SAMPLE REVIEW — company and competitor names removed



MARKET PERFORMANCE REVIEW

Sample Roofing Co.

Central Florida

Prepared November 5, 2026 by Franklyn Galusha, Franklyns Bay LLC

D–
OVERALL GRADE

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At a glance

Overall grade: D−. Sample Roofing Co. has been roofing in Central Florida for decades and has a real specialty in metal roofs. Online, almost none of that shows. When a homeowner searches Google, asks an AI assistant, or asks their phone for a roofer, this company is usually missing, and its competitors are getting those calls. This review lays out every fix in full: if you have the AI skills and tools, you can do it all yourself, or you can hire me to do it for you.

9
Google reviews on the main listing
Competitors' median: 280

0
Spots in the top 20 Google Maps results
Not even for metal roofing

#1
Roofing website for "metal roof Central Florida"
The one search it still owns

1 of 5
AI answers that name the company
And that one listed it last

Why it is losing calls today:

- **Its Google presence is split in two.** There are two Google listings with two different phone numbers. Each has only 9 reviews, nobody has answered any of them, and the newest is from February 2025. The typical Central Florida competitor has about 280 reviews, and the busiest add several a month.
- **It is missing from Google Maps.** It does not appear in the top 20 Maps results for "roofing contractor" or even "metal roofing contractor" in Central Florida. Maps is where most roofing calls start.
- **AI assistants leave it out.** Google's AI named 8 Central Florida metal roofers and skipped it. Perplexity named it last and told the homeowner to call two other companies first. This is no longer a side channel: 45% of US consumers used AI tools to find a local business in the past year, up from 6% the year before.
- **Its website is thin and dated.** It has nine pages, one blog post, and service pages last updated in 2021 to 2023. It has no storm or insurance page and nothing for any town outside Central Florida. Even its founding year conflicts from one page to another.

Where it can win: it is already the first roofing company website for "metal roof Central Florida." A competitor has just built a page aimed at that same search. Defending that position and building out from it is the fastest path to more calls.

What it will take: no paid ads. The first two weeks are cleanup: merge the Google listings, answer every review, fix the founding year. Then comes a steady review habit, a rebuilt metal roofing page, a storm and insurance page, and pages for nearby towns, all in a ranked 90-day plan. Success is measured by qualified phone calls, graded by the owner, not by rankings.

What follows: a scorecard grading ten areas, how the company compares with 11 local competitors, how it shows up in AI and voice search, the full 90-day plan, the pages to build, and the weekly tracking sheet. The complete review takes about 15 to 20 minutes to read, and it lays out everything that needs to be changed and worked on.

This review is yours to keep, whether you work with me or not. Nothing is held back: every finding, every fix and every page to build is spelled out in full. You can hand it to your own staff, give it to another company, or, if you have the AI skills and tools, take it and run it yourself. Or you can hire me to do it for you.

Full details below.

Bottom line

Sample Roofing Co. has one of the longest histories in this market and owns one search nobody else is fighting hard for yet. It is invisible everywhere else. It does not appear in the top 20 Google Maps results for "roofing contractor in Central Florida", even for metal roofing, its own specialty.

The cause is not the roofing. It is three fixable things:

1. **Its Google presence is split in two.** There are two Google listings with two phone numbers, 9 reviews each, and no new review since February 2025. The busiest competitors have 280 to 1,210.
2. **Its website is nine thin pages.** It has one blog post, no storm or insurance page, and no page for any town outside Central Florida. The leaders have separate pages for each town and each service.
3. **Its best asset is under attack.** Its metal roofing page is the first contractor site for "metal roof Central Florida". Competitor D has just published a far deeper Central Florida metal page aimed at the same search.

The three moves that matter most, in order:

1. Merge the duplicate Google listing and start a steady review habit (target: 4 new Google reviews a month).
2. Rebuild the metal roofing page so it out-teaches Competitor D's, and defend that one search.
3. Add a storm and insurance page and four town pages (Town A, Town B, Town C, Town D area).

None of this needs paid ads. All of it is in the 90-day plan below.

Performance scorecard

Overall grade: **D−**. Sample Roofing Co. ranks 12th of the 12 Central Florida listings compared on Google reviews, and earns no grade above C. Its one real asset is metal roofing, where it is the first contractor website Google shows.

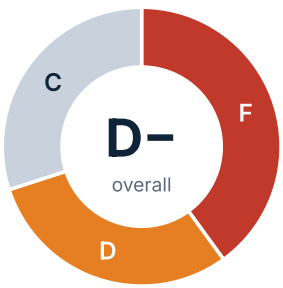
Grades compare Sample Roofing Co. with the Central Florida roofers in this review: A leads the market, C matches the middle, F is missing or far behind.

Area	Grade	Today	Market benchmark
1. Google indexing	C	Nothing blocks Google: the robots file allows everything, lists the sitemap, and the homepage carries no block	Same for the leaders checked

Area	Grade	Today	Market benchmark
2. Google Business Profile	F	Two listings with two phone numbers, 9 reviews each, none answered, newest February 2025	One clean listing; competitor median 280 reviews; Competitor A replied to all of its newest 60 and adds about 5 a month
3. Google Maps ranking	F	Not in the top 20 for roofing or metal roofing	Competitor A, Competitor C, Competitor D and others in the top 10
4. Organic search and town pages	D	First contractor website for "metal roof Central Florida", but shows in only 2 of 7 searches; 9 pages, no town or storm pages, nothing updated since 2023	Leaders show in 3 to 4 searches, have a page for each service and town, and Competitor A updated pages in Oct and Nov 2026
5. Website trust	C	License, BBB and FRSA buried on the About page; founding year given two different ways; reviews sent to Yelp	Competitor A and Competitor D show license and ratings on their town and service pages
6. AI search and voice search	D	Named in 1 of 5 AI answers checked, and placed last; Bing listing correct but unrated	Competitor A and Competitor C each named in 3
7. Structured data	C	A basic business block (name, phone, address, hours) but no rating, services or service area	Competitor A marks up its rating; Competitor D marks up its service, service area, FAQs and reviews
8. Competitor ads	F	No ads found on Facebook or Google	Competitor D and Competitor C are running Central Florida ads; Competitor C's has run for five months
9. Tracking and qualified calls	D	No call tracking and no Facebook tracking code, so no way to know which calls the website brings	No one tracks calls visibly; Competitor A, Competitor E and Central Florida Roofing can follow visitors with ads
10. Offers that turn visits into calls	F	No prices, financing or job photos	Price calculator, financing, dated project photos

