

--- Roofing - Phase 1 SEO Audit

Executive Summary & Roadmap

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Executive Summary

- Structural issues block revenue growth
- Indexation waste across low-value pages
- High-value services under-optimized
- Priority: strengthen designer roofing & core revenue pages

Core Problems Identified

- Thin content across 80+ location pages
- Redirect chains + crawl waste
- Site hierarchy confusing bots & users
- Weak topical authority in premium markets

Technical Audit Overview

- 362 pages not indexed
- 40 canonical overrides
- Sitemap includes redirects
- LCP needs tuning
- Strong mobile performance overall

New Architecture Plan

- Hub > Spoke model:
- Replacement / Repair / Designer roofing / Gutters
- Long Island > Suffolk > Nassau > Premium coastal markets

URL Consolidation Strategy

- Reduce 100+ URLs to ~15 high-value hubs
- Redirect legacy city pages → county hubs
- Strengthen primary money pages
- Better crawl efficiency

Keyword Strategy Overview

- Core: roof replacement/repair Long Island
- Premium: DaVinci / Cedar / Metal roofing
- Local: Suffolk, Nassau, Gold Coast
- Support: roof inspection / gutters
- Expand specialty roofing content

Money Page Strategy

- Rewrite & Expand:
- Replacement (2000+ words)
- Repair (1500–1800)
- Designer Roofing Hub + spokes (1200–1500 each)
- Gutters (1200–1500)

GBP Optimization Summary

- Fix categories + add services
- Photo + review velocity
- Optimize service areas
- Weekly posting schedule

Competitor Gap Findings

- Competitors hold 2–3X authority
- Better GBP keyword alignment
- More earned press + partnerships
- _____ must focus on premium distinction

30 / 60 / 90-Day Roadmap

- 30 DAYS: Consolidation + sitemap repair
- 60 DAYS: Rewrite hubs + internal linking
- 90 DAYS: Premium authority + local backlinks

Phase 1 Deliverables

- Technical Audit
- Architecture Plan + Keyword Map
- Consolidation Strategy
- Competitor Gap
- GBP Optimizations
- Roadmap & Final Deck

Next Steps

- ✓ Begin Phase 2: Implementation
- ✓ Deploy architecture changes
- ✓ Rewrite high-value pages
- ✓ Scale GBP + local links