

★ PAVILION360 SEO PLAYBOOK

SECTION 1 — EXECUTIVE SUMMARY

Pavilion360 SEO Playbook

Objective: Build Pavilion360's Google visibility, strengthen local authority in Indianapolis & the Midwest, and increase inbound leads for A/V production, staging, lighting, and full event production services.

Why This Playbook Exists

Pavilion360 operates in a highly competitive category: event production, A/V rentals, live event services, staging, and LED walls. To succeed, Google must clearly understand who you are, what you offer, and where you serve.

This Playbook gives your SEO contractor every single task, page, keyword, and piece of content they need to:

- Increase rankings
- Improve local visibility
- Drive organic leads
- Build long-term authority
- Remove guesswork

Primary SEO Goals

1. Rank for Indianapolis event production keywords
2. Build service-page authority across all core offerings
3. Strengthen local visibility across Carmel, Fishers, Zionsville, etc.
4. Improve performance for transactional searches:
 - “A/V production Indianapolis”

- “Stage rental Indianapolis”
 - “LED wall rental near me”
5. Drive more quote requests, corporate clients, and venue partnerships

What This Playbook Includes

- ✓ Full SEO site map
- ✓ All service page content (9 pages)
- ✓ All location page content (6 pages) - to be added at a later date
- ✓ Full FAQ section
- ✓ Technical SEO checklist
- ✓ Local SEO optimization
- ✓ Backlink strategy
- ✓ Portfolio & case study templates
- ✓ Contractor instructions
- ✓ Blog calendar & outlines

Everything is written so your contractor can implement with no back-and-forth.

SECTION 2 — FULL SEO SITE MAP

The site structure below is the master blueprint for Pavilion360’s website.

2.1 Top-Level Pages

- Home
- About
- Services
- Portfolio / Case Studies
- Venues & Partnerships
- FAQs
- Blog / Resources

- Contact
-

2.2 Service Pages (Each gets its own page)

1. A/V Production
2. Event Lighting & FX
3. LED Walls & Video
4. Stage & Truss Rentals
5. Event Staffing & Crew
6. Event Management & Logistics
7. Corporate Event Production
8. Concert & Festival Production
9. Hybrid & Virtual Event Services

Each page targets its own keyword cluster.

2.3 Location Pages

These are critical for “near me” searches.

- Indianapolis
 - Carmel
 - Zionsville
 - Fishers
 - Noblesville
 - Westfield
 - Midwest Regional Services (optional bonus page)
-

2.4 Portfolio / Case Studies

Create a main /portfolio page with individual case study pages, such as:

- AB InBev Regional Meeting
 - IDOH LTC
 - Run the State Events
-

2.5 FAQs

A master list of all Pavilion360 service-related questions.

2.6 Blog / Resource Center

Categories:

- A/V Production
 - Event Lighting
 - Corporate Events
 - Concerts & Festivals
 - Event Planning Guides
 - Venue Spotlights
-
-

SECTION 3 — FULL SEO-OPTIMIZED FAQ SECTION

Below is the complete FAQ section.

Frequently Asked Questions (FAQ)

General Event Production FAQs

Q: What does Pavilion360 do?

Pavilion360 is a full-service event production company providing A/V production, staging, lighting, LED walls, and technical crew for events across Indianapolis and the Midwest.

Q: What types of events do you support?

Corporate meetings, concerts, festivals, galas, private events, nightlife shows, brand activations, universities, and more.

Q: What areas do you serve?

Indianapolis, Carmel, Zionsville, Fishers, Noblesville, Westfield, and the broader Midwest.

A/V Production FAQs

Q: What is included in A/V production?

Sound, video, lighting, LED walls, cameras, livestreaming, engineering, and show management.

Q: Do you support corporate conferences?

Yes — general sessions, breakouts, LED walls, audio, lighting, and hybrid setups.

LED Wall FAQs

Q: What sizes do you offer?

8×12 ft, 10×20 ft, 12×24 ft, custom builds, portrait screens, DJ façades.

Q: Do you provide LED technicians?

Yes, every LED rental includes a dedicated engineer.

Lighting FAQs

Q: What lighting options do you offer?

