

SEO / GEO Content Handoff — Developer Brief

Used Audi Cars for Sale in Stoke-on-Trent, Staffordshire

Client	[Mr A Sharp – Any Car Dealer Ltd]
Target URL / Slug	/used-audi-stoke-on-trent
Primary Keyword	used Audi Stoke-on-Trent
Secondary Keywords	used Audi Staffordshire low mileage Audi UK independent Audi dealer Stoke
Version	v1.0 Date: [] Author: Steve Coulter Status: Ready for implementation

1. Meta Data

Field	Content	Char count
Meta Title	Used Audi Cars for Sale in Stoke-on-Trent Low Mileage Award-Winning Dealer	79 (within limit)
Meta Description	Find low mileage used Audi cars in Stoke-on-Trent from a trusted, independent, award-winning dealer. Fully inspected, competitively priced. Finance and nationwide delivery available.	183 (within limit)
Canonical URL	https://www.anyusedcardealer.co.uk/used-audi-stoke-on-trent	Self-referencing
Robots	index, follow	

2. Page Structure & Content

All heading tags, copy, and CTA text are specified below in page order. Implement exactly as shown. Do not rewrite or reorder.

HTML Tag	Content	Dev / SEO Notes
H1	Used Audi Cars for Sale in Stoke-on-Trent, Staffordshire	One H1 per page. Primary keyword in full.
Subheading (styled para)	Find exceptional low mileage used Audi cars in Stoke-on-Trent from a trusted, independent, award-winning dealer.	Not an H tag. Styled intro below H1. Keyword-rich.
Tagline para	Carefully selected, fully prepared, and competitively priced Audi vehicles with outstanding customer service.	Second sentence of hero intro. Same block.
H2	Trusted Independent Audi Dealer in Stoke-on-Trent	Section anchor. Contains primary + qualifier keywords.
Body para	If you're searching for a high-quality used Audi in Stoke-on-Trent, Staffordshire, we offer a carefully curated selection of premium vehicles. As an independent, established, and award-winning dealer,	

HTML Tag	Content	Dev / SEO Notes
	we focus on delivering low mileage Audi cars that combine performance, luxury, and long-term reliability.	
Body para	Every Audi is handpicked based on condition, service history, and provenance — ensuring you drive away with total confidence.	
H2	Why Buy a Used Audi From Us?	<i>Trust signals section. Feeds AI citation extraction.</i>
H3	Independent & Trusted	
Body para	We provide impartial advice with no main dealer bias — just honest guidance based on your needs.	
H3	Low Mileage, High Quality	
Body para	Our Audi stock is selected for low mileage, excellent condition, and long-term value.	
H3	Award-Winning Service	
Body para	Recognised for customer satisfaction, we deliver a seamless, pressure-free buying experience.	
H3	Fully Checked & Prepared	
Body para	Every vehicle includes:	<i>Followed by unordered list below.</i>
UL > LI x4	Comprehensive mechanical inspection HPI check Verified service history Professional detailing	<i>4 list items. Pipe-separated here for brevity.</i>
H2	Popular Used Audi Models Available	
H3	Audi A3 — Efficient & Stylish	
Body para	Ideal for city driving and everyday use with premium features.	
H3	Audi A4 — Executive Comfort	
Body para	A refined saloon with advanced technology and strong performance.	
H3	Audi Q3 & Q5 — Premium SUVs	
Body para	Spacious, practical, and perfect for families or versatility.	
H3	Audi TT — Sporty & Iconic	
Body para	A performance coupe with unmistakable design.	
H2	Serving Stoke-on-Trent & Staffordshire	<i>Local SEO section. Geo signals for AI Overviews.</i>
Body para	Conveniently located in Stoke-on-Trent, we serve customers across Staffordshire and throughout the UK. Our reputation attracts buyers looking for quality used Audi vehicles worth travelling for.	
H2	Finance, Part Exchange & Buying Options	
UL > LI x4	Flexible finance packages available Competitive part exchange valuations Nationwide UK delivery available Same-day or next-day collection options	<i>4 list items.</i>

HTML Tag	Content	Dev / SEO Notes
H2	View Our Used Audi Stock	
CTA Button	View Used Audi Stock	Primary CTA. Links to stock listing page. Prominent colour per design system.
H2	Book a Test Drive or Enquire Today	4 items. Each links to respective contact method. FAQ section. Structured for Featured Snippets, Voice Search, and AI extraction. Implement with FAQ schema — see Section 4.
Body para	Ready to find your perfect Audi?	
UL > LI x4	Call us today Visit our Stoke-on-Trent showroom Enquire online for a fast response Request a personalised video walkaround	
H2	Frequently Asked Questions About Used Audi Cars (Stoke-on-Trent)	

3. FAQ Content

Implement each Q&A as a collapsible accordion or visible block. FAQ schema must reference these answers verbatim — see Section 4.