Seven of the 10 areas grade D or F

Grades across the 10 areas in the scorecard above



F · 4 areas
Google Business Profile, Google Maps ranking, Competitor ads, Offers that turn visits into calls

D · 3 areas
Organic search and town pages, AI search and voice search, Tracking and qualified calls

C · 3 areas
Google indexing, Website trust, Structured data

Grades from the performance scorecard in this review.

The 90-day plan below targets the F grades first. Re-grading at day 90 shows what the work bought.

How this report was built

Everything here was pulled on November 5, 2026, from public sources a homeowner could see.

- **Google Maps data:** rating, review count, and the dates of the newest 60 reviews for each listing, pulled from Google Maps.
- **Organic search:** seven searches a homeowner would type, checked in web search results (listed in the market section).
- **Websites:** the company's whole website and the key pages of five competitors, opened and read directly.

Search positions shift with the searcher's location and from day to day, so treat them as a snapshot of November 5, 2026. Monthly search volumes, backlink counts and Google Ads spend are not covered here; they are added when the 90-day work begins.

The Central Florida market at a glance



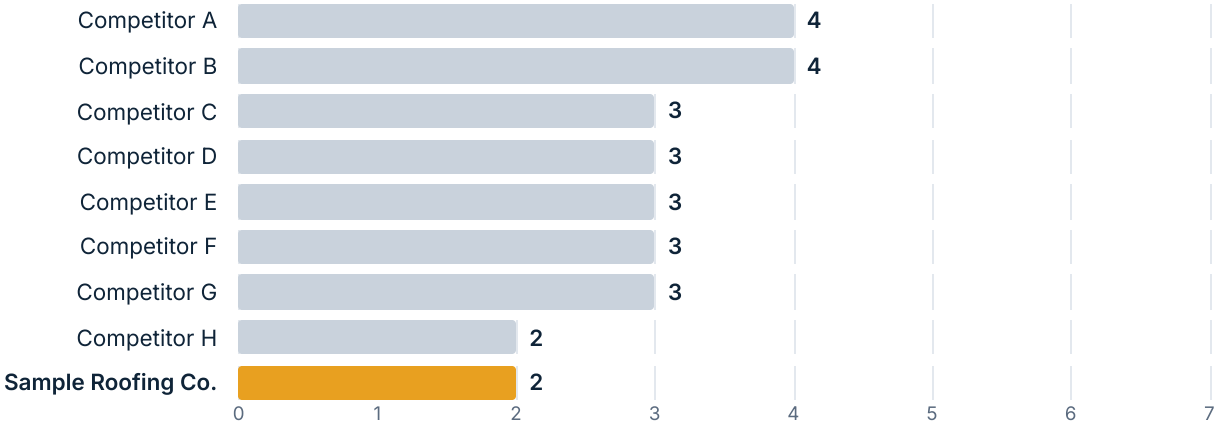
Central Florida is a crowded, review-heavy roofing market: at least 20 roofers show in Google Maps, and the top names each have hundreds of reviews. Sample Roofing Co. shows up in 2 of the 7 organic searches checked and in none of the Maps results.

Company	Google rating	Organic searches it appears in (of 7)	Where it shows
Competitor A	4.9	4	roofing company #7, roof replacement #10, Town A leak repair #5, Town B roofer #8
Competitor B	4.6	4	roofing company #11, roof replacement #6, metal roof #7, Town A leak repair #8
Competitor C	4.7	3	roofing company #4, roof replacement #7, roof repair #4
Competitor D	5.0	3	roofing company #12, roof replacement #2, roof repair #7
Competitor E	5.0	3	roofing company #9, roof replacement #5, roof repair #9
Competitor F	5.0	3	roofing company #14, roof replacement #1, roof repair #10
Competitor G	4.4	3	roofing company #3, roof replacement #11, roof repair #5
Competitor H	4.8	2	roofing company #1, roof repair #1

Company	Google rating	Organic searches it appears in (of 7)	Where it shows
Sample Roofing Co.	**4.6 and 3.8 (two listings)**	**2**	**roofing company #10, metal roof #5**

The leaders show up in 3 or 4 of 7 searches; Sample Roofing Co. in 2

Organic Google searches each company appears in, out of the 7 checked



Google results checked November 5, 2026, from Central Florida. Positions count every result, including directories.

