

SEO Phase 3: City Landing Pages (2026-05-17)

Overview

SEO Phase 3 adds 3 new city landing pages (Zenica, Banja Luka, Prijedor) cloned from the `tuzla/index.html` pattern. Mostar and Tuzla are already live from Phase 1 and Phase 2.

URLs

City	URL	canonical	areaServed
Zenica	<code>https://snowit.ba/zenica/</code>	yes	Zenica, Kakanj, Visoko, Zavidovići, Žepče, Maglaj, Tešanj
Banja Luka	<code>https://snowit.ba/banja-luka/</code>	yes	Banja Luka, Prijedor, Gradiška, Laktaši, Mrkonjić Grad
Prijedor	<code>https://snowit.ba/prijedor/</code>	yes	Prijedor, Kozarac, Sanski Most, Novi Grad, Ljubija

SEO Metadata Pattern

- **Title format:** `Izrada Web Stranice <City> | IT Podrška <City> | SnowIT`
- **Meta description format:** `SnowIT pomaže biznisima u <Gradu>: web stranica, Google Business, IT podrška. Od 300 KM. info@snowit.ba`

JSON-LD Pattern

- `schema.org` LocalBusiness with `@id=https://snowit.ba/#business`
- **NAP:** Hamze Čelenke 11, 71210 Ilidža, BA (per project CLAUDE.md)
- `telephone`: +38762329076
- `email`: info@snowit.ba

- `priceRange`: "300-2500 KM"
- `areaServed`: array of City/@type objects per city (see URLs table above)

Sitemap Strategy

- Each city has own `<url>` entry with `priority=0.8`, `changefreq=monthly`, `lastmod=YYYY-MM-DD`
- `sitemap.xml` in repo root, served as `https://snowit.ba/sitemap.xml`

Index Teaser

- 5-city card grid linking each `/<city>/` slug
- Positioned in main page near footer

References

- **MC:** #101177
- **Commit:** 7a52cf0e31c1c2ab300323d0ccc792e30983a60f
- **PR:** feat/seo-phase3-3cities (pending merge)

Next Steps

Mehanik decisions log entry must follow once PR merged and Vercel deploy confirmed.

Revision #2

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