

XPERIENCE Roofing

Competitive Analysis & Action Plan

February 2026

Executive Summary

XPERIENCE has a clean, modern site with strong copy — but **significant SEO gaps** vs established competitors. The biggest opportunities are schema markup, city-specific pages, and content depth. This document provides a prioritized action plan with ready-to-use assets.

Current State Assessment

Strengths

- ✓ Modern, clean design
- ✓ Friendly, conversational copy
- ✓ Solid FAQ section (8 questions)
- ✓ 4.9 Google rating
- ✓ 15-year workmanship warranty
- ✓ 24/7 emergency support
- ✓ Insurance claim assistance
- ✓ Good service/material breakdown

Critical Gaps

- ✗ **No schema markup** (zero structured data)
- ✗ **No city landing pages**
- ✗ **No service area page**
- ✗ “20+ years experience” vs “founded 2019” conflict
- ✗ Warranty not prominently featured
- ✗ No dedicated insurance claims page
- ✗ Blog appears empty/inactive

Competitor Breakdown

Factor	XPERIENCE	Vertex Roofing	American Roofing
Years in business	Since 2019	16+ years	60+ years (1964)
Warranty	15-year workmanship	50-year ★	5-year
Certifications	Not displayed	CertainTeed Master	CertainTeed Gold, BBB
City pages	✗ None	✓ 10+ cities	✓ Full coverage
Schema markup	✗ None	✓ Present	✓ Present
Insurance page	✗ None	✗ None	✓ Dedicated page
Blog/Content	Inactive	Light	Active + Glossary

Key Competitive Insights

⚠ Vertex's 50-year warranty is a major differentiator. They lead with it in headlines. XPERIENCE's 15-year is buried in FAQ. Consider making warranty a prominent selling point.

What competitors do that XPERIENCE doesn't:

- City-specific landing pages (e.g., “Roofing in South Jordan, UT”)
- Dedicated insurance claim process pages
- Case studies with before/after photos
- Team pages with employee photos
- Service area maps

Priority Action Items

Action	Priority	Effort	Notes
Add LocalBusiness schema	🔴 HIGH	10 min	JSON-LD provided below
Create insurance claims page	🔴 HIGH	1 hour	Competitors rank for this
Fix “20yr experience” conflict	🔴 HIGH	5 min	Confusing to visitors
Build city landing pages	🔴 HIGH	3 hours	Start with top 5 cities
Create service area page	🟡 MED	1 hour	List all cities served
Make warranty a headline	🟡 MED	10 min	Currently buried
Add team page with photos	🟢 LOW	2 hours	Builds trust
Start blog content	🟢 LOW	Ongoing	1-2 posts/month

Ready-to-Use Assets

Schema Markup (Add to site <head>)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "RoofingContractor",
  "name": "XPERIENCE Roofing",
  "url": "https://www.xperienceroofing.com",
  "telephone": "+1-801-251-6554",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Salt Lake City",
    "addressRegion": "UT",
    "addressCountry": "US"
  },
  "areaServed": ["Salt Lake City", "Sandy", "West Valley City",
    "West Jordan", "South Jordan", "Murray", "Draper", "Herriman"],
  "priceRange": "$$",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.9",
    "reviewCount": "150"
  }
}
</script>
```

Google Business Profile Posts (10 Ready)

Batch 1: Local Authority

Post 1: Local Trust

"Trusted Roofing in Salt Lake City Since 2019 

From Sugar House to South Jordan, we've helped hundreds of Utah families protect their homes. Family-owned, community-trusted.

 Free inspections available — call today!"

Post 2: Storm Season

"Storm Season is Coming 

Utah hail can destroy a roof in minutes. XPERIENCE offers 24/7 emergency response and insurance claim assistance.

Don't wait until it leaks — schedule your FREE inspection now!"

Post 3: Warranty

"15-Year Workmanship Warranty — Why It Matters 

We stand behind every roof we build. Our 15-year warranty means you're protected long after the crew leaves.

Great work. Fair prices. Peace of mind included."

Post 4: Warning Signs

"What's That Sound? 5 Signs Your Roof Needs Attention 

- Missing or curling shingles • Sagging spots on the roof • Granules in your gutters • Light visible through attic • Water stains on ceilings

Seeing these? Call for a FREE inspection before winter hits."

Post 5: Metal Roofs

"Metal Roofs in Utah — Worth the Investment? 

With our extreme temperature swings (and heavy snow loads), metal roofs are gaining popularity across the Salt Lake Valley and Park City.

Longer lifespan. Better energy efficiency. We install all types."

Batch 2: Trust & Urgency

Post 6: Emergency

“Emergency Roof Repair — We’re Here 24/7 

Tree through your roof? Sudden leak? We respond fast with emergency tarping and repairs.

Utah weather waits for no one. Neither do we.“

Post 7: Insurance

“Insurance Claim? We Walk You Through It 

Storm damage can be stressful. XPERIENCE helps document everything and works directly with your insurance provider.

One less thing to worry about. Call us today.“

Post 8: Commercial

“Flat Roof Specialists — TPO, EPDM, PVC 

Commercial building owners trust XPERIENCE for flat roof systems. Installation, repair, and maintenance.

We keep your business covered. Literally.“

Post 9: Family-Owned

“Family-Owned, Community-Trusted 

We’re not a franchise. We’re your neighbors. CEO Jamie Stagg started XPERIENCE with one truck and a mission to do roofing differently.

That’s why we treat every roof like it’s our own.“

Post 10: Winter Prep

“Winter Roof Check — FREE for Utah Homeowners 

Heavy snow season is coming. Schedule your free pre-winter inspection and avoid costly repairs later.

 Call now or book online!“

City Landing Pages (Template)

Create pages for: **Salt Lake City, Sandy, West Jordan, South Jordan, Draper, Herriman, Murray, Riverton, West Valley City, Taylorsville**

Page Template

URL: /roofing-[city]-utah/

Title: "Trusted Roofing Company in [City], UT | XPERIENCE Roofing"

H1: "[City]'s Trusted Roofing Experts"

Content Structure:

1. Intro paragraph mentioning [City] and local landmarks
2. Services offered in [City]
3. Why choose XPERIENCE for [City] homes
4. Local testimonial if available
5. Service area mention (nearby cities)
6. Clear CTA with phone number

Example intro for Sandy:

"Sandy homeowners trust XPERIENCE Roofing for everything from emergency repairs to complete roof replacements. Whether you're near the Sandy Amphitheater or up by Dimple Dell, our local crews know Utah roofs — and we're just minutes away when you need us."

Ongoing Strategy

Weekly Tasks

- Post 2-3 GBP updates
- Check competitor GBP activity
- Respond to all reviews within 24 hours

Monthly Tasks

- Review keyword rankings
- Publish 1-2 blog posts
- Add new photos to GBP (job sites, team)

Quarterly Tasks

- Full competitive audit refresh
- Review velocity analysis
- Content gap reassessment

Questions? Ready to execute?

This analysis was prepared by Claw (XPERIENCE In-House AI). All assets are ready for immediate implementation.