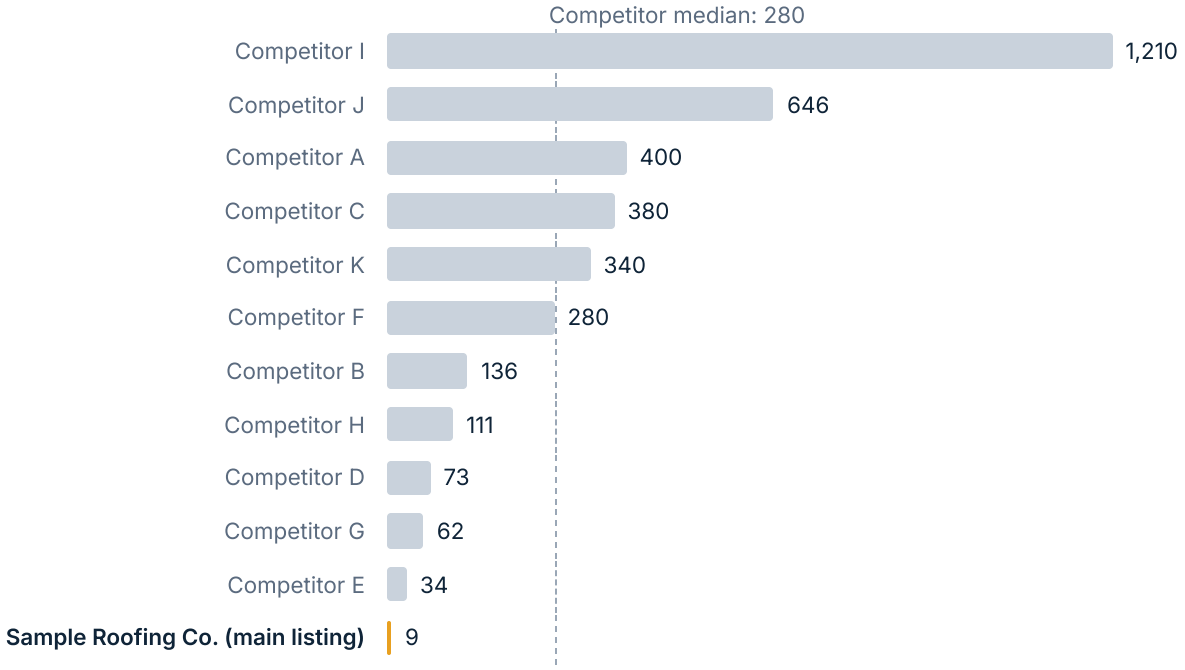
The seven searches: roofing company Central Florida · roof replacement Central Florida · roof repair Central Florida · metal roof Central Florida · roof storm damage insurance claim Central Florida · roof leak repair Town A FL · roofer Town B FL. Positions count every result, including Yelp, BBB and Facebook.

Two searches have no strong owner yet. The storm and insurance search is held by smaller firms (Competitor L, Competitor M, Competitor K, Competitor N). The metal search is led by suppliers and directories, with Sample Roofing Co. as the first roofing contractor website.

Review counts for every company above, plus the biggest Maps names, are in the chart below.

Sample Roofing Co. has 9 Google reviews; most Central Florida competitors have hundreds

Google reviews per listing, Central Florida roofers, November 5, 2026



Google Maps data, pulled Nov 5, 2026 · 12 Central Florida roofer listings

The company's second listing has another 9 reviews; merged, the total would still be 18. The gap is too big to close in a year, which is why the plan competes on metal roofing searches rather than on review count alone.

Where Sample Roofing Co. stands today



The company has real strengths that its online presence hides. The fixes are mostly housekeeping and new pages, not reinvention.

Google listings

Listing	Phone	Address shown	Website linked	Rating	Reviews	Newest review	Owner replies
Sample Roofing Co.	(removed)	(removed)	Yes	4.6	9	Feb 2025	0 of 9
Sample Roofing Co.	(removed)	None	No	3.8	9	Feb 2020	0 of 9

Two listings for one business split the reviews and confuse Google about which phone and address are real. The second listing carries two 1-star reviews that nobody answered. Neither listing appears in the top 20 Maps results for "roofing contractor in Central Florida" or "metal roofing contractor in Central Florida".

Website

The sitemap lists 12 addresses: 9 real content pages, a thank-you page, a sitemap page and one blog post (November 2024). The site is built on Duda by Hearst LocalEdge, per its footer, so confirm who holds editing rights before planning changes.

- **Pages are old.** Repairs was last changed November 2021; metal roofing, replacement and the Central Florida page in March 2023.

- **The copy is generic, not Florida.** The repair page warns about moss-covered shingles and removing satellite dishes. It says nothing about pipe boots, tarping, or insurers' letters about older roofs.
- **The Central Florida page is city trivia.** It gives the population and the city's nickname instead of permits, neighborhoods or local jobs.
- **The founding year conflicts.** The homepage and the About page give different founding years.
- **Trust signals are buried.** The license number appears only on the About page. There are three testimonials and no project photos.
- **Reviews are sent to Yelp.** The About page asks customers to review on Yelp, not Google.
- **Missing entirely:** storm damage and insurance, inspections, shingle, tile and flat roofing, financing, a project gallery, and any town outside Central Florida.

Strengths to build on



- One of the oldest roofers in the market, with a downtown office.
- A clear specialty: the homepage leads with metal roofing.
- Already the first contractor website for "metal roof Central Florida".
- State certified, BBB affiliated, FRSA member.

Competitor profiles



Each leader wins with one or two habits Sample Roofing Co. can copy. None of them is doing anything a roofer with four decades in Central Florida cannot do better.

Competitor A — the review machine

★ 4.9 | 400 reviews

4.9 stars, 400 Google reviews. Its newest 60 reviews came in over about 13 months (October 2025 to November 2026), roughly 5 a month, and the owner replied to all 60.

- **Town pages that read like a local wrote them.** The Town A page gives the distance from Central Florida, says which county office issues the permit, and explains what a roof needs at each age.
- **Price calculator** linked from its pages ("Instant Quote").
- **Central Florida-specific articles:** roofing codes in Central Florida, how Central Florida weather damages roofs, choosing materials for Central Florida.
- **Offers up front:** no deposit, 12 months no payments through a financing company, license number in the page description.
- Pages updated as recently as October and November 2026.

Competitor D — the most dangerous to Sample Roofing Co.

★ 5.0 | 73 reviews

Based in a nearby city, with a local listing at 5.0 stars and 73 reviews; its site claims 407 five-star reviews company-wide. It is building a page for every town-and-service pair: Central Florida roof replacement, roof repair, metal roofing and storm damage, plus metal roofing pages for Town A, Town B, Town D and a nearby city.

Its Central Florida metal roofing page is aimed squarely at Sample Roofing Co.'s best search. It:

- names six local neighborhoods by name;
- explains 5V versus standing seam, steel gauge, and why many 5V panels need a slope of about 3 in 12;
- answers the noise, lightning and heat questions homeowners ask;
- explains city versus county permits and community approval rules;
- publishes price ranges ($25,000 to $80,000) with monthly payment examples;
- shows dated job photos and a named customer review.