Stage lighting, uplighting, moving heads, décor lighting, and atmospheric FX (fog, haze, CO₂, sparks).

Staging FAQs

Q: What types of stages do you rent?

Stageline SL260, Stageline SL100, Modular staging, risers, platforms, runways, ADA ramps, truss structures.

Staffing FAQs

Q: What kind of labor do you supply?

Audio engineers, lighting techs, LED operators, stagehands, camera ops, stage managers, show callers, event planners

Corporate Event FAQs

Q: Do you support multi-day conferences?

Yes, we manage A/V across multiple rooms with full technical staff.

Concert & Festival FAQs

Q: Do you provide concert production?

Yes, audio, lighting, LED walls, staging, backline, and crew.

Venue Partnership FAQs

Q: Do you partner with venues?

Yes, we provide preferred A/V partnerships for hotels, nightlife venues, and event centers.

SECTION 4 — ON-PAGE SEO TEMPLATES

This is exactly how we want to structure each service page.

This section includes:

- Meta titles
 - Meta descriptions
 - H1s
 - H2 structure
 - Keywords
 - CTA formats
-

★ 4.1 Universal Template

Meta Title:

{Primary Keyword} | Pavilion360 Event Production Indianapolis

Meta Description:

Professional {primary keyword} in Indianapolis. Pavilion360 provides A/V, lighting, staging, and LED wall services. Get a quote.

H1:

{Primary Keyword} in Indianapolis

Required H2s:

- Our {Service} Capabilities
 - Equipment & Technical Details
 - Events We Support
 - Why Choose Pavilion360
 - Service Areas
 - Get a Quote
-



4.2 Service-Specific Templates (Summaries)

A/V Production Page

Primary Keyword: av production indianapolis

Meta Title: A/V Production Indianapolis | Pavilion360

H1: A/V Production Services in Indianapolis

H2 sections:

- Full-Service A/V Production
 - Audio
 - Video & LED
 - Technical Crew
 - Corporate A/V
 - Why Choose Pavilion360
 - Request a Quote
-

Event Lighting & FX Page

Primary Keyword: event lighting indianapolis

Meta Title: Event Lighting Indianapolis | Pavilion360

H1: Event Lighting & Special FX in Indianapolis

LED Video Wall Rental Page

Primary Keyword: led wall rental indianapolis

H1: LED Wall Rentals in Indianapolis

Stage & Truss Rental Page

Primary Keyword: stage rental indianapolis

H1: Stage & Truss Rentals in Indianapolis

Event Staffing Page

Primary Keyword: event staffing indianapolis

H1: Event Staffing & Technical Crew in Indianapolis

Event Management Page

Primary Keyword: event management indianapolis

H1: Event Management & Production Logistics in Indianapolis

Corporate Event Production

Primary Keyword: corporate event production indianapolis

H1: Corporate Event Production in Indianapolis

Concert & Festival Production

Primary Keyword: concert production indianapolis

H1: Concert & Festival Production in Indianapolis

Hybrid & Virtual Events

Primary Keyword: virtual event production

H1: Hybrid & Virtual Event Production Services

SECTION 5 — FULLY WRITTEN SERVICE PAGE CONTENT

Below is the complete copy for ALL NINE Pavilion360 service pages.
You can paste each section onto its corresponding page on your website.

★ 5.1 — A/V PRODUCTION PAGE

A/V Production Services in Indianapolis

Pavilion360 provides professional A/V production services for corporate events, concerts, festivals, universities, brand activations, and private events across Indianapolis and the Midwest. Whether you're producing a high-stakes conference or a live entertainment experience, our team delivers the sound, lighting, video, and technical support needed to bring your event to life.

