

The Roofer GBP Audit

What 80% of roofers in Collingwood get wrong

A free guide.

Prepared by **Lasse Pettersen** Georgian Bay SEO · georgianbayseo.ca

Why I wrote this

I've audited dozens of roofing contractor Google Business Profiles across the Georgian Bay corridor. The same 6-7 issues come up in nearly every audit. Most take less than an hour to fix.

This is the checklist I'd run if you hired me to audit your business. No retainer, no sales pitch - just what to look for.

The 7-point Roofer GBP checklist

1. Primary category

Should be "Roofing Contractor" - the most specific match. Not just "Contractor."

2. Secondary categories

You want 3-5 secondary categories, not just 1. The list to consider:

- Roofing Supply Store (if applicable)
- Metal Roofing (if you do metal work)
- Slate Roofing (if applicable)
- Commercial Roofing (if you do commercial work)
- Eavestrough Cleaning Service (if applicable)
- Insulation Contractor (if you handle attic insulation)
- Storm Damage Restoration Service

The insurance/storm-damage adjacent categories are particularly underused by Collingwood roofers - and they capture the highest-margin work.

3. Services list (with insurance work called out explicitly)

Most roofer GBPs list 3 services. You should list 8-12:

- Roof replacement / re-roofing
- Roof repair
- Metal roofing installation
- Asphalt shingle installation
- Storm damage repair

- Insurance claim work
- Emergency tarping / temporary repair
- Eavestrough installation / repair
- Roof inspections
- Attic ventilation
- Skylight installation / repair

“Insurance claim work” listed explicitly as a service is one of the easiest wins. Insurance-claim customers Google “storm damage roofer insurance” specifically - and your profile needs to confirm you do that work.

4. Photos (this is non-negotiable for roofers)

Roofing customers buy on visual proof. The minimum is 30 photos for a roofer - significantly more than for other trades. What works:

- Before/after re-roof (8-10 sets, ideally with the customer’s permission to use the home)
- Material samples in the truck (3-4)
- Team on site in safety gear (3-5)
- Storm damage repair examples (4-6)
- Vehicle wrap / branded equipment (2-3)

Photos should be uploaded fresh monthly. Stale photo galleries signal a dormant business and they hurt conversion - a roofing customer comparing two profiles will pick the one with recent work shown, every time.

5. Business description

You get 750 characters. Use them all. Include: your city, your top 3 services, your differentiator (years in business, manufacturer certifications, insurance work specialization), and your phone number.

For roofers specifically, mention any manufacturer certifications (IKO, GAF, BP, CertainTeed) - these are trust signals that materially affect conversion.

6. Q&A seeded

Most roofer profiles have zero customer Q&A. Common questions to seed:

- “Do you do insurance claim work?”
- “What’s the typical cost of a re-roof for an average bungalow?”
- “Do you offer financing on replacements?”
- “How long does a typical re-roof take?”
- “Do you offer a warranty on your work?”
- “Do you do emergency tarping?”

Public answers reduce friction for prospects considering a \$20,000+ job.

7. Posts cadence

Roofing is seasonal but you should post year-round. The minimum cadence is 1 post per week, tied to seasonality:

- Spring: "Storm damage inspections, free quote"
- Summer: "Peak re-roof season, booking 2-3 weeks out"
- Fall: "Pre-winter roof check, \$99 inspection"
- Winter: "Emergency tarping available, ice dam removal"

Why these matter (the roofer-specific case)

Roofing is the highest dollar-value local trade after major renovation. A single re-roof can be worth 12 months of even premium SEO services. And the 90-day storm-damage window in spring/early summer is when most leads convert - being invisible during those windows costs real money.

Insurance customers are especially valuable. They're not price-shopping - they want a contractor who clearly does insurance work and can produce the paperwork. Your GBP either signals that competence in the first 2 seconds or it doesn't.

The 5 most common mistakes I see

Mistake 1: No insurance work mentioned anywhere

You do insurance jobs but your GBP doesn't say so. Missing one of the highest-margin customer segments.

Mistake 2: 4 photos from 2019

Your portfolio page on the website has 4 phone photos from 2019. Stale. The roofer down the street has fresh photos from last week's job, and that's who the customer picks.

Mistake 3: Same-day review requests

A re-roof is a \$20,000+ purchase. The customer wants to see the roof through one weather event (or one season) before they're confident. Same-day review requests get polite "I'll do it later" responses that never happen. The right approach: automated SMS, sent 30 days after job completion, when the customer has seen the work hold up.

Mistake 4: Generic "Roofer" category only

Missing the secondary categories for metal roofing, commercial work, and storm damage. Each missed category is missed visibility for the specific high-intent searches that drive your best work.

Mistake 5: Manufacturer certifications buried in About page

You're a GAF Master Elite or IKO ROOFPRO certified contractor, but it's mentioned once at the bottom of your About page. These certifications should be on every service page, in your GBP business description, and as photo captions in your gallery.

Your 30-day quick-win plan

Week 1

- Add 3-4 secondary GBP categories (Metal Roofing, Storm Damage Restoration, Commercial Roofing if applicable)
- Add "Insurance Claim Work" as an explicit service in your services list
- Expand services list from 3 to at least 10 with descriptions

Week 2

- Upload 20 photos: before/after re-roofs, team on site in safety gear, material samples, storm damage repairs
- Seed 6 Q&A from a non-business account, answer each as the owner
- Reply to every existing Google review (good or bad)

Week 3

- Feature your manufacturer certifications (IKO, GAF, CertainTeed, etc.) in your GBP business description and on every service page

- Audit your NAP consistency across Google, Apple Maps, Yelp, Bing, Facebook, BBB, HomeStars
- Set up your first GBP Post (current season's promo)
- Build a 4-week posting calendar

Week 4

- Set up an automated SMS review request system with a 30-day delay (not same-day - critical for roofers)
- Add LocalBusiness + Service schema markup to your homepage
- Build a dedicated "Insurance Claim Roofing" page on your website with city in the H1

By the end of the 30 days you should see a measurable lift in your Map Pack ranking for at least 1-2 target keywords and a noticeable bump in profile views.

Want me to do all this for you?

I'm Lasse Pettersen. Georgian Bay SEO is my local consultancy - I work exclusively with trades and service businesses across Collingwood, Blue Mountain, Wasaga Beach, Thornbury, and Meaford.

If you'd like me to run a personalized audit on your business (not the generic checklist above - the specific things wrong with your GBP, with screenshots, action plan, and competitor comparison), I do them as a \$499 one-off. If you decide to go monthly after, the \$499 applies as credit against the first month.

Foundation retainer is \$750/mo with a 90-day Map Pack movement guarantee. Shoreline is \$1,500/mo. Month-to-month, no annual contracts.

Email me at hello@georgianbayseo.ca or book a free 20-minute call at georgianbayseo.ca.

Either way - good luck with the work.

— Lasse / Georgian Bay SEO

hello@georgianbayseo.ca · georgianbayseo.ca