If nothing changes, this page is likely to overtake its metal page.

Competitor C — the heritage brand

★ 4.7 | 380 reviews

4.7 stars, 380 reviews. Its page title leans on its decades in business, the same heritage story Sample Roofing Co. could tell. It splits residential and commercial work into separate repair and installation pages with Central Florida in each address. It also has a past-projects page and a "what to ask your roofer" guide.

Competitor H — winning on its name

★ 4.8 | 111 reviews

4.8 stars, 111 reviews, and #1 for both "roofing company" and "roof repair". It wins mostly on its exact-match web address. Its homepage title is generic and the page was last changed in February 2024. Hard to beat on the name, easy to beat on content.

Competitor E — proof that pages beat reviews

★ 5.0 | 34 reviews

5.0 stars but only 34 reviews, yet it shows in 3 of 7 organic searches. It has pages for roof installation, repair, replacement and maintenance with the city name in the address, a storm damage page, and town pages for Town F, Town D and Town G. That is the page set Sample Roofing Co. needs, built by a company with fewer reviews than it could gather in a year.

Maps heavyweights not audited

Competitor I (1,210 reviews) and Competitor J (646) dominate the Maps results on volume alone. Sample Roofing Co. will not catch them on review count this year. It does not need to: Maps results shift by searcher location and by search, and the metal roofing searches are where to compete.

Gap analysis

Sample Roofing Co. trails on reviews, town pages, storm content and freshness, and leads only on years in business. "Not seen" means it was not on the pages checked; it may exist deeper in that site.

What homeowners and Google look for	Sample Roofing Co.	Competitor A	Competitor D	Competitor C	Competitor E
Google reviews	9 + 9, split	400	73 (local listing)	380	34
Newest review	Feb 2025	Nov 2026	not checked	not checked	not checked
Town pages beyond Central Florida	None	Town A, Town B	Town A, Town B, Town D, a nearby city	Not seen	Town F, Town D, Town G
Storm damage page	None	Emergency repair page	Central Florida storm damage page	Not seen	Storm damage page
Prices shown	None	Instant quote calculator	Price ranges on page	Not seen	Not seen
Financing shown	None	12 months no payments	Financing page	Not seen	Not seen
Job photos	None	Gallery	Dated project pages	Past projects page	Not seen
Local articles or guides	1 post (Nov 2024)	Central Florida codes, weather, materials	Metal roofing guide	Blog, roofer questions guide	Not seen

What homeowners and Google look for	Sample Roofing Co.	Competitor A	Competitor D	Competitor C	Competitor E
License shown	About page only	Page descriptions and footers	Central Florida pages and descriptions	Not seen	Not seen
In business since	Two different years (site conflicts)	Stated on its site	Not stated on page checked	Stated on its site	Stated on its site
Phone page speed (Google score out of 100; seconds until the main picture shows)	82; 4.7 s	85; 2.3 s	99; 1.1 s (local metal page)	64; 12.6 s	Site would not load (Nov 9)

AI search and voice search



AI assistants are already answering "who's the best roofer in Central Florida," and they mostly leave Sample Roofing Co. out. It was named in 1 of the 5 AI answers checked, and that one told the homeowner to get bids from two other companies first.

How people search today

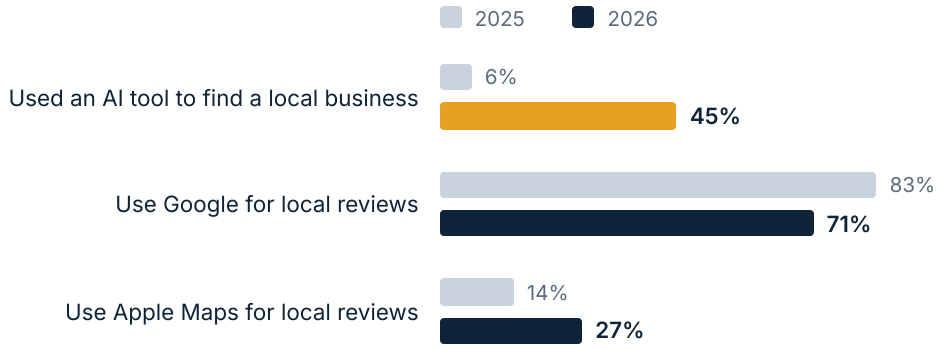
Google is still where most local searches happen, but more and more of Google's own answers are now written by AI, and a growing share of people skip Google entirely.

Channel	How much it is used (2025–2026)	Source
Google search	About 14 billion searches a day worldwide; still the top place people look for local businesses	Ahrefs, BrightLocal
AI answers inside Google	AI Overviews reach 2.5 billion people a month; AI Mode passed 1 billion a month within a year of launch	Google I/O, May 2026 (Thurrott)
AI assistants for local businesses	45% of US consumers used ChatGPT or another AI tool for a local business recommendation in the past year, up from 6%. AI is now the third most-used source, behind Google and Facebook	BrightLocal 2026, 1,002 US adults
ChatGPT versus Google	ChatGPT handles roughly 12% as many search-type questions as Google	Ahrefs
Google's share for local reviews	Fell from 83% of consumers in 2025 to 71% in 2026	BrightLocal 2026
Apple Maps (feeds Siri)	Used by 27% of consumers for reviews in 2026, up from 14%	BrightLocal 2026

Channel	How much it is used (2025–2026)	Source
Voice assistants	About 153 million US adults used one in 2025	eMarketer, via DemandSage

AI use for finding local businesses jumped from 6% to 45% in a year

Share of US consumers, 2025 versus 2026



Source: BrightLocal Local Consumer Review Survey 2026 (1,002 US adults), as cited in the table above.

What it means for a roofer: classic Google results still matter most. But a homeowner today is as likely to see an AI summary, or to ask ChatGPT or their phone, as to scroll the blue links. A roofer missing from those answers is invisible to the nearly half of homeowners who now ask AI for recommendations, and that share is rising fast.

