

# Roofer’s Local SEO Visibility Scorecard

A 15-minute self-audit to identify missed roofing job opportunities



## How to use this scorecard

### How long this takes

**15–20 minutes total:** You do not need advanced SEO knowledge to complete this scorecard. You only need access to your business listings, website, and basic tracking tools.

### What you’ll need before you start

Have the following open before scoring:

- Your **Google Business Profile**
  - Your roofing website (desktop and mobile)
  - Your **Google reviews**
- Your main directory listings (Yelp, Angi, BBB, etc.)
  - Your tracking tools (Google Analytics 4, call tracking, form tracking)

Best practice: Use an **incognito or private browser window** when searching Google so results reflect what customers see, not personalization.

## Scorecard

Question	10 points	5 points	0 points	Score
Local foundation				
Is your Google Business Profile 100% complete and actively maintained?	Profile is fully completed with correct categories, services, service areas, photos, Q&A, and regular updates.	Profile is claimed and mostly complete, but missing key details or recent activity.	Profile is unclaimed, inaccurate, incomplete, or inactive.	
Do you have a consistent flow of recent Google reviews from real customers?	At least 25 reviews in the past 12 months, 4.8+ average rating, and regular owner responses.	Some reviews exist, but volume is low, outdated, or responses are inconsistent.	Few, outdated, or no reviews.	
Digital showroom				
Does your website have dedicated pages for each core roofing service and city you serve?	Unique pages exist for major services and key service areas.	Some service or location pages exist, but coverage is incomplete or duplicated.	Services and locations are combined into one generic page or missing.	
Is your website optimized to convert mobile visitors into calls or estimate requests?	Mobile-friendly with visible tap-to-call buttons and estimate forms on key pages.	Mobile works, but calls-to-action are hard to find or inconsistent.	Website is difficult to use on mobile or lacks clear conversion paths.	
Proof of expertise				
Does your website showcase real roofing projects with photos or case studies?	Multiple project galleries or case studies with original photos and job details.	Some photos or examples exist, but content is limited or outdated.	No project photos, case studies, or proof of work.	
Have you published roofing-related content in the past six months?	Recent educational or project-based content published within the last six months.	Content exists, but publishing is irregular or outdated.	No recent content published.	
Local authority				
Is your business information consistent across major directories?	Name, address, and phone number match exactly across top directories.	Some inconsistencies or missing listings exist.	Major inconsistencies or outdated listings.	
Does your website earn links or mentions from other local businesses or organizations?	Links from local partners, suppliers, or community organizations.	A small number of low-impact or inconsistent local links.	No known local backlinks or mentions.	
Measuring what matters				
Do you track phone calls and form submissions from organic search?	Call tracking and form tracking are fully set up and reviewed regularly.	Partial tracking exists, but data is incomplete or unreliable.	No call or form tracking in place.	
Can you connect SEO performance to roofing job revenue?	You can identify which keywords or pages generate calls, estimates, and signed jobs.	Some visibility into leads, but no clear link to revenue.	SEO success is measured only by traffic or rankings.	
Total Score				

## Scoring & interpretation

0–30 points

Low local visibility

Your roofing business likely struggles to appear consistently for non-branded local searches. Missed calls and lost jobs are common at this stage.

**Recommended focus:** Fix foundational issues first — Google Business Profile accuracy, reviews, service pages, and mobile conversions.

35–65 points

Inconsistent lead flow

You may rank in some locations or for some services, but results fluctuate. Lead quality and volume may feel unpredictable.

**Recommended focus:** Strengthen authority and proof elements while tightening on-page SEO and conversion paths.

70–85 points

Strong local presence

You have a solid SEO foundation and should see steady roofing job inquiries from search, especially for core services.

**Recommended focus:** Scale what works, expand into additional service areas, and improve tracking accuracy.


90–100 points


Market leader


Your roofing company has built strong trust, visibility, and conversion systems.

**Recommended focus:** Protect rankings, expand strategically, and monitor ROI at the job revenue level.

## Next Steps

 Fix your weakest pillar

 Choose one high-impact improvement

 Re-score every six months