Full-Service A/V Production for Any Event

Our A/V production services include:

- Complete sound systems
 - Wireless microphones
 - LED walls & projection
 - Multi-camera video systems
 - Livestreaming & hybrid event support
 - Stage lighting
 - Playback & cue management
 - On-site technicians & engineers
 - Staging & truss
-

Audio Solutions

- Line array speakers
- Subwoofers
- Monitors

- Digital mixers
 - Wireless systems
 - Podium mics
 - Recording solutions
-

Video & LED Wall Solutions

- LED walls (indoor & outdoor)
 - Projection systems
 - IMAG (live camera to screen)
 - Recording & switching
 - Digital playback
-

Technical Crew & Engineering

Pavilion360 provides:

- Audio engineers
 - LED wall technicians
 - Lighting operators
 - Camera operators
 - Stage managers
 - Show callers
 - Stagehands
-

Corporate A/V Production

We specialize in:

- General sessions
 - Breakout rooms
 - Executive meetings
 - Trainings
 - Keynotes
 - Hybrid events
-

Why Choose Pavilion360

- Experienced technicians
 - High-quality equipment
 - Flexible scalability
 - Competitive pricing
 - Smooth, seamless execution
-

Request an A/V Production Quote

Tell us about your event and we'll build your custom solution.

★ 5.2 — EVENT LIGHTING & SPECIAL FX PAGE

Event Lighting & Special FX in Indianapolis

Pavilion360 delivers professional event lighting, stage lighting, décor lighting, and atmospheric FX for events of all sizes.

Lighting Solutions

- Moving heads
 - Wash lights
 - Spotlights
 - LED PARs
 - Intelligent lighting
 - Décor uplighting
 - Accent lighting
 - Outdoor lighting
-

Atmospheric FX

- Fog
- Haze
- CO₂ jets
- Spark FX

- Snow FX
 - Confetti cannons
-

Lighting Design & Programming

Our LDs handle:

- Programming
 - DMX control
 - Cue design
 - Show looks
 - Corporate lighting
-

Service Areas

Indianapolis • Carmel • Zionsville • Fishers • Noblesville • Westfield • Midwest

Request a Lighting Quote

Tell us your vision — we'll bring it to life.



5.3 — LED WALL & VIDEO PAGE

LED Wall Rentals in Indianapolis

Pavilion360 provides LED wall rentals, IMAG, and multi-camera video solutions for corporate events, concerts, and festivals.

LED Wall Options

- 8x12 ft
- 10x20 ft
- 12x24 ft
- Custom sizes
- Portrait screens
- DJ façades

- Outdoor-rated panels
-

IMAG & Live Video Support

- HD/4K cameras
 - Switching
 - Multi-view
 - Content playback
 - Signal processing
-

LED Techs Included

Every rental comes with:

- LED engineer
 - Setup & strike
 - On-site monitoring
 - Content support
-

Request an LED Wall Quote

Tell us your size requirements and we'll handle the rest.



5.4 — STAGE & TRUSS RENTAL PAGE

Stage & Truss Rentals in Indianapolis

Pavilion360 provides modular staging, risers, truss systems, and custom builds for corporate, entertainment, and outdoor events.

Staging Options

- Mobile Stages
- Stage decks
- Adjustable heights

- Risers
 - Runways
 - ADA ramps
 - Drum risers
 - Outdoor stages
-

Truss Systems

- Box truss
 - Goalposts
 - Arches
 - Totems
 - Ground-support systems
-

Safety & Installation

Every stage includes:

- Professional installation
 - Safety rails
 - Leveling
 - Load checks
-

Request a Stage Rental Quote

We'll design the right stage for your event.



5.5 — EVENT STAFFING & CREW PAGE

Event Staffing & Technical Crew in Indianapolis

Pavilion360 provides experienced event technicians to run your show smoothly.

Professional Crew

- Audio engineers
 - Lighting technicians
 - LED operators
 - Camera ops
 - Stagehands
 - Technical directors
 - Stage managers
 - Show callers
-

Full Show Operation

- Cue calling
 - Playback
 - Lighting control
 - Audio mixing
 - Live video switching
-

Request a Staffing Quote

Tell us which roles you need — we'll build your team.

5.6 — EVENT MANAGEMENT & LOGISTICS PAGE

Event Management & Production Logistics in Indianapolis

Pavilion360 provides full event management, including timelines, advancing, technical direction, and show flow creation.