What the AI answers said (November 5, 2026)

Where it was asked	Question	Roofers named	Sample Roofing Co.?
Google AI Mode	Who is the best metal roofing contractor in Central Florida	Competitor J, Competitor D, Competitor O, Competitor C, Competitor P, Competitor A, Competitor Q, Competitor R	Not named
Perplexity	Who is the best metal roofing contractor in Central Florida?	Competitor B (first call), Competitor S, Sample Roofing Co.	Named third; told to get estimates from the other two
Perplexity	What is the best roofing company in Central Florida for a roof replacement?	Competitor C (first call), Competitor T, Competitor B	Not named
Google Gemini (Nov 9)	Who is the best roofing company in Central Florida	Competitor A, Competitor J, Competitor H, Competitor C, Competitor I	Not named
Perplexity (Nov 9)	Who is the best roofing company in Central Florida	Competitor A (first call), Competitor F	Not named

ChatGPT could not be checked today; the account would not load. Add it in the paid version.

What this shows:

- **Google's AI picks from Google Business Profiles.** Every roofer in Google AI Mode's answer came with its Google rating and a line drawn from its reviews. With 9 reviews and none recent, the company gives Google nothing to quote, even for metal, its specialty.
- **Perplexity reads websites.** It found the company's founding-year claim and its metal roofing page, which is why Sample Roofing Co. made the list there. Better pages earn better placement in this kind of answer.
- **Heritage only counts where AI can read it.** Competitor C's and Competitor B's years in business were quoted back as reasons to call them first.

Voice search

Voice assistants answer local questions from business listings, not websites. Studies of Siri, Alexa and Google Assistant found they draw on different sources (Search Engine Land, on Semrush's study):

Assistant	Main source for local businesses	Sample Roofing Co.'s standing there
Google Assistant / Gemini	Google Business Profile and the Maps results	Duplicate listing, 9 reviews, not in the top 20
Siri	Apple Maps, with Yelp reviews	Apple Business Connect not checked; Yelp page could not be read
Alexa	Bing, Yelp and Yext	Bing listing is correct (address, phone, hours, website) but shows no rating

Can AI tools read the site?

Yes. The company's robots.txt blocks no crawlers, so AI tools are free to read it. Competitor A and Competitor D are open the same way. The problem is not access; it is that the site has too little worth quoting.

What to add



Illustration of the goal, not today's result: the answer the 90-day plan aims for. Today, AI assistants name Sample Roofing Co. last or not at all.

- **Answer homeowners' questions in plain sentences.** Each service page gets a short FAQ written the way people ask out loud: "How much does a metal roof cost in Central Florida?" "How long does a reroof take?"
- **Put the facts AI quotes where it can find them:** years in business (one consistent year), license number, towns served, roof types, warranty and price ranges, on every page.
- **Ask happy customers to mention the job in their review** ("metal roof", the town). Google's AI quotes review wording.
- **Claim and complete Apple Business Connect and Yelp,** and match them to the Google listing exactly.
- **Add LocalBusiness structured data** (RoofingContractor) with name, address, phone, hours and service area. Confirm whether the site already carries it; this review did not check the code.

Ads your competitors are running

Facebook and Google must show every ad a business runs, to anyone who looks. On November 6, 2026 we read both public libraries for the Central Florida roofers in this review. What a company chooses to pay for tells you where it thinks the next jobs are.

4
new Facebook and Instagram ads Competitor D launched on November 1

5 mo.
how long Competitor C has kept paying for the same Facebook ad

3
competitors whose websites can follow a visitor with ads afterward

0
ads, on Facebook or Google, from Sample Roofing Co.

Competitor D is out-advertising everyone in Central Florida right now

Facebook and Instagram ads running on November 6, 2026



Source: Meta Ad Library, read November 6, 2026.

Company	Facebook and Instagram ads running now	Google ads on record	What the ads say
Competitor D	4, all launched November 1, 2026	9	Central Florida by name, with a storm-season message; 94% of roofs finished in a day; dried in before the afternoon rain; free inspection
Competitor C	1, running since June 3, 2026	12	Decades in business; local and family-owned
Competitor H	1 short video, since June 9, 2026 (low reach)	12	Roof replacement, contact us
Competitor I	3 (one Central Florida ad since August 15, two more from October 15)	0	Attacks the "$7,000 new roof" ads: a lower price is not a better deal
Competitor J	1, a help-wanted ad for roofing crews (November 3)	not checked	Hiring, which says it has more work than crews
Competitor A	none found	1	Wins on reviews, not ads

Company	Facebook and Instagram ads running now	Google ads on record	What the ads say
Competitor E	none found	9	—
Competitor B	none found	1	—
Sample Roofing Co.	**none found**	**0**	—

"Google ads on record" counts every ad Google has on file for that company's website, past and present, so it shows who has paid for Google ads, not who is running them today.

What their websites are quietly doing

A website can carry hidden code that tells Facebook or Google who visited, so the company can show that person its ads later, after they leave without calling. Some sites also add live chat or a financing check. We loaded each company's homepage on November 6, 2026 and noted what switched on.

Company	Facebook tracking code (follows visitors with ads)	Other tools found
Competitor A	Yes	Google Tag Manager; live Google-review display
Competitor E	Yes	Google Tag Manager; live Google-review display
Competitor H	Yes	—
Competitor B	No	24-hour live chat service (ApexChat); online financing check (Enhancify)
Competitor D (local page)	No	Google Analytics
Competitor C	No	Google Tag Manager
Competitor I	No	Google Tag Manager; website security badges
Sample Roofing Co.	**No**	Visitor counter from its website provider (LocalEdge); Google Tag Manager

What this shows: three Central Florida competitors can put an ad in front of a homeowner who looked at their site last week, and Sample Roofing Co. cannot. Competitor B answers website visitors at any hour with live chat and lets them check financing on the spot. No call-tracking code turned up on any homepage, so no one in this group is visibly measuring which calls their website brings in; the plan's call tracking would put Sample Roofing Co. ahead on that from week one.

Tracking code can be set to switch on only after a visitor accepts cookies, so a "No" means it did not load on our visit, not that it can never run.