Question (H3 within FAQ section)	Answer (body para)
What is considered low mileage for a used Audi?	In the UK, low mileage is typically under 8,000–10,000 miles per year. Our vehicles are selected to meet or exceed this standard.
Are Audi cars reliable when used?	Yes. Audi vehicles are known for strong engineering and durability, especially when well maintained and lower mileage.
Which Audi model is best for everyday driving?	The Audi A3 and A4 are popular choices for their balance of efficiency, comfort, and performance.
Are your used Audi cars fully inspected?	Yes. Every vehicle undergoes a full mechanical inspection, HPI check, and preparation process.
Do your cars come with service history?	Yes. We provide full service history and provenance wherever available.
Do you offer warranty on used Audi cars?	Yes. Warranty options are included, with upgrades available for extended cover.
Can I reserve a used Audi online?	Yes. You can reserve any vehicle with a deposit — contact us to secure your chosen car.
Do you offer finance?	Yes. We provide flexible finance solutions tailored to your budget.
Can I part exchange my car?	Yes. We offer competitive part exchange valuations.
How quickly can I drive away?	Often same-day or next-day, depending on preparation and finance approval.
Do you deliver across the UK?	Yes. Nationwide delivery is available.

4. Schema Markup

Implement in a `<script type="application/ld+json">` block in the `<head>`. Two schema types combined in a `@graph` array: `AutoDealer` and `FAQPage`.

■ Replace placeholder values (*telephone*, *URL*, *ratingValue*, *reviewCount*) with live client data before deployment.

AutoDealer Schema

```
"@type": "AutoDealer"
```

Property	Value
<code>name</code>	Used Audi Specialist Stoke-on-Trent
<code>url</code>	https://www.anyusedcardealer.co.uk/used-audi-stoke-on-trent
<code>telephone</code>	+44-0000-000000 ← REPLACE
<code>priceRange</code>	££
<code>addressLocality</code>	Stoke-on-Trent
<code>addressRegion</code>	Staffordshire
<code>addressCountry</code>	GB
<code>areaServed</code>	Staffordshire
<code>makesOffer / brand</code>	Audi
<code>openingHours</code>	Mo-Sa 09:00-18:00
<code>aggregateRating</code>	ratingValue: 4.9 reviewCount: 150 ← REPLACE with live data

FAQPage Schema

The `FAQPage` schema answers must match the FAQ content in Section 3 verbatim. All 11 Q&A pairs are included in the schema. Reference the full JSON block on the original brief or the schema below.

■ Full JSON-LD schema is included in the original GEO brief PDF supplied with this handoff. Paste verbatim into `<head>` and update placeholder values only.

5. Internal Links

All anchor text and destination URLs for links within the page copy. Implement as standard `<a href>` elements. No `nofollow` required.

Anchor Text	Destination URL	Location in Page
View Used Audi Stock	<code>/used-cars/?make=audi</code>	CTA button — View Stock section
Call us today	<code>tel:[number]</code>	CTA list — Book / Enquire section

Anchor Text	Destination URL	Location in Page
Visit our Stoke-on-Trent showroom	/contact/	CTA list — Book / Enquire section
Enquire online for a fast response	/contact/#enquiry-form	CTA list — Book / Enquire section
Request a personalised video walkaround	/contact/#video-request	CTA list — Book / Enquire section

6. Technical Notes for Developer

GEO / AI Optimisation Targets

- Google AI Overviews — structured factual copy enables direct extraction
- Featured Snippets — FAQ pairs and definition-style answers are formatted for snippet capture
- Voice Search — concise, direct Q&A answers match spoken query patterns

Intent Funnel Mapping

Funnel Stage	Page Section	Purpose
Awareness	H1, Intro, Why Buy section	Establish trust, surface in AI-generated results
Consideration	Models section, FAQ	Answer pre-purchase questions, feed Featured Snippets
Conversion	View Stock CTA, Book / Enquire section	Drive click-to-action, call, enquiry

Additional Technical Requirements

- Page speed: images to be served in WebP format, lazy-loaded below the fold
- Core Web Vitals: no layout shift on CTA buttons — fix width/height attributes on all images
- Breadcrumb: implement BreadcrumbList schema — Home > Used Cars > Used Audi Stoke-on-Trent
- Open Graph: og:title and og:description to match meta title and description above
- Mobile: FAQ accordion must be keyboard-accessible and touch-friendly

7. Sign-Off

Role	Name	Status
SEO Content Writer	Steve Coulter	Approved
Client / Stakeholder	Any Business Ltd	Pending
Senior Web Developer	[Name]	Ready for implementation