

Roofing marketing checklist

Six checks before you pay for more roofing leads. Repairs, replacements, storm inquiries and commercial bids need clear paths.

Mark what you have checked. Use Not applicable only when there is a reason to skip. No email required. Blank printable copy.

01 Can a homeowner find the right business?

Your website and active profiles should identify the same roofing company.

Check: Check the phone, area, hours and website link on each active profile. Confirm your company can sign in and that someone reads messages.

Fix: Correct stale details, use business-controlled account access and assign the message owner.

[You can access the accounts](#) / [Your social profiles explain the business](#)

☐ Verified ☐ Needs fixing ☐ Don't know ☐ Not applicable

02 Does the page ask for the roof work you want?

Replacement estimates, leak repairs and commercial bids need different explanations.

Check: On a phone, look for the roof types, area, real work examples and next step. Can a customer request a replacement without being sent through a generic repair form?

Fix: Give different jobs clear service paths. Explain inspection, written scope and actual response hours. Do not promise insurance coverage or a storm claim result.

[The first screen names the work](#) / [The page shows what you do](#) / [People can use the contact path on a phone](#)

☐ Verified ☐ Needs fixing ☐ Don't know ☐ Not applicable

03 Are your Google details accurate?

The profile should describe the roofing business customers can actually hire.

Check: Check ownership, verification, the available roofing category, phone, website, service area and hours. Do not show a home address as a staffed storefront.

Fix: Correct the inaccurate fields under Google's rules. Add useful job photos with permission. Posting every week is not a published ranking requirement.

[Google Business Profile matches the business](#)

☐ Verified ☐ Needs fixing ☐ Don't know ☐ Not applicable

Roofing marketing checklist / continued

04 Can you tell a visit from an estimate request?

Search Console shows Google search activity; GA4 can show permitted website actions.

Check: Inspect the replacement page in Search Console. If GA4 is part of your plan, verify a test visit and one accepted request. Keep repair and replacement outcomes separate in the job record.

Fix: Verify the right domain and measurement property. Count requests, inspections, estimates and won work as distinct stages.

[You can check the site in Search Console](#) / [Your website measurement records useful actions](#)

☐ Verified ☐ Needs fixing ☐ Don't know ☐ Not applicable

05 Do your tracking tools fit the work?

A roofer does not need Meta Pixel just to have a website.

Check: If website conversions support your Meta ads, verify the correct data source, event and consent behavior. Review what happens when someone rejects tracking.

Fix: Use supported setup only when needed. Keep addresses, phone numbers and roof photos out of analytics. Mark the Meta item Not applicable when there is no relevant use.

[Meta Pixel has a reason to be there](#) / [The privacy choices match what the site does](#)

☐ Verified ☐ Needs fixing ☐ Don't know ☐ Not applicable

06 Who replies and follows the estimate?

An estimate request needs an owner through the next agreed step.

Check: Arrange a labeled delivery test. Then inspect one open inquiry: job type, service area, reply owner, appointment or next action, and due date.

Fix: Assign first reply and backup coverage. Confirm repair urgency without promising attendance. For replacements, record the site visit, estimate sent and agreed follow-up. For commercial work, confirm access and bid timing.

[An inquiry reaches the person who handles it](#) / [Every open inquiry has a next action](#)

☐ Verified ☐ Needs fixing ☐ Don't know ☐ Not applicable

[Continue with the online checklist](#)

Restore access or a broken inquiry path first. Assign one next action, owner and due date in your work record. A completed checklist does not guarantee rankings, leads or jobs.

Google guidance checked October 1, 2026. Meta help may require login; account-specific screens were not verified.