What the ads show

- **Competitor D is pushing into Central Florida on two fronts at once.** In the same weeks it published its deep Central Florida metal roofing page, it started paying to put Central Florida-specific ads in front of local homeowners. That page and those ads together are the biggest threat to the one search Sample Roofing Co. holds today.
- **Competitor C's single ad has run for five months.** Advertisers rarely keep paying for an ad that does not bring calls, so its heritage message is very likely working. Sample Roofing Co. can tell the same story, once the founding year is fixed.
- **Price is the fight in the feed.** Competitor I spends its ads answering the cheap "$7,000 roof" offers. Homeowners in Central Florida are seeing price claims, and a page with real price ranges answers them before they call.
- **Watch for lead sellers.** Ads from a "Florida Roof Program" (running since October 23) promise qualifying homeowners new roofs "for cheap". Ads like these usually collect names and sell them to whichever roofer pays, so the homeowner who clicks may already be talking to a competitor.
- **No one leads with metal roofing.** None of the Central Florida roofing ads found opens with a metal roofing offer. That message is still open for the company that owns the metal searches.

What this means for you

The 90-day plan still needs no paid ads: the fixes come first, and an ad sent to today's thin metal page would waste money. Once the metal page is rebuilt and the reviews are moving, a small metal-roofing ad in the Central Florida area is a fair test, because no competitor is there yet. Until then, the weekly competitor watch now includes Competitor D's and Competitor C's ads.

One honest limit: these libraries show what ads say and how long they run. They do not show how much any company spends or how many jobs an ad brings in. No outside tool can see that; only the advertiser can.

Sources: Meta Ad Library (facebook.com/ads/library) and Google Ads Transparency Center (adstransparency.google.com), both read November 6, 2026. Ads change daily.

Two additions that win more of the calls you already get

Most of this review is about getting found. These two are about what happens after a homeowner reaches out. Both can be running inside the first two weeks of the 90-day plan.

1. Answer every new lead within two minutes

When a homeowner fills in the website form, or calls after hours and reaches voicemail, they get a text and an email back within two minutes. It thanks them by name, says who will call, and gives a link to pick an inspection time. Without it, the homeowner waits until someone gets to the message, and often calls the next roofer on the list in the meantime. Competitor B already runs a 24-hour live chat on its site for this reason.

2. Ready-to-hand sales pieces

A set of printable, emailable pages in Sample Roofing Co.'s own logo, colors and phone number:

- A one-page proposal sheet for after an inspection
- "After the storm: what happens next," a page for homeowners with a leak or damage
- An insurance-claim checklist so the homeowner knows what to gather
- A metal roof vs. shingle comparison sheet, built around the company's strongest service

Crews leave them at the door; the office emails them after a visit.

Pros and cons

	Pros	Cons
Two-minute lead reply	Catches the homeowner while they are still looking. Works nights, weekends and storm days when the phones are swamped. Every lead is logged, so none slip through. No new staff.	The first reply is automatic: someone still has to call back the same day. Needs a business number that can send texts, which takes a few days to set up. Messages must stay short and plain or they feel robotic.
Sales pieces	Every homeowner gets the same polished presentation. Helps them explain the job to a spouse or an insurance adjuster. Built once, then updated only when prices or offers change.	Nothing goes out until you approve the prices, warranties and financing terms on it. Has to be kept current. The claim checklist is general guidance, not insurance advice.

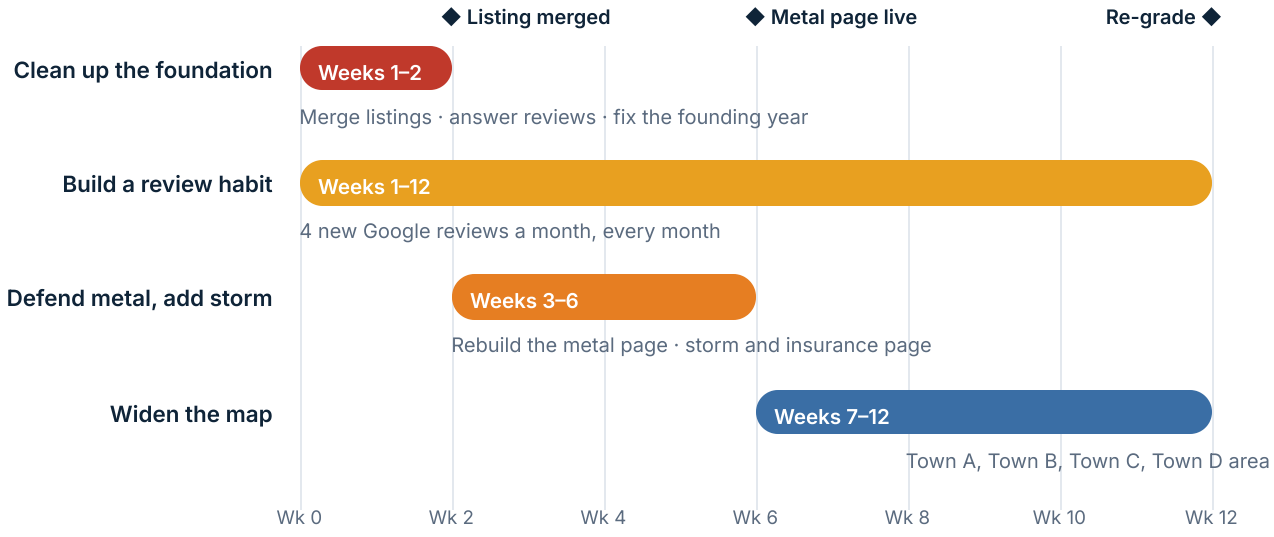
90-day action plan



The order matters: fix the Google listing first, because every new page and review is wasted while Google is unsure which business is real.

