

THE ULTIMATE LEAD GENERATING ROOFING WEBSITE

OPTIMIZED FOR CONVERSION

- Web Analytics & Tracking Installed for consistent improvement
- Clear & Compelling Call-To-Action
- Answer WIFM (What's in it for me?)
- Split tested form fields to increase on-page conversion
- Page speed optimized
- Effective use of white space
- Heatmap tracking in place for continual optimization

OPTIMIZED FOR SEARCH ENGINES

- Keyword rich content so qualified customers to discover website
- DoFollow backlinks (equivalent to a 'thumbs-up' in Google's eyes)
- Backlink & guest blogging partnerships with other roofing sites
- Topical/Regional Citations (100+. Or more than all competition)
- Schema markup for prominent visible in Google Search Results
- Action orientated Page Titles & Descriptions to increase clicks
- Website URL includes primary keywords, e.g. Roofing Contractor

OPTIMIZED FOR GOOGLE MAPS

- Automated process to secure 4 & 5 star customer reviews
- Keywords used in business descriptions & image ALT tags
- Surrounding service area webpages to increase reach
- Regular Google My Business Posts
- Geo-Tagged images
- Regular business and customer generated photos uploaded

The screenshot shows a browser window for 'Roofing.com'. The layout includes a logo of a house with a chimney, a header with navigation links, a navigation bar with links for 'Navigation | Service Pages | Testimonials | Contact Us', a customer testimonial with a quote icon, a five-star rating, a contact form icon, and a phone number '555-555-5555'. A callout box highlights '1500+ words of commercial searcher intent, keyword rich content. No Keyword Stuffing'. A teal box on the right says 'Strong Call-To-Action'.



LOGO

HEADER (not a time to be cute)

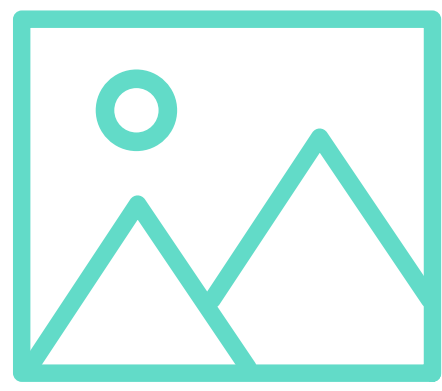
- What You Do
- How You Make Your Customer's Life Better
- Make it Easy to Contact You

Strong Call-To-Action

Navigation | Service Pages | Testimonials | Contact Us

“ Customer testimonial that demonstrates the transition from the before to 'after-state' ”

PROMINENT CONTACT FORM WITH SOCIAL PROOF



Aspirational 'end-result' imagery that shows people



1500+ words of commercial searcher intent, keyword rich content. No Keyword Stuffing

555-555-5555

Trackable Number with Reporting & Analytics

GrowthX.Marketing/ROOFING