag">Showers</span></div>
            <p style="margin:.5rem 0 0;color:#475467">Why we picked it: great amenities and evening classes.</p>
        </article>
        <!-- Add 5 more cards -->
    </div>
</div>

<!-- Filtered Map & Listings (insert Shortcode widgets) -->
<div class="wrap" style="margin:clamp(20px,5vw,36px) 0">
    <h2 style="color:var(--sage);margin:0 0 .4rem">Find {{STYLE}} Classes in {{CITY}}</h2>
    <p class="note">Use filters for "{{STYLE}}", level, and amenities (showers, lockers, beginner-friendly).</p>
    <!-- SHORTCODE 1 (Map):
        [gd_map post_type="gd_place" show_filters="1" search_filter="1" filter_button="1" layout="1" mapzoom="12" geodir_location_name="{{CITY}}" category="{{STYLE-SLUG}}"]
    -->
    <!-- SHORTCODE 2 (List):
        [gd_loop post_type="gd_place" posts_per_page="12" show_pagination="1" geodir_location_name="{{CITY}}" category="{{STYLE-SLUG}}"]
    -->
</div>
```

```

<!-- Crosslinks -->
<div class="wrap"
style="text-align:center; margin:clamp(20px, 5vw, 40px) 0">
    <a class="btn alt" href="/best-yoga-studios/{{CITY-SLUG}}/">← Back
    to Best in {{CITY}}</a>
    <a class="btn" href="/yoga-styles/{{STYLE-SLUG}}/">{{STYLE}} Guide
    →</a>
</div>
</section>

<!-- Schema: FAQ stub (optional per page), WebPage, Breadcrumb -->
<script type="application/ld+json">
{@context": "https://schema.org", "@type": "WebPage", "name": "Best
{{STYLE}} Yoga in
{{CITY}}", "url": "https://yogearme.info/best-yoga-studios/{{CITY-SLUG
}}/{{STYLE-SLUG}}/", "breadcrumb": {"@type": "BreadcrumbList", "itemListEl
ement": [{"@type": "ListItem", "position": 1, "name": "Home", "item": "https:/
/yogearme.info/"}, {"@type": "ListItem", "position": 2, "name": "Best of
Cities", "item": "https://yogearme.info/best-yoga-studios/"}, {"@type": "
ListItem", "position": 3, "name": "{{CITY}}", "item": "https://yogearme.i
nfo/best-yoga-studios/{{CITY-SLUG}}/"}, {"@type": "ListItem", "position": 4,
"name": "{{STYLE}}"}]}}
</script>
<!-- ===== /YNM Style-in-City ===== -->

```

---

## How to embed GeoDirectory when you only use HTML widgets

- **HTML widget doesn't run shortcodes.** Add the **Elementor → Shortcode** widget exactly where I left the comments and paste:

- City map:

```
[gd_map post_type="gd_place" show_filters="1"
search_filter="1" filter_button="1" layout="1" mapzoom="12"
maplockscroll="1" scrollwheel="0"
geodir_location_name="{{CITY}}"]
```

- City list:  
[gd\_loop post\_type="gd\_place" posts\_per\_page="12" show\_pagination="1" geodir\_location\_name="{{CITY}}"]
- Style-filtered versions use `category="{{STYLE-SLUG}}"` (or your custom taxonomy filter in the widget UI).

If you absolutely must stay in one HTML widget, wrap shortcodes with:

```
<div>[gd_map ...]</div>
```

...but Elementor still won't execute them; you'll need the Shortcode widget (or a tiny custom shortcode runner).

---

## SEO / linking checklist (quick)

- **City Hub** links out to 3 **Style-in-City** pages + to `/location/{{city}}/`.
- **Style-in-City** links to **Style Guide** and **12 Benefits** immediately under the hero.
- Add the **City Hub** to your city button (from home): **Yes**—link it to `/best-yoga-studios/{{city}}/`.  
Then, in the City Hub, your first prominent button points to `/location/{{city}}/` for full browse → best UX + SEO.

Want me to output these with your first target city/style pair filled in (e.g., **Austin + Vinyasa/Hot/Hatha**) so you can paste and publish immediately?