

ULTIMATE ROOFING WEBSITE GUIDE

2024



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SINGLE-LOCATION ROOFING SITE MAP

- Home
- About
 - Owner
 - Team Member 1
 - Team Member 2
 - Team Member 3
 - Team Member 4
- Roofing
 - Roof Installation
 - Roof Replacement
 - Roof Repair
- Roofing Materials
 - Asphalt Shingles
 - Metal Roofing
 - Tile Roofing
 - Hail-Resistant Roofing
 - Solar Roofing
- Location
 - Service Area 1
 - Service Area 2
 - Service Area 3
 - Service Area 4
 - Service Area 5
- Testimonials
- Financing
- Blog
- Contact Us



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MULTI-LOCATION ROOFING SITE MAP

- Home
- About
 - Owner
 - Team Member 1
 - Team Member 2
 - Team Member 3
 - Team Member 4
- Roofing
 - Roof Installation
 - Roof Replacement
 - Roof Repair
- Roofing Materials
 - Asphalt Shingles
 - Metal Roofing
 - Tile Roofing
 - Hail-Resistant Roofing
 - Solar Roofing
- Locations
 - Location 1
 - Service Area 1
 - Service Area 2
 - Service Area 3
 - Service Area 4
 - Service Area 5
 - Location 2
 - Service Area 1
 - Service Area 2
 - Service Area 3
 - Service Area 4
 - Service Area 5
- Testimonials
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FULL-SERVICE EXTERIORS COMPANY SITE MAP



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- Home
- About
 - Owner
 - Team Member 1
 - Team Member 2
- Services
 - Roofing
 - Roof Installation
 - Roof Replacement
 - Roof Repair
 - Siding
 - Siding Installation
 - Siding Replacement
 - Siding Repair
 - Windows
 - Window Installation
 - Window Replacement
 - Window Repair
 - Gutters
 - Gutter Installation
 - Gutter Replacement
 - Gutter Repair
 - Gutter Guards
 - Solar
 - Solar Installation
 - Solar Panel Replacement
 - Materials
 - Asphalt Shingles
 - Metal Roofing
 - Tile Roofing
 - Hail-Resistant Roofing
 - Solar Roofing
 - James Hardie Siding
 - Cedar Siding
 - Aluminum Siding
 - Vinyl Siding
 - Casement Windows
 - Double Hung Windows

(CONTINUED FROM LEFT)

- Vinyl Windows
- Bay & Bow Windows
- Aluminum Gutters
- Vinyl Gutters
- Steel Gutters
- Location
 - Service Area 1
 - Service Area 2
 - Service Area 3
 - Service Area 4
 - Service Area 5
- Testimonials
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- Blog
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HEADER AND FOOTER CHECKLIST FOR ROOFERS



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FOLLOW A "Z" PATTERN - People read from the top left of their viewing window to the bottom right. This means we want the most important information to fall within the shape of the letter Z. Think logos, contact forms, phone numbers, etc. That's why headers and footers are so important.



HEADER LOGO - Your logo should be at the top left of the page and it should always link back to the home page. This is expected on websites and users regularly look in the top left and click there to return to the home page while on your website. Your logo should look clear and be easy to read.



NAVIGATION - Your navigation bar should be clear and concise. It's the first place people look when landing on a page and should help them find the information they are looking for. It should be "sticky" and stay in place when a user scrolls down on the screen so it's always easy to access.



PHONE NUMBER - A call is better than an email most times. Put your phone number at the top right of the page in the header. Make it easy for your users to see and easy to tap and call. Adding an animation on the number to zoom in and out can improve conversion rates as well.



CHAT WIDGET - There is a rise in popularity of chat widgets. They each operate slightly differently, but they all work best when located at the bottom right corner of the viewing window. These should also be "sticky" and lock into place at the bottom right corner of the screen when a user scrolls.



FOOTER LOGO - Similar to the logo in the header, the footer logo should be on the left and link to the homepage. It's become common practice on most websites and users look here instead of the header when they reach the bottom of the page. Again, make it clear and easy to read.



USE A MULTI-COLUMN LAYOUT - The footer on your website is a place to show a lot of important information, make it look clean and easy to navigate by including a three or four column layout to get the most out of this section on your site.



NAP - Your footer should have your accurate Name, Address, and Phone number. This is the place google bots look for it when they crawl your site. Make sure the phone number and the address are clickable links as well to improve the user experience.



LIST YOUR MAIN SERVICES - Include a sub menu in your footer that has your main services listed. This will be a place people look for on your landing pages if they want to learn more about your company. For most sites this shouldn't be a repeat of your main navigation.



REQUIRED INFORMATION - If your state requires you to post your roofing license or contractors license on your website include it in your footer below your logo. Also ensure your footer has links for your site map and privacy policy.



SOCIAL MEDIA LINKS - It's become common practice and an expectation for users to find social media links in the footer section of your site. Include your links with the icons of the appropriate social media channel and make sure they are clickable and up to date.



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ABOUT SECTION GUIDE FOR ROOFING COMPANIES



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COMPANY HISTORY - Tell your story, how did you get here? What makes your company different? Where did it all start and more importantly WHY did you decide to start serving your local community? This story will help personalize your brand and is often overlooked.



