

Google Business Profile Checklist

Score yourself, one point each.

Foundation

- ☐ Profile claimed and verified
- ☐ Business name is your real name, no keywords
- ☐ Primary category is "Roofing contractor"
- ☐ Secondary categories added only for work you truly do
- ☐ Address correct, or correctly hidden if you're service-area only
- ☐ Service area lists the towns you actually cover
- ☐ Phone matches your website exactly
- ☐ Website URL correct
- ☐ License, insurance, and certifications in the profile

Detail

- ☐ Every service listed, each with a description
- ☐ Storm, hail, and insurance-claim work listed explicitly
- ☐ Description written for humans, in your keyword language
- ☐ Regular hours accurate
- ☐ Holiday hours set 12 months out
- ☐ Emergency/storm response reflected if you offer it
- ☐ Attributes completed

Content

- ☐ 20+ photos, including before/after project work
- ☐ Photos added in the last 30 days

- ☐ 10+ questions seeded and answered in Q&A, including licensed-insured and insurance-claim (no Q&A on your profile? See Chapter 11, and count this item and the next as done)
- ☐ No unanswered questions, no wrong answers from strangers

Reviews

- ☐ At least one review in the last 30 days
- ☐ Every review from the last 90 days has a response
- ☐ No gating, incentives, or insider reviews anywhere in your process

Maintenance

- ☐ Suggested edits checked in the last 30 days
- ☐ Profile metrics reviewed in the last 30 days

24-25: Strong: put your effort into reviews and your storm/insurance pages. **17-23:** Typical: the gaps are your cheapest wins. **Under 17:** There's real money in an afternoon of work.

Review Request Scripts

Project manager, at final walkthrough

"Before I head out: we're a local company and Google reviews are honestly how most people find us. If you're happy with how the roof came out, would you mind leaving one? I'll text you the link right now, takes about a minute."

Office, after an insurance claim closes

"Hi [name], it's [company]. Glad we got the claim through and the new roof on. If you've got a second, a quick Google review really helps other homeowners going through the same insurance headache find us. Link's below, and thanks again. [link]"

Optional add-on

"If you mention what we actually did (storm, insurance, the town), that helps too, because that's exactly what people search."

Rules for whoever asks: ask every customer, not just the happy-looking ones; ask in person at the walkthrough, text the link within minutes; never offer anything in exchange; never tell them what to write; if they say no, that's the end of it.

Review Response Templates

Positive, specific

"Thanks, [name]. Glad the [roof/repair] came out great. That was a [detail about the job]. Appreciate you taking the time."

Fair negative

"You're right, and I'm sorry. [Name the failure plainly.] That's on us. I'd like to make it right. I'm [name], the owner, at [number]. Please call me."

Unfair negative

"Thanks for the feedback, and I'm sorry you were unhappy. Our notes show it differently, but that doesn't change your experience of it, and I'd rather understand where we lost you than argue here. I'm [name], the owner, at [number]."

Insurance complaint

"I understand the frustration. The claim not being covered the way you hoped is genuinely hard, and I'm sorry. That decision was the insurer's, not ours, but I'd still like to walk you through the options. I'm [name], the owner, at [number]."

Not your customer

"I don't have any record of a job at this name or address, so this may have reached us by mistake. If we worked for you under another name, call me at [number]. If not, no hard feelings."

Monthly Scorecard

Metric	This month	Same month last year
Total reviews		
Reviews added this month		
Star rating		
Calls from profile		
Direction requests		
Website clicks		
Service searches		
Name searches		
Inspections / estimates booked		
Asks made / jobs completed		

The Roofer's Keyword Starter List

Real U.S. search terms, drawn from Google's keyword data and cross-checked against roofing keyword datasets (Ahrefs and industry sources). Numbers are rounded estimates and vary by region and storm activity. Pull fresh numbers for your own town in Keyword Planner. **The roofing rule: sort by CPC, and treat the cheap giant terms as traps.**

The four to NOT chase as standalone terms (huge volume, ~\$1.50 CPC, owned by aggregators): roof repair, roof replacement, roofing contractor, roof repair near me. Chase their [city] versions instead.

Emergency & damage-state (build first: high intent, high CPC): emergency roof repair, emergency roof repair near me, 24 hour roof repair, roof leak repair, roof leaking, storm damage roof repair, hail damage roof repair, roof damage repair

Storm & insurance (the goldmine most roofers ignore): storm damage roofer, hail damage inspection, roof inspection for insurance claim, roof replacement insurance claim help, roof storm damage insurance, free roof inspection

Replacement & materials (biggest tickets: dedicated pages): roof replacement [city], metal roof installation, standing seam metal roof, flat roof replacement, slate roof, architectural shingles, roof replacement cost

Commercial (higher value, flatter year-round, stabilizes the pipeline): commercial roof repair, commercial roofing contractor, flat roof repair, TPO roofing, EPDM roofing, commercial roof replacement

Credential & informational (long game / AI answers): licensed roofing contractor, roofing company reviews, how much does a roof replacement cost, how long does a roof last, signs you need a new roof

Then add your towns. Each winnable term x each town you serve = your real target list. Flag storm-damage and insurance pages as priority. Build them before storm season. That's the engine.

The First 30 Days

If the 90-day plan feels like a lot, here's the momentum version: the highest-leverage things you can do in a month, in order. Do it in the off-season so you're moving before your storm season.

