

Roofing Local SEO Plan

Plan the pages, set up the Business Profile, collect reviews and track the calls that come from search.

Roofing SEO is local SEO done thoroughly. This plan covers the pieces that decide whether a homeowner finds you: a Business Profile set up by Google's rules, a page for each service, city pages only where you have real work to show, steady reviews and a monthly check of the calls and forms that search brings in.

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How to use this plan

Work through it once to set everything up, then keep the photo, review and tracking pages going every month.

- 1 **Start with the Business Profile.** It decides whether you appear in the map results for searches near you.
- 2 **Build one page per service.** Roof repair, replacement, inspections and each roof type you install.
- 3 **Add city pages only where you have work to show.** Photos, projects and reviews from that area, not a copied template.
- 4 **Ask every customer for a review.** Not only the happy ones, and never in exchange for a discount.
- 5 **Photograph every job.** Before, during and after, taken on site.
- 6 **Track calls and forms each month.** Rankings are a guide, and booked inspections are the result.

THE RULE THAT KEEPS CITY PAGES SAFE

Google treats near-identical pages for different cities as doorway pages. A city page needs something only that city has, such as finished jobs, photos or reviews from customers there.

Business Profile setup

- ☐ Business name matches your signage and paperwork, with no added keywords
- ☐ Primary category is Roofing contractor
- ☐ Secondary categories only for work you earn money from, like Siding contractor or Gutter cleaning service
- ☐ Address hidden if you work at customers' homes, with a service area set
- ☐ Service area stays within about 2 hours' drive of your base
- ☐ Every service listed with a short description
- ☐ Hours, phone number and website link are correct
- ☐ Logo, cover photo and recent job photos uploaded
- ☐ Every review gets a reply, good or bad

PRIMARY CATEGORY

SECONDARY CATEGORIES

SERVICE AREA TOWNS AND ZIP CODES

SERVICES LISTED

KEEP THE DETAILS IDENTICAL

Use exactly the same business name, phone number and website on the profile, the website and every directory, so Google can connect them to one business.

Service and city page map

One page per service comes first. Fill in the proof column before writing, because the proof is what makes the page worth ranking.

PAGE	TARGET SEARCH	PROOF ON THE PAGE	STATUS
Roof repair	roof repair [city]	Leak and storm repair photos, how a repair visit works	
Roof replacement	roof replacement [city]	Materials offered, warranties, finished jobs	
Roof inspection	roof inspection [city]	What the inspection covers, a sample report	
Storm and hail damage	hail damage roof repair [city]	Insurance claim steps, before and after photos	
Metal roofing	metal roofing [city]	Metal jobs, panel types and colors	

City pages

CITY	JOBS DONE THERE	PHOTOS	REVIEWS FROM THERE	BUILD IT?

WHEN A CITY PAGE EARNS ITS PLACE

Build it when you have finished jobs, photos or reviews from that city. If the only change would be the city name, list the city on your service area page instead.

Review requests

Send one of these on the day the job is finished, to every customer.

TEXT MESSAGE

Hi [Name], thanks for choosing [Business] for your roof. If you have a minute, a Google review helps other homeowners find us: [review link]. Thank you.

EMAIL

Subject: How did we do on your roof?

Hi [Name], thank you for trusting us with your roof on [street]. We would value your honest review on Google, and it takes about a minute: [review link].

[Your name], [Business]

GOOGLE'S REVIEW RULES

Ask every customer, not only the happy ones.

Never offer a discount, gift or payment for a review.

Reply to every review, and to the negative ones first.

Job photos

- ☐ Before photo of the roof and the damage
- ☐ Close-ups of problem areas, like leaks, missing shingles or flashing
- ☐ The crew at work, with safety gear visible
- ☐ The finished roof from the street
- ☐ Materials and product labels where they matter
- ☐ Photos taken on site, so the location is real
- ☐ The homeowner's permission noted for photos of the house

JOB	AREA	PHOTOS TAKEN	ON THE PROFILE	ON A PAGE

Directories and citations

DIRECTORY	LISTED	DETAILS MATCH	NOTES
Google Business Profile			
Bing Places			
Apple Business Connect			
Yelp			
Better Business Bureau			
Angi			
Houzz			
Nextdoor			
Manufacturer directory (GAF, Owens Corning, CertainTeed)			
Local chamber of commerce			
Suppliers and trade associations			

MANUFACTURER DIRECTORIES

Shingle makers list their certified installers in contractor finders that homeowners use. If you hold a certification, make sure your listing is live and links to your site.

Monthly tracking

MONTH	CALLS FROM SEARCH	FORM LEADS	PROFILE CALLS AND DIRECTIONS	NEW REVIEWS	JOBS BOOKED

THE NUMBER THAT MATTERS

Rankings move every day. Booked inspections and jobs from search are what tell you whether the work is paying off.

We build the systems behind the paperwork

Gatilab is an independent WordPress and search agency. We build sites, rank them, and stay long enough to prove the work moved something.

2014 Founded	850+ Clients served	2,000+ Projects completed	10,000+ Plugin installs
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What we do

WordPress engineering

Custom themes, blocks, plugins, and migrations built to stay fast and maintainable after handoff.

SEO strategy

Technical fixes, topical coverage, and search visibility work measured against clicks, not scores.

Content marketing

Research-led articles and editorial systems your team can keep publishing without us.

Conversion design

Landing pages, service pages, and forms designed around the decision the reader is actually making.

Need this handled instead of templated?

Send the problem, not a brief. We will tell you whether it is worth building, what it depends on, and what we would deliberately skip. If the honest answer is that you do not need us, you will get that too.

[Start a project](#)

gatilab.com/connect

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