

Your 90-Day Tracker

Chapter 15, one box at a time. Write your start date, then log the week you finish each step.

Start date _____

Weeks 1-2: Find out where you stand	Week done
Claim and verify your Google Business Profile	
Record your four numbers, and your two closest competitors' four	
Score your profile on the checklist in the back	
Check your primary category is Roofing contractor, and check the three in your box	
Build your keyword list: skip the four big unwinnable terms, target their city versions, weight to storm/insurance/replacement (Chapter 4)	
Write down every place your NAP appears and every version that doesn't match	
Check your Q&A for unanswered or wrong answers (can't find Q&A? See Chapter 11)	
Weeks 3-4: Fix the profile	Week done
Correct the primary category; add only the real secondary categories	
Fill out every service with a description, storm/hail/insurance listed explicitly	
Put your license, insurance, and manufacturer certifications in the profile	
Set regular and holiday hours; reflect emergency storm response if you offer it	
Upload 20+ real project photos: before/after, materials, storm repairs	
Seed and answer 10 common questions in Q&A, including licensed-insured and insurance-claim (can't find Q&A? See Chapter 11)	

Weeks 3–4: Fix the profile	Week done
Fix every NAP inconsistency; claim Apple Maps, Bing Places, and manufacturer certification directories	
Weeks 5–8: Turn on reviews	Week done
Find your review link, save it with every project manager and estimator	
Decide who asks: whoever ran the job, at the final walkthrough	
Hand out the scripts from the back of the book, including the insurance-claim one	
Start tracking asks vs. jobs	
Respond to every existing review, oldest to newest; 24-hour rule on new ones	
Confirm you're not gating, incentivizing, or filtering anything	
Weeks 9–12: The website (storm and insurance pages first)	Week done
Build the storm-damage page and the insurance-claim page, before storm season	
A deep page for roof replacement and roof repair	
Material pages for what you install (metal, flat, etc.)	
A real service+city page for your top towns	
License, insurance, certifications, and warranty prominent on every relevant page	
Real before/after project photos throughout, properly compressed	
Confirm RoofingContractor schema exists and matches your profile	
Test load speed on a phone on cellular; tappable number in every header; financing on replacement pages; embed the map; link the profile	
Every month, ongoing	Week done
Project photos from the field	
Respond to every review; protect the ask rate through storm season	

Every month, ongoing	Week done
A Google Post (free inspections after a storm, seasonal replacement booking)	
Check suggested edits	
Fill in the scorecard, compared year-over-year	