CREDENTIALS/AWARDS/PRESS - If you've got any certifications this is the place to share them. If you've been nominated or won any awards, share those too. Were you mentioned in the press or quoted in a local magazine - share it here. This builds your authority in the industry and locally.



CORE VALUES - It's no secret that people like doing business with people they Know, Like, and Trust. Show your local community they can trust you by sharing your core values and aligning them with your target audience. Avoid generic core values and get specific about your guiding principles.



MISSION STATEMENT - This statement needs to be available for all to read on your website. It helps your customers to feel like they are more than just another commission check or just another customer on a list. Help them feel like working with you supports a bigger cause.



VISION STATEMENT - If you've got a vision to improve your local community or better the roofing industry as a whole, share it. Your vision statement let's potential customers know that you're looking to be around long enough to fight for this vision.



OUR TEAM - Include the owner's information and key executives at the very least, but ideally include every person that is client facing. It helps your team feel more valued and it gives homeowners more peace-of-mind when they can research the rep they just talked to on the phone.



INDIVIDUAL TEAM MEMBERS - Write bios for each member of your team and post them on your website. Build their authority and make them more approachable and more personable all at the same time. These pages get visited more than many other sections on a website when they exist.



CAREERS - Whether you're actively hiring or not, you should have a section with a completely different form for people looking to work for your company. It reinforces that you're growing and it separates your leads from your job searchers for easier reporting on your marketing.



PERSONALITY - Your company should not look and feel like every other company or worse, like your competition. It should feature images of you and your team working, language that drives your brand home, and a consistent message across all platforms, not just your website. Have fun here!



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SERVICE SECTION GUIDE FOR ROOFING COMPANIES



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CREATE AN OVERALL SERVICES PAGE - For the sake of the overall silo structure of your site, create a single page with brief information about each service you offer. Make sure to include an easy call to action for potential customers to reach you about your services.



CREATE A PAGE PER SERVICE - Each individual service in your company should have its own page. The content should be unique to that service and the page should be fully optimized for SEO including page title, heading tags, alt tags, and internal links.



SERVICE TITLES SHOULD MATCH KEYWORDS - Match your service titles to the actual keywords customers are using to try and find you. For example, don't just use "Repair" instead try "Residential Roof Repair".



CONVERSION OPTIMIZED - Make sure each service page is conversion optimized as if it were its own landing page. These pages get many visitors and those visitors should have every opportunity to become your client. Include CTAs, put your number in the top right corner of the page, etc.



EASY NAVIGATION BETWEEN SERVICES - Create a sub-menu for all of your different services. Put the new menu in the right-hand column and use color to draw attention to the easy navigation. Make it easier for your site visitors to see all of your services.



URL STRUCTURE - Your URL structure is important for the silo structure on your site. Your URL structure should be something like www.example.com/services/roofing or www.example.com/roofing/residential-roof-repair.



SEPARATE ROOFING MATERIALS - If you work with multiple different roofing materials, separate those materials into their own pages and again the content should be unique and the titles should match the search intent and these pages should be conversion optimized.



HELPFUL CONTENT - The content on the page needs to be helpful for the visitors. It needs to answer their likely questions, be easy to navigate, and breakdown the complexities of your roofing services in simple language for your community to understand.



MATCH SEARCH INTENT - This fact is important enough to have its own bullet. If a person is searching for "Roof Replacement" they aren't looking for the history of roof replacement, they are looking for a contractor they can trust to replace their current roof. The content should reflect this.



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LOCATIONS GUIDE FOR ROOFING COMPANIES



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OPTIMIZED PAGE TITLE AND DESCRIPTION - The page title should be a combo of your main service (roofing) and the location you want to rank for with this page. The description should include this same combo of words in sentence form with a call to action to entice users to click.



OPTIMIZED H1-H3 TAGS - Your H1 tag should almost always match your Page Title or be a very close variation of it. All of your services, other locations, and main sections on this page should be H2 and H3 tags to ensure they are easily seen by search engines and users alike.



SERVICES LISTED - List out all of your services with the location you're trying to rank for i.e. "Roof Replacement Denver" and "Roof Repair Denver". This will give you an opportunity to rank for these keywords as well. If necessary, create separate pages for these sub-service and location combos.



LOCATIONS LISTED - Make sure to list the other locations on your website that you're trying to rank for on each of your service pages in a separate sub-menu. This will make navigating between them easier for your users and easier for the web crawlers to index and follow.



LOCAL TESTIMONIALS LISTED - If you have location-specific testimonials for your service area, include them here. When you type them out, make sure to include their name, review source, and their location with the state abbreviation code attached.



LOCAL TEAM LISTED - If this location is served by separate staff from another location, ensure you list out local staff on the location pages. This is a trust signal for the search engines and for your users to know who is serving the local community from your company.



UNIQUE CONTENT USED - Location pages are often guilty of duplicate content which is penalized by Google and other search engines. Make sure that descriptions of services are rewritten to be unique and make sure to include information about the local area and other unique content.



LOCAL IMAGES USED - Nothing makes a location page feel more fake than stock photos that don't represent the environment of the location. Don't use picture of mountains in the backgrounds of your roofs if you work on the coasts and vice versa. When possible use your own, local images.



LOCAL GOOGLE BUSINESS PROFILE OR MAP EMBEDDED - Use your nearest google business profile as well as a custom google map showing your service area and embed that on the page. It's unique, local content that helps people and search engines better understand who you serve.



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