

The decision to create separate pages for each district should be carefully balanced between the potential SEO gain and the risk of spreading your content too thin or appearing overly manipulative to search engines like Google. Let's break down the key considerations:

1. Search Intent and User Experience

- **User-Centric Content:** Google's emphasis on user experience means that each page should provide real value to the visitor. If you can create meaningful content specific to each district—such as tailored offers, location-specific tips, or a customized introduction for people in those districts—then separate pages make sense.
- **Avoid Thin Content:** Thin, repetitive content that merely swaps out the district name might be flagged by Google's algorithms. Ensure that each page is sufficiently unique and provides specific, relevant information for that district.

2. SEO Potential

- **Low Keyword Difficulty:** As you mentioned, the keyword difficulty is low, and there's search volume for each district. If you can realistically capture this traffic with high-quality pages, it's a significant opportunity.
- **Local SEO Boost:** Localized pages can enhance your client's presence in search results for those districts. Just be sure that these pages are optimized for local SEO—consider using schema markup, Google My Business (GMB) listings for each area if possible, and local backlinks.

3. Impact on Domain Authority

- **Content Quality vs. Quantity:** Your concern about domain authority is valid. Google tends to reward sites with a solid foundation of high-quality content. If your district-specific pages are well-constructed, informative, and genuinely useful, they can contribute positively to your overall site authority.
- **Internal Linking Strategy:** Properly interlink these district pages with each other and the main site content to distribute link equity effectively. This can help prevent any potential dilution of your domain authority.

4. Alternative Approach: Location-Specific Sections

- **Single Page with Sections:** Another strategy could be to create a single "Locations" page that houses individual sections for each district. This way, you concentrate authority on one page while still targeting multiple locations.
- **Expandable Content:** You can start with three districts and expand if successful. Consider using expandable content sections (e.g., accordions) that only display relevant information when a user selects their district. This can prevent overwhelming the page while still targeting all desired locations.

5. Monitoring and Adjustment

- **Track Performance:** After implementing the district pages, closely monitor their performance using tools like Google Analytics and Google Search Console. Be prepared to adjust the strategy if you notice any negative impact on rankings or user engagement.

Conclusion

Given that it's only three districts with a combined search volume of around 1,000 per month, creating separate pages could be a worthwhile experiment with limited risk—especially if you ensure that each page is valuable and well-optimized. The potential SEO gain seems to outweigh the risks, provided you commit to maintaining high content quality.

If it were 10 districts, or if the content would become too thin or repetitive, then I'd recommend caution. But with a thoughtful approach, this strategy could effectively increase your client's local visibility without negatively impacting their domain authority.