



Profit Roofing Systems

# WHY IT'S IMPORTANT TO RANK ON THE FIRST PAGE OF GOOGLE

GUIDE



# SEO

# WELCOME ROOFERS!

In this guide we created just for you, we will let you in on the amazing perks of being on the first page of Google.

**We will tell you why it is crucial for your roofing business to rank on the first page, how to get there, how it works, why it's important, and what (or who) to avoid in the process.**

Get comfortable, read this guide, and prepare to learn how you can grow your business, attract amazing traffic, generate more leads than ever, and become a local roofing authority.



# WHAT IS SEO?

The process of getting to the first page of Google is called Search Engine Optimization or SEO. But you can forget about that fancy word. Too often, marketers use it to lure you in and take your money.

So, what you need is to show up on the top when someone Googles “roofing company near me” or “roofing company [your location].” **If you’re not on the first page, people won’t even know you exist.** And you can do that by paying Google (using the Google Ads service) or by optimizing your website.

The process of website optimization includes many different techniques, strategies, and elements. But before we explain them, let’s see what the value of top ranking really is for roofers.



# WHY DOES YOUR ROOFING COMPANY NEED TO BE ON THE FIRST PAGE OF GOOGLE?

The roofing industry is a very competitive one. There are many roofers out there fighting for leads and trying to get customers' attention. If you want to win the fight and stay ahead of the competition, you need to have better visibility on the search engines for your local service area.

Think about it this way – what do you do when you need any kind of service or information? I bet you Google it. We all do. We take our phones, type in some keywords, and voila – Google comes up with the most relevant results for our search.

As a matter of fact, research has shown that more than 90% of consumers search for local services online and primarily through Google. Apart from that, they almost never go beyond the first page – they will usually click on the first three results that come up. And those top ranking pages are the ones that get the most clicks, the most leads, and the most traffic.

Today, people also do a lot of online research on their mobile phones. For example, in order to find a roofer quickly, and one that is close to them, they will search for a “roofing company near me.”

With these types of Google searches, it is crucial to be among the top search results, because the chances are higher that the users will contact you. Also, top ranking on Google gives you credibility, importance, and visibility. People trust Google and what Google offers them as top results they see as the most important information.

But ranking high on Google is no walk in the park. It takes time, effort, and skills. Let's see why.



# WHY DO I NEED TO WAIT 6 MONTHS FOR MY SEO TO KICK IN?

Google has many (constantly changing) algorithms working to determine your credibility and authority. It takes time for it to determine your page is relevant, high-quality, and to show it among the top search results.

You need to develop trust with Google. It may sound a bit funny, but the key is in developing a trusting relationship. And let me tell you, Google DOES NOT trust easily and quickly.

Also, in every city, there are roofers that have already been ranking on Google for 5 or more years, and it is not natural for you to start from zero with your brand new website and outrank all of them in 3 months. It takes time to develop the level of trust that will signalize to Google that your web deserves to be among the most relevant results.

But once Google recognizes your authority, your quality, and your value, you can expect to reap the long term benefits of first-page ranking. Just imagine the amount of traffic you'll get once your SEO kicks in.

This fact, on the other hand, that it takes time for SEO to show results, is very often used by crappy agencies to suck you into their scam schemes. They're like those annoying pop-up windows offering you the best and fastest results. But the truth is, they have no idea what they're doing and they will never rank you.

Let's see what their deal is.



# BEWARE OF SEO SCAMMERS

What really makes our skin crawl are all those scammers and SEO agencies that offer instant results and dare to guarantee you #1 ranking on Google. On top of that, they promise to do it for a really low price package.

Let's be honest. Nobody can guarantee you #1 ranking and SEO cannot have fixed prices. It's just not how it works.

First of all, the price of SEO services varies depending on your goals, your business, the number of cities you want to rank in, and on the competition in those cities. All of this affects the amount of time and energy that needs to be spent in order to bring a roofing company to the first page of Google.

Scammers will offer you a fixed price of \$500 or \$1,000 for the entire SEO campaign. And sure, that sounds great - but it's nowhere near enough. First of all, quality SEO is not done for 5 bucks an hour and second of all, real SEO requires at least 50-150 hours of work a month.

Let's crunch some numbers:

**If the price of an SEO campaign is \$,1000 and it requires 150 hours a month, it amounts to less than 10 bucks an hour – which is less than minimum wage in the U.S.!** Do you really think you can expect any quality agency to help you grow your business for less than what people make flipping burgers?

**Fixed prices are simply not realistic because the price and the amount of hours put in will depend primarily on your specific business goals and requirements.** The bigger the goals, the bigger the city – the more hours of work we have to put in it. But once we do it, you can expect to see results and a significant increase in your ROI.

