



THE ULTIMATE ROOFING LEAD GENERATION CHECKLIST

HOW TO GET YOUR **ROOFING MARKETING** TO
WORK AND **MAXIMIZE YOUR LEAD FLOW**.



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■ Is your website optimized to convert visitors into callers?

- Is your phone number prominently displayed in the top right corner on every page?
- Are you using authentic images and videos of the owner, your trucks, and your team?
- Do you have a compelling call-to-action after every block of text?
- Are you giving customers the option to engage via chat or two-way texting?
- Is your website mobile-friendly with an easy click-to-call button?
- Does your website load quickly on both desktop and mobile?



■ Is your website optimized for search engine rankings?

- Does every page of your website include your main keyword in the Title Tag?
(e.g., *City Roofer | Your Company Name*)
- Do you have dedicated pages for each of your core services?
- Do you have location-specific pages for each of the sub-cities you service?
- Do you have pages for the brands you service and install?
- Is the content on every page of your website unique?
- Does your website rank for the most important keywords?
(e.g., *"Your City Roof Repair," "Your City Roof Replacement," "Your City Storm Damage"*)
- Are you consistently publishing new content, blogging, and building inbound links to your website?



■ Is your company optimized to rank on Google Maps?

- Have you claimed and verified your Google Business Profile listing and have access to the login?
- Is your Google My Business listing fully optimized?
- Are you listed in all major online directories with consistent name, address, and phone number (NAP)?
- How many online reviews does your business have?
- Do you have a proactive strategy for generating new online reviews daily?
- Are you posting to Google My Business weekly and responding to customer questions?



To schedule your **Internet Marketing Strategy Session**

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■ Are you taking advantage of paid online advertising?

- Are you running Google Local Services Ads with a maxed-out budget?
- Are you running retargeting ads to capture unconverted leads?
- Are you actively running Google Ads?
- Are you strategically targeting specific ad groups, text ads, and landing pages?
- Do you have conversion tracking in place to attribute leads to specific ad groups and keywords?
- Are you running targeted Facebook ads to reach your ideal prospects?
- Do you have premium ads on platforms like Angi, Yelp, CitySearch, and YP.com?
- Are you using pay-per-lead services such as HomeAdvisor, eLocal, or Thumbtack?



■ Are you active on Social Media?

- Do you have business profiles set up on Facebook, Twitter, LinkedIn, YouTube, and Instagram?
- Are you getting meaningful engagement on Facebook?
- Are you consistently updating and maintaining your social media profiles?



■ Are you leveraging email & marketing automation?

- Are you following up with leads within five minutes or less via phone, SMS, and email?
- Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via phone, SMS, and email until they book a service call or estimate?
- Do you have a database of your customers' email addresses?
- Are you sending out a monthly email newsletter?
- Are you leveraging email to generate online reviews and drive engagement on social media?



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■ Do you have the tracking in place to gauge your ROI?

- Google Analytics
- Keyword ranking tracking
- Call tracking
- Dashboard showing cost per lead, total spend & projected ROI
- CRM/dispatch system to track leads to the source & revenue (ServiceTitan)



Adam is truly so attentive to the needs of our small business, his professionalism is top-notch! He was there when we needed him in an emergency. I cannot say enough about Rebel Ape!

— Lori M.



Rebel Ape helped us get our SEO on the right foot. I had tried other SEO guys who disappeared or didn't deliver. Adam and his team provided real results and helped us grow!

— Mitchel K.



Love working with Adam. We used another local company before and paid almost double the cost with little to no results. Once we switched to Rebel Ape, the leads started pouring in!

— Clayton E.

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THE SILVERBACK AUTHORITY METHOD™

A CUSTOM TAILORED **ONLINE MARKETING PROGRAM FOR ROOFERS**

GET LEADS. GET CALLS. GET RESULTS.



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