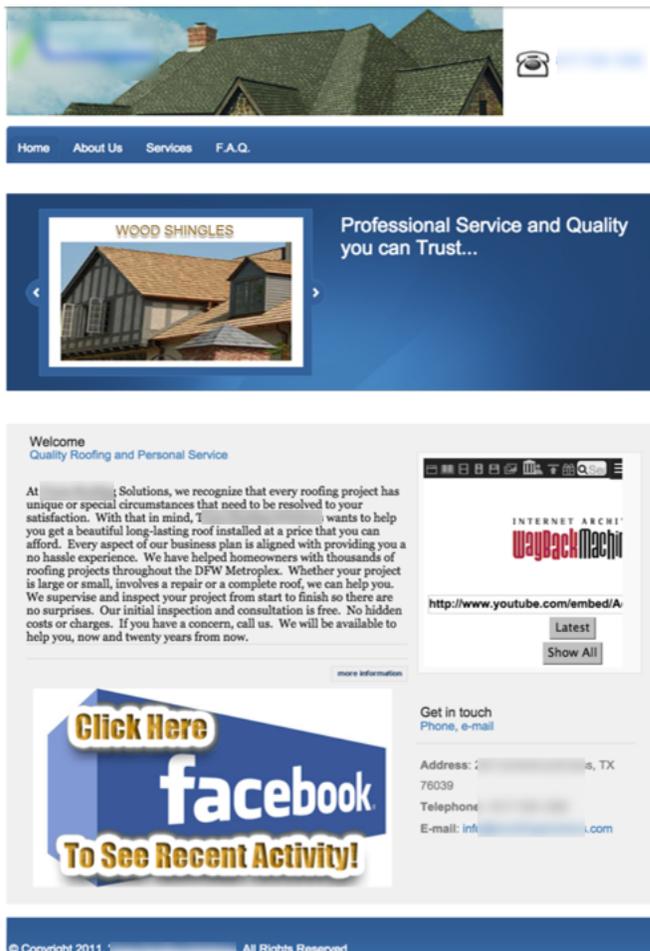


# Roofing Contractor Website Design Case Study

## The Situation:

I received a call from a roofing contractor in Texas who was “doing ok” but felt he should be getting more business. We talked about his online lead generation process and his website but he felt that something larger was causing his difficulties.



His business was invisible in search engines and when I did find and look at his website, I suspected I knew the problem.

The business website was rather old and had not been properly updated in about 3-4 years. In that time best practices for contractor website design had changed, but he hadn't kept up with those changes.

The site looked like this: Search engines want sites that are mobile-friendly and fast. His was neither.

Prospects considering buying a roof are often doing their own online research and need lots of quality information to help them.

Owners who ensure there is helpful content available for site visitors can earn the trust of

buyers, which can help you to win the sale more often.

Search engine ranking for this site was poor and his phone didn't ring enough to get the business he needed to keep his crews busy.

The site had a total of two keywords ranked on page one of Google. Most of his keywords were not ranked at all.

This lack of visibility is the main reason why roofing contractors have difficulty getting Internet leads. Those who did find his site and visit weren't calling for an inspection, with many leaving because of challenges finding information or navigating around.

## Our Solution

We designed and built a new site filled with top quality content that provided answers to homeowners who are planning to replace the roof on their house. But there's more than meets the eye.



Here are a few things that might not be evident on first look.

- 1) The logo belongs in the top left because that's how visitors know they're in the right place. It's essential to include, however, a tag line into your logo that explains who you are and what you're doing.
- 2) A crystal-clear call to action (CTA) needs to be in the top right corner of the site. Why? People in North America's eyes naturally go from right to left when reading. If the CTA is there in the top right, virtually every visitor will see it and understand how to respond to you.
- 3) The company's unique selling proposition (USP) should be presented near the top of the site. Here it's placed/overlaid on the "hero" image that visually shows what this company does.
- 4) Another CTA is often present above or just "below the fold" to further reinforce how the visitor should respond if they want to inquire about the services available.
- 5) Make the CTA easy to do. Not pictured is a lead gen form on the home page. Fill it out, or call the number – easy to get the help they're looking for.
- 6) Make sure your pages content is long enough to be considered "quality". Home page content should be 700-1000 words and expertly explain why a prospect should choose your firm.