The 90 days at a glance

Four tracks of work, run in order and in parallel



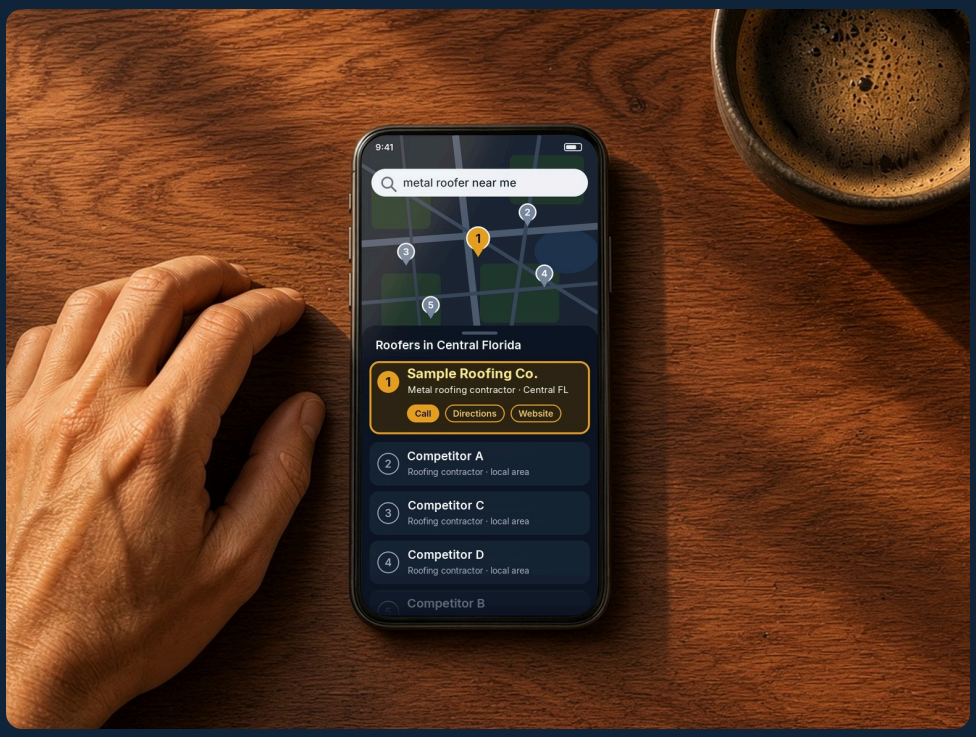


Illustration of the goal, not today's result: the map search the plan works toward. Today, Sample Roofing Co. does not appear in the top 20 map results.

Weeks 1–2: clean up the foundation

☐ **Merge the duplicate Google listing.** Confirm which number is the live line. Report the other listing as a duplicate through Google Business Profile support and ask for its reviews to be merged.

☐ **Answer all 18 existing reviews,** the two 1-star ones first, calmly and briefly.

☐ **Fix the founding year** so every page says the same thing.

☐ **Put the license number in the site footer** so it shows on every page.

☐ **Point the review request at Google,** not Yelp.

☐ **Fill out the Google profile:** services list (metal roof installation, roof repair, reroofing, inspections), service-area towns, hours, and 10 real job photos.

☐ **Confirm website access.** The site runs on Hearst LocalEdge's Duda platform; find out whether the site can be edited directly or must go through LocalEdge.

Weeks 1–12: build a review habit

☐ Text a direct Google review link to every customer from the last two years, then to every customer at job completion.

☐ Target 4 new reviews a month (12 by day 90). Competitor A averages about 5.

☐ Reply to every new review within a week. Competitor A replied to all of its newest 60.

☐ Post one job photo with the town name to the Google profile each week.

Weeks 3–6: defend metal, add storm

☐ **Rebuild the metal roofing page** to out-teach Competitor D's: standing seam versus 5V versus metal shingle, gauge, slope limits, noise, lightning and heat, Central Florida neighborhoods and permit offices, real price ranges from the company's own jobs, job photos, and an FAQ.

☐ **Build a storm damage and insurance page:** what to do after a storm, emergency tarping, documenting damage, roof inspections for insurers asking about older roofs. Florida statute 489.147 restricts how roofers may market insurance-claim help and bans offering anything of value, such as a deductible waiver, for an inspection or claim. Have the company's attorney review this page before it goes live.

☐ **Rewrite the repair and replacement pages for Florida:** pipe boots, flashing, leaks after summer storms, insurer roof-age letters, permit handling. Add shingle, tile and flat roofing sections.

Weeks 7–12: widen the map

☐ **Four town pages:** Town A, Town B, Town C, and Town E / Town D area. Each needs a real local detail (permit office, typical homes, a job photo from that town). No copy-and-swap pages.

☐ **A projects page** with dated photos grouped by town and roof type.

☐ **Two guides a month,** starting with metal roof cost in Central Florida and standing seam versus 5V.

☐ **Directory cleanup:** make the name, address and phone identical on Yelp, BBB, Facebook, FRSA and Angi.

Pages to build and what they target



These pages carry the plan; the metal page comes first because it is the only search Sample Roofing Co. already holds.

Page	Searches it targets	Who shows now	Priority
Metal roofing (rebuild)	metal roof Central Florida, metal roofing contractor Central Florida, standing seam Central Florida	Sample Roofing Co. is the first contractor site; Competitor D's new page is the threat	1
Storm damage and insurance (new)	roof storm damage insurance claim Central Florida, emergency roof tarp Central Florida	Smaller firms: Competitor L, Competitor M, Competitor K, Competitor N	2
Roof repair (rewrite)	roof repair Central Florida, roof leak repair Central Florida	Competitor H #1, Competitor C #4, Scott Smith #5	3
Roof replacement (rewrite)	roof replacement Central Florida, reroof Central Florida	Competitor F #1, Competitor D #2, Competitor E #5	3
Town A (new)	roofer Town A FL, roof leak repair Town A	Competitor U #1, Competitor A #5	4
Town B (new)	roofer Town B FL	Competitor V #1, Competitor A #8	4
Town C and Town D area (new)	roofer Town C FL, roofer Town D	Not checked in this review	5
Metal roof cost in Central Florida (guide)	metal roof cost Central Florida	A cost-estimate directory page; Competitor D's published ranges	5

Monthly search volumes will be pulled before the final order is set.

