

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.