

Roofing Phase 1 SEO Audit

Executive Strategy & Growth Roadmap

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Why We're Here

Visibility Issues Are Costing Revenue

- Ranking volume does not align with revenue goals
 - Diluted money pages + structural conflicts
 - Cannibalization across primary services
 - Competitors outranking in core markets
 - Premium markets underperforming
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What We Did

Comprehensive SEO Audit

- Technical crawl + indexation review
 - Site architecture + crawl efficiency
 - Keyword + intent mapping by profitability
 - Competitor gap benchmarking
 - Local GBP + Map Pack performance analysis
 - Consolidation + waste reduction opportunities
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Top Revenue Opportunity

Focus Where Profit Is Highest

- Roofing Replacements (core revenue driver)
 - Designer/Niche Roofing: DaVinci, cedar, metal, Brava
 - High-value territories:
 - Suffolk County
 - Nassau County
 - Gold Coast
 - East End
 - 3 GBP Locations: Oceanside, Wantagh, Port Jefferson
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The Root Problem

Strong Brand. Weak Structure.

- Long folder paths bury key pages
 - Thin city pages waste crawl budget
 - Duplicate-intent pages split ranking power
 - Redirect chains leak SEO equity
 - Sitemap bloat lowers index coverage
 - Cannibalization across money keywords
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Competitor Reality Check

Competitors Win by Structure

- Fewer diluted pages
- Clearer topical clusters
- Superior internal linking
- Stronger local authority signals

They're not better roofers — just better optimized.

What Fixing This Unlocks

Increased Visibility = Increased Installs

- More top-3 rankings in primary counties
 - Improved Map Pack presence
 - Faster indexing of money pages
 - Stronger premium lead flow
 - Conversion lifts via UX enhancements
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30/60/90 Roadmap

Fast Wins → Sustainable Growth

0–30 Days

- Consolidate site structure
- Fix indexation + redirects
- Remove low-value content

30–60 Days

- Authority build in key counties
- GBP optimization + review velocity

60–90 Days

- Premium roofing ranking expansion
 - Conversion rate testing + improvements
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Immediate Wins (Phase 2 Start)

Phase 2 Launch Priorities

- Shrink + strengthen URL footprint
 - Align money pages with core revenue
 - Anchor GBP locations to service clusters
 - Replace weak city pages with regional hubs
 - Improve CTA visibility + quote flow
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Your Competitive Advantage

Confidential Roofing Should Be #1

- Strong reputation + reviews
 - Local brand recognition
 - Premium roofing capabilities
 - Content already in place — needs structure
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Investment Case

SEO ROI: Measurable + High-Leverage

- Premium roofing leads are 3–5X revenue
- Improved close-rate with higher-intent traffic
- Organic channel compounds over time

One replacement job can cover the monthly SEO investment.

Next Step

Approve Phase 2 → Execute

- Begin structure deployment
- Indexability fixes + redirect mapping
- Local authority push in top markets
- Conversion uplift testing

Ready to launch when you are.