Week 1

- Claim and verify your Google Business Profile if it isn't already
- Fix your primary category to Roofing contractor (this one field matters more than the rest combined)
- Add your license, insurance, and manufacturer certifications to the profile
- Write down your review count and newest review date, plus the same for your two closest competitors

Week 2

- Fill out every service on your profile, storm/hail/insurance listed explicitly
- Set hours and holiday hours; flag storm/emergency response if you offer it
- Upload twenty real before/after project photos

Week 3

- Find your Google review link, save it with every project manager and estimator
- Start asking every customer at the final walkthrough: in person, then text the link
- Respond to every review you've ever gotten that you never answered

Week 4

- Seed and answer ten common questions in your Q&A, including licensed-insured and insurance-claim (can't find Q&A? See Chapter 11)

- Fix your name, address, and phone everywhere they appear so they match exactly
- Claim Apple Maps, Bing Places, and manufacturer certification directories (GAF, Owens Corning, CertainTeed)
- If you build one page this month, build the storm-damage page, before your season

That's a month. None of it costs money. All of it compounds.

What A Real City Page Looks Like

The single most common way roofers waste an SEO effort is thin, templated city pages. Here's the difference, so you can tell junk from the real thing, whether you're building it or paying someone who claims to.

The thin version (don't do this)

Roof Replacement in [Town]

Looking for roof replacement in [Town]? We provide professional roof replacement services in [Town] and surrounding areas. Our expert roofers in [Town] are ready to help. Call today!

Swap the town name and you've got a dozen of these. Google recognizes the pattern instantly, and it can actively hurt you. It reads as exactly what it is, a page built for a search engine and useless to a human.

The real version

Roof Replacement in [Your Town]

A lot of [Your Town] homes we re-roof are coastal. The salt air, wind off the water, and the nor'easters that come through are hard on shingles, and we see roofs here wearing out faster than the same shingle would inland. If your roof is 15-plus years old and losing granules or shingles after storms, it's worth a free inspection before the next big blow.

We do full tear-off and replacement in architectural asphalt and standing-seam metal, and for the coastal exposure we'll walk you through which materials actually hold up here. Most [Your Town] replacements run [price range] depending on size, pitch, and material, and we handle financing and, when there's storm damage, the insurance claim.

We've re-roofed all over [Your Town] ([Neighborhood], [Neighborhood], the neighborhoods toward [the next town over]), including a lot of the older coastal homes that need careful flashing work to keep the wind-driven rain out. Licensed and insured, license #[number], GAF certified.

Fill the brackets with your own town, neighborhoods, and landmarks. The real one is useful to an actual homeowner in that actual town. It names the local conditions (coastal, wind, nor'easters), the materials that suit them, real pricing guidance, financing and insurance, and the license and certification: everything a careful, five-figure buyer wants. That's the standard. **If the page would be useless to a human in that town, don't publish it.**

The Free Toolkit

Every tool you actually need to do this yourself is free. Here they are and what each one does.

Google Business Profile (google.com/business): your listing itself. Categories, services, hours, photos, reviews, questions. The most important free asset you own.

Google Keyword Planner (inside a free Google Ads account): real search volume and cost-per-click for any term. How you build your keyword list, tell buyer terms from the aggregator traps, and see the CPC truth serum in action.

Google Search Console (search.google.com/search-console): tells you which searches actually show your website, how often, and where you rank. Submit your site here so Google indexes it properly, and watch your storm and insurance pages as your season approaches.

Google Trends (trends.google.com): useful for roofers. It shows the seasonal curve of "storm damage roof" and "roof replacement" in your region, so you can see exactly when your surge hits and plan your build to land before it.

Google autocomplete: the search bar. Type "roof" or "storm damage" and read the suggestions. Real searches, free.

PageSpeed Insights (pagespeed.web.dev): tests how fast your site loads on a phone and what's slowing it down. For you it's usually your project photos, so compress them.

Apple Business Connect (businessconnect.apple.com): your Apple Maps listing, which every iPhone uses. Most roofers ignore it, which is why you shouldn't.

Bing Places (bingplaces.com): small, free, ten minutes, and it feeds some AI answers.

That's the whole kit. No paid software required to run everything in this book.

The Ten Vendor Questions

1. What exactly will you do in the first thirty days?
2. How will I know if it worked?
3. What's on the monthly report?
4. Do you guarantee rankings?
5. Who owns my website if I leave?
6. Who owns my domain?
7. Will you change anything on my Google profile without telling me first?
8. Are you creating any new locations or addresses?
9. What's the contract length and how do I get out?
10. Can I talk to a roofer you already work with?

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	

Review Request Log

Log every ask. If the asking quietly stops, you'll see it here before you see it in your reviews.

Date	Customer	Asked how	Got a review?

Your Business Info Everywhere

Write your name, address and phone exactly as they appear on your Google profile. Then check every listing against it, word for word, and fix what doesn't match.

Name

Address

Phone

Listing	Name matches	Address matches	Phone matches	Date checked
Google Business Profile				
Apple Maps (Apple Business Connect)				
Bing Places				
Facebook				
Yelp				
State contractor licensing board				
Local chamber of commerce				
GAF certified contractor locator				
Owens Corning contractor locator				
CertainTeed contractor locator				
Your website				

My Numbers

Ten minutes, once a month. Pull the numbers from your Google profile and write them down. The trend matters more than any single month.

Month	Calls	Reviews	Rating	Map rank