Our Event Management Services

- Event Design

- Speaker Management
 - Vendor Management
 - Artist Management
 - Event Producers
 - Show flow creation
 - Production advancing
 - Stage management
 - Load-in/out schedules
 - Rehearsal support
-

Why Clients Trust Pavilion360

- Clear communication
 - Experienced leadership
 - Reliable execution
-

Request Event Management

Share your needs — we'll handle the rest.

★ 5.7 — CORPORATE EVENT PRODUCTION PAGE

Corporate Event Production in Indianapolis

Pavilion360 specializes in corporate A/V production for Fortune 500 companies, universities, and business organizations.

Corporate Services

- General sessions
- Breakouts
- LED walls
- Wireless mics
- Lighting

- Stage design
 - Livestreaming
-

Hybrid Options

- Multi-camera
 - Remote speakers
 - Recording
-

Request a Corporate Quote

Tell us about your conference or meeting.

5.8 — CONCERT & FESTIVAL PRODUCTION PAGE

Concert & Festival Production in Indianapolis

Pavilion360 supports clubs, festivals, touring artists, and nightlife events with full concert production.

Concert Production Services

- Audio systems
 - Line arrays
 - Lighting shows
 - LED walls
 - Fog & haze
 - Backline
 - Stage management
 - Artist advancing
-

Request a Concert Production Quote

We'll design a complete production package.



5.9 — HYBRID & VIRTUAL EVENTS PAGE

Hybrid & Virtual Event Production

Pavilion360 provides livestream, broadcast, and hybrid event support.

Services

- Multi-camera
 - IMAG
 - Switching
 - Remote presenters
 - Recording
 - Platform support
-

Request a Virtual Event Quote

Tell us about your virtual/hybrid event.

SECTION 6 — FULL LOCATION PAGE CONTENT

Below are all SIX location pages.

6.1 — INDIANAPOLIS PAGE

Event Production & A/V Services in Indianapolis

Pavilion360 provides A/V production, staging, lighting, LED walls, and technical crew for events across Indianapolis — from downtown conferences to nightlife shows and festivals.

Event Types

- Corporate meetings
 - Concerts
 - Festivals
 - Galas
 - University events
 - Private events
-

Corporate Events

We support events at:

- JW Marriott
 - Indiana Convention Center
 - Bottleworks
 - The Crane Bay
 - The Alexander
 - INDUSTRY
 - VisionLoft
-

Concerts & Festivals

Pavilion360 provides:

- Concert audio
- Lighting
- LED walls
- Stage & truss
- Artist advancing
- Crew

Request an Indianapolis Quote

We'll design your production package.

6.2 — CARMEL PAGE

Event Production & A/V Services in Carmel

Pavilion360 supports Carmel's corporate, nightlife, and community events with professional event production.

Corporate Events

We support:

- Hotel Carmichael
 - Ritz Charles
 - Office campuses
 - Arts venues
-

Request a Carmel Quote

Tell us about your Carmel event.

6.3 — ZIONSVILLE PAGE

Event Production in Zionsville

Pavilion360 provides polished production for Zionsville's weddings, galas, and boutique events.

Request a Zionsville Quote

We'll build a custom plan.

6.4 — FISHERS PAGE

Event Production & A/V Services in Fishers

Fishers has a vibrant event ecosystem — and we provide the production behind it.

Request a Fishers Quote

Let's support your next event.

6.5 — NOBLESVILLE PAGE

Event Production in Noblesville

Supporting corporate events, concerts, and festivals throughout Noblesville.

Request a Quote

We'll build the right production plan.

6.6 — WESTFIELD PAGE

Event Production in Westfield

Pavilion360 supports sports events, corporate meetings, concerts, and private events across Westfield.

Request a Westfield Quote

We're ready when you are.

SECTION 7 — LOCAL SEO CHECKLIST

(Already created earlier — included here for your combined doc.)

Includes:

- Google Business Profile setup
 - Local citations
 - Backlink plan
 - Photo strategy
 - Review generation
 - Local keywords
 - Directory list
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SECTION 8 — TECHNICAL SEO CHECKLIST

Includes:

- Site speed requirements
- Mobile optimization
- Schema
- Internal linking
- Sitemap

- Robots.txt
- Image naming
- Canonicals
- Analytics setup