SEO is worth it and brings long-term results and profit – with the right expert.



# WHAT YOU NEED TO DO TO RANK HIGH IN GOOGLE

There are two main aspects of website optimization – onpage and offpage optimization.

**Onpage optimization** includes all the elements and processes that make the website itself great and ideally optimized for both Google and your users.

**Offpage optimization** is focused on building your online reputation and increasing authority by getting backlinks to your website. Backlinks are when other pages link back to your site, and the process of getting these links is called link building.



# ONPAGE OPTIMIZATION ELEMENTS

## ARCHITECTURE & HTML



### URLs

Your page needs to have a carefully structured URL with target keywords inside.

### Meta Title

Meta title is one of the most important onpage SEO factors. Every page on the web needs to have a unique meta title with targeted keywords.

### H Tags

Your title should always be in the <H1> tag, with additional subheadings in <H2>, <H3> etc.

Your <H1>, <H2> and <H3> tags are used to inform Google about the main and sub-topics of your page. They divide the page by topic, so that H1 is the main topic of the page, H2s are sub-topics of the main topic, etc.

Each page needs to have only one unique H1 that contains variations of the target keywords.

## **Structured Data Markup (Schema Code)**

Schema is used to highlight or “mark-up” the important aspects of your data so that Google understands what your webpage is about.

It also displays star reviews in the Google result pages and builds knowledge graphs, improving the entire user experience. Schema markup can significantly influence a site’s quality score.

## **Meta Description**

Meta description is that small text that appears right below your webpage URL on Google. It is planned with users in mind so that it contains a good CTA (call-to-action) which will motivate them to visit the page. A good CTA improves your click-through rate.

## **Internal Linking**

Internal links are links that lead from one page of your website to another page on your website. They allow users to easily navigate through the site and establish its information hierarchy. This is also for Google so that it can understand the site’s structure and browse through it easily.

## **Outbound Links**

These are links that lead from your website to another website, usually related to yours. They help Google get a clear idea about your site and understand your niche. They also tend to increase your site’s credibility and quality.

# ONPAGE OPTIMIZATION ELEMENTS

## CONTENT



### Natural Language

Targeted keywords should be used naturally throughout the content. It is best to combine them with their synonyms and close variants for higher relevancy, making sure not to repeat one phrase too many times.

### Increased Content Length

A general rule is that more content is better, but not when that content doesn't provide user value. It is important to find the right balance between value and word count, avoid fluff talk and be on-point.

### Optimized Images

Images are very important for user experience as well as for SEO. Their size needs to be optimized so that the webpage loads more quickly. Also, each image needs to have a description and an ALT tag so that it can rank on Google image searches.

### Quality Content

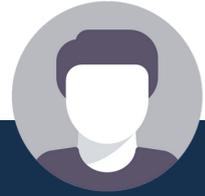
In order to keep users on the site, website content needs to be unique, engaging, relevant, informative, and without spelling or grammar mistakes. Google tracks the amount of time people spend on your website, along with the number of shares, bookmarks and similar.

**Social Sharing Buttons:** They are added to encourage sharing of the brand and the content and to increase recognition, visibility, and traffic.



# ONPAGE OPTIMIZATION ELEMENTS

## USER EXPERIENCE



### Site Speed

Users love sites that load faster (so does Google). Nowadays, nobody has the patience to wait more than 5 seconds for a website to load.

### Responsive Design

This has become one of the most important features with Google, as well as with users. Websites need to be mobile-friendly, which means they should adapt to all mobile devices, such as smartphones, tablets, etc. This is extremely important because around 80% of online traffic today goes through mobile phones.

### Readability

The fonts and the colors need to be ideal for reading – not too small, too big or hard on eyes. The texts need to be organized in short paragraphs that are easy to read, especially because most people access them over their mobile phones.

### Organization

Well-organized content allows readers to skim through your page and get a general idea of what it's about. So, keep it optimized, organized, and trim.

# OFFPAGE OPTIMIZATION ELEMENTS

## LINK BUILDING TACTICS



### Alumni Links

You can get your alma mater to feature you and your company on their website, especially if you are a success story, or if they have an alumni directory where you can get a .edu link to your business.

### Brand Mentions

If there are some news sites that may have mentioned you in an article, you can reach out to them and ask if they can also include a link to your website.

### Competitive Intelligence Link Building

A great way to find link opportunities is to analyze your competitor's backlinks, find the good, high-authority ones and try to get them to link to your site as well. There are some tools you can use for this, but it is also good to check the sites on your own to see if you really want a link from them (there's a lot of crap out there).

