

# 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.