Roofing is a high-ticket, high-trust, high-competition trade. A single roof replacement can be worth many thousands of dollars, and homeowners usually search only once or twice in a decade. That makes local search one of the best places to win work, and one of the most contested. This playbook walks through what actually moves the needle for roofing companies.

Understand How Homeowners Search

Roofing searches fall into two groups, and you need to cover both.

- **Emergency and urgent:** "roof leak repair near me," "storm damage roofer," "emergency tarp service."
- **Planned projects:** "roof replacement cost," "metal roofing installers," "best shingles for rain."

Urgent searchers want a phone number and a quick answer. Planners read, compare, and look at reviews and photos for weeks. Your site and profile should serve both.

Start With Your Google Business Profile

For most roofers, the profile is the fastest route to calls.

1. **Pick the right primary category.** "Roofing contractor" is the standard choice. Add secondary categories only if they truly apply, such as "Roof inspector" or "Gutter service."
2. **List your services.** Include repair, replacement, inspections, flat roofs, metal roofs, and storm damage.
3. **Set service areas** for the towns you actually serve. Do not claim a hundred cities.
4. **Add real photos** of finished jobs, crews, trucks, and before-and-after shots. Photos build trust faster than text.
5. **Keep hours and phone number accurate**, and enable calls and messages if you can answer them quickly.

Build Pages That Match Real Services

Your website should have a dedicated page for each core service and each important city. A page that tries to cover everything ranks for nothing.

Page Type Example Topic Goal Service page Roof replacement Capture planned-project searches Service page Roof repair and leaks Capture urgent searches Service page Storm and hail damage Capture seasonal spikes Material page Metal, asphalt shingle, tile Match specific research queries Location page Roofing in your top towns Support map and organic rankings Gallery or projects Completed jobs by area Prove experience and local relevance FAQ and cost guide What does a new roof cost? Earn trust and answer common questions

Each location page needs real, local content: neighborhoods you work in, typical roof styles, local weather issues, permit notes, and photos of actual jobs nearby. Copying the same text with a different city name **Stambaugh Designs local seo in bellingham** is a fast way to get ignored.

Show Proof of Trust

Homeowners fear getting scammed by storm chasers. Make your credibility obvious:

- License and insurance details, stated clearly.
- Manufacturer certifications you actually hold.
- Warranty terms in plain language.
- Real names and faces of your team.
- Reviews placed prominently, with detail about the work.

Reviews Are the Roofing Currency

Because roofing is a trust purchase, reviews carry unusual weight. Ask every customer after the final walkthrough, send a direct link by text, and respond to every review. Reviews that mention the roof type and the town help relevance. Do not incentivize or gate reviews, since Google's rules apply and penalties hurt.

Capture Storm and Seasonal Demand

Roofing demand spikes after wind, hail, and heavy rain. Prepare in advance:

- Keep a storm damage page ready and updated.
- Post profile updates and photos after major weather events.
- Make sure your phone is answered fast during spikes.
- Explain insurance claim help honestly, without pressure tactics.

Roofing season leaves little time for marketing, which is exactly when handing the work to **trusted Bellingham SEO agency** starts to pay for itself.

Track the Right Numbers

Rankings are useful, but jobs are what matter. Track:

- Calls from your profile and from your website.
- Form submissions and estimate requests.
- Direction requests, which signal local intent.
- Which pages and keywords lead to booked estimates.

Use a call tracking number carefully so your main number bellingham seo company stays consistent local seo in bellingham stambaughdesigns.co across the web. Keep your primary number on your profile and use tracking numbers on the website only where it will not cause confusion.

Local Links and Citations

Roofing sites benefit from relevant local mentions. Good sources include your chamber of commerce, local builder and home-service associations, supplier and manufacturer dealer pages, community sponsorships, and neighboring trades such as gutter installers and insulation contractors. Make sure your name, address, and phone number match everywhere you appear.

Mistakes That Cost Roofers Leads

- **Stuffing the business name with keywords.** It risks suspension.

- **One generic services page.** It limits what you can rank for.
- **No clear call to action.** A visible phone number and estimate button should be on every page, especially on mobile.
- **Slow, bloated websites.** Many homeowners search on phones, sometimes on a ladder or in a driveway.
- **Ignoring missed calls.** A lead who reaches voicemail often calls the next roofer.

A Simple 90-Day Plan

Timeframe Focus Days 1 to 30 Fix profile categories and services, audit name, address, phone, and clean up duplicates Days 31 to 60 Publish or rewrite core service pages and top location pages, add project photos Days 61 to 90 Launch a steady review process, build local citations, and set up call and form tracking

Final Thoughts

Roofing SEO rewards companies that look real, sound local, and make it easy to call. Get your profile right, build honest and specific pages, collect reviews steadily, and be ready when the weather turns. Done consistently, that combination builds a pipeline that does not depend on lead brokers.

About the Author

Tyler Brannigan spent twelve years estimating and managing crews for residential roofing companies in the Mountain West before moving into digital marketing. He now helps contractors turn their reputation into steady online leads.