

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.