### E-Book

It is a great way to build authority and get some good links. You can simply start writing one, or gather the content on one topic that you already have and compile it in a sensible unit. There are many sites that will list free e-books, as well as organizations focused on that topic, so you can do some research, find them, and let them know about it.

### **Local Expert Contributor Outreach**

You can come up with a post that is also related to some other industry or area, and then find a local expert who can provide some valuable insight into it. It will add value and authority to your post, you will mention them and link to them, and then they may include the post on their own site and share it with their audience. People like to make note of (brag) when they are quoted.

### **Facebook Like Drive**

You can find a local charity and organize a campaign where you donate money for every “Like.” A great way to do it is to set a timeline, set a budget, promote as much as you can, tag the charity’s Facebook page, and it will draw a lot of likes. And the final piece of the puzzle is a link from the charity to your site – you can simply ask them to link or write an announcement for their blog, for example.

### **Google Custom Maps**

With the help of this Google’s feature, you can create a custom map of your community. It can be a map of landmarks, hospitals, restaurants, local events, whatever you want, which can then be incorporated in your webpage. The next step would be to outreach to those sites and ask them to link to the map.

### **Industry Specific Local Directories**

Local and niche citations are important, and a key element in ranking on Google, so it would be great to do some research and find all the local directories you can – that’s how Google will locate your business. Niche citations let Google know what kind of services you offer, and are a bit more important, as those sites are more authoritative.

## **Local Blog Promotion**

A great move would be to find the best and most influential blogs, city pages, and forums, and promote your best blog post there. You just have to make sure your topic is relevant and informative, and you'll drive traffic to your site in no time.

## **Local Discounts**

Offering discounts to certain groups of people is always a good idea. A great way to do it is to come up with some great deals, target certain groups, list your business on relevant web pages that list discounts, and get a link back to your site.

## **Local Events**

If you host some workshops, speaking events, or something similar, you'll spread the word about your business in your local community and get a link back to your site from the events.

## **Local Guide**

You can create a great local guide of your city, focusing on attractions, local events, etc. and include it in your page. It may easily attract links naturally, but you can also outreach to the places you mentioned and ask for a link back to the guide.

## **Local Internships**

If you need or want an intern, you can add an internship page to your site, and then reach out to local universities, asking them to spread the word about the opportunity.

## **Local Interviews**

You can interview some famous, well-known or interesting people from your community, write it up and offer it to different local blogs and sites. This is usually very interesting content that people want to read and publish.

## **Provide Testimonials**

A great link-building tactic is reaching out to other local businesses you've worked with and offering to provide them with a great testimonial in exchange for a link back. You can establish rapport, get links, and maybe even get new business from them.

## **Free Wi-Fi Directories**

If you already have Wi-Fi that you and your employees use, why not expand its range and offer it to other near you? People will love you for it, and there are sites that list out businesses offering free Wi-Fi, which will link directly to your site.

## **Wiki Links**

If you have high-quality content, reports and peer-reviewed articles, you can be cited on authoritative Wiki pages.

# HOW MANY LEADS CAN I EXPECT MONTHLY?

The end goal of the entire SEO process is to get leads. But how many can you actually expect?

**The number of leads entirely depends on the size of your area and on how many cities you are targeting.**

The thing is that the bigger the city is, the harder it will be to rank. BUT it also means that you will generate more leads every month.

Here are some approximate numbers:

- for a population below 50 000 you can get 20-40 leads/month
- for a population 50 000–100 000 you can get 40-60 leads/month
- for a population up to 250 000 you can get 60-120 leads/month
- for a population over 500 000 you can get over 200 leads/month



# HERE IS ONE MORE REASON WHY SEO IS BECOMING EVEN MORE IMPORTANT

## Google Local Service Ads

This Google's service brings in the most leads and the highest profits, and was developed precisely for your local roofing needs and services.

It matches your roofing company to the customer in your exact area requiring your specific services and sends you relevant, quality leads.

And additionally, all the roofers that are included in this program are guaranteed by Google, so the customers can practically blindly trust them. There is a "Google Guarantee" badge that appears with your ad – and this means full endorsement by Google and a better reputation for you.



**BONUS**

BUT the screening process for this service is tough, and you can't get inside without a highly optimized webpage. Google will check everything about you, from your licensing and insurance, reviews, the website itself, to Google Maps, and even conduct employee background check. Everything needs to be top-notch.

And the bottom line is that if you don't rank well organically (i.e. in the search results on the first page), you don't rank well on Google Maps, and you don't have good reviews (or enough of them - your ad won't show up very often).

That is where SEO comes in and why you need SEO more than ever today. With SEO and Local Service Ads your roofing business will skyrocket.

