

No Name Roofing Phase 1 SEO Audit

Technical Strategy & Growth Roadmap

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Why Technical Fixes Come First

Structure Drives Rankings

- Google must understand your primary services
 - High-value pages must be prioritized to crawl
 - Remove waste that holds back authority
 - Fix conflicts to ensure money pages rise
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Indexation Cleanup Priorities

Improve What Google Sees First

- Remove low-value + low-index pages
 - Delete duplicate-intent URLs
 - Consolidate overlapping content
 - Replace mass city pages with regional hubs
 - Submit refreshed sitemap → reindex pathway
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URL Strategy

Cleaner Structure = Stronger SEO

- New Structure Model:
 - Service First → Region Second
 - Example:
 - /roof-replacement/long-island/
 - /designer-roofing/suffolk-county/
 - Shorter folders
 - Easy to crawl
 - Keyword clarity improved
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Redirect Safety Map

Preserve Equity During Changes

- Consolidate similar pages → 301 redirect
 - Prioritize highest DA legacy URLs
 - No redirect chains — direct target only
 - URL changes staged to avoid ranking drops
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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.

Regional Cluster Build

Go Big Where Profit Exists

Regional hubs:

- Suffolk County
- Nassau County
- Gold Coast
- East End

Supports 3 GBP anchors:

- Oceanside
 - Wantagh
 - Port Jefferson
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Service Authority Expansion

Designer/ Niche Roofing Dominance

- DaVinci Roofing
 - Cedar Roofing
 - Metal Roofing
 - Brava Roofing
 - Build category → then specific systems
 - Replaces dozens of thin pages
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GBP Impact Boost

Local Signals Re-Alignment

- Service area radius = profitable zones
 - Consistent NAP across citations
 - Weekly GBP posts + Q&A seeding
 - Location page redesign for proximity signals
 - Before/after photo uploads for recency
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Performance Goals

Technical KPIs for Phase 2

- Reduce excluded URLs by ~60%
 - Improve index coverage to > 90%
 - Redirect full completion < 30 days
 - + Map Pack presence in 3 core city clusters
 - LCP < 2.5s on all service pages
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Risk Controls

Protect Rankings While Improving

- Deploy in staged rollouts
 - Validate indexing before next wave
 - Monitor GSC coverage weekly
 - Keep legacy intent until new pages rank
 - Result: 0 drop in revenue visibility
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Launch Checklist

Ready for Execution

- URL consolidation plan approved
 - Redirect map confirmed
 - Page rewrite assignments locked
 - GBP service mapping updated
 - CTA: Phase 2 kickoff upon approval
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