AVAILABLE WITH SELECT PLANS

Your own instant roof estimate calculator

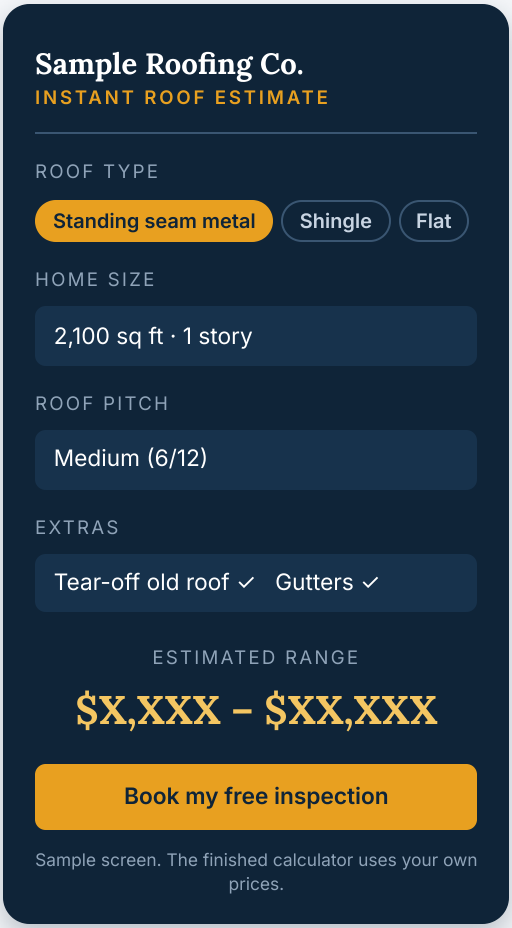
Some plans include a roof estimate calculator built for Sample Roofing Co. and placed on your website. A homeowner gets a price range in about a minute, at any hour, and you get their details and their project, ready for a call back.

WHAT THE HOMEOWNER DOES

- Picks the roof they want: standing seam metal, exposed-fastener metal, architectural shingle, or flat.
- Enters the size of the home and the number of stories. A simple picture guide helps them choose the roof pitch, and the calculator works out the roof area.
- Adds what applies: tearing off an old roof, gutters, skylights, rotten decking.
- Sees a low-to-high price range right on the screen, then taps one button to request a free inspection.

WHAT YOU GET

- Every request sent straight to your phone and email, with the name, address, roof type, size and the range they were shown.
- Your prices, not national averages. We set it up with your cost per square for each material and update it whenever your prices change.
- Your name, colors and phone number on it, working on phones as well as computers.
- A new reason for people to choose you: a number tonight, instead of waiting on a call back tomorrow.



Sample screen. The finished calculator uses your own prices.

What we track every week

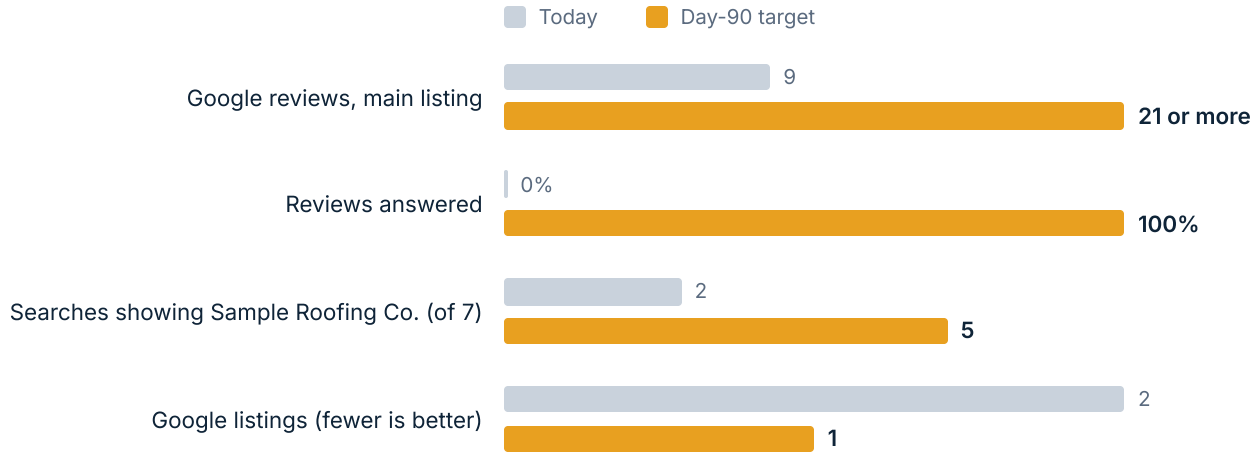


The number that matters is qualified phone calls, not rankings. A roofer pays for jobs, so every week ends with how many real roofing jobs called in.

Measure	How it is measured	Today	Day-90 target
Google listings	Google Business Profile	2 (duplicate)	1
Google reviews on the main listing	Google Business Profile	9	21 or more
Reviews answered	Google Business Profile	0%	100%
Maps position, "metal roofing contractor"	Grid rank tracker centered on Central Florida	Not in top 20	Top 10 near the office
Organic searches showing Sample Roofing Co. (of the 7 above)	Rank tracker set to Central Florida	2	5
Calls from Google profile and website	Call tracking numbers	Set up in week 1	Rising month over month
Qualified calls	Owner grades each call: a real roof job, in the service area	Set up in week 1	The headline number
AI answers naming Sample Roofing Co.	The same questions asked monthly in Google AI Mode, Perplexity and ChatGPT	1 of 5	Named in every metal roofing answer

What 90 days of work should change

Today versus the day-90 target for the measures that can be counted now



Targets from the tracking table above. Calls and qualified calls start counting in week 1, so they have no 'today' number yet.

Qualified calls are graded by the owner, not by the marketer. Each week the owner marks every tracked call: real job in the service area, existing customer, sales pitch, spam, or out of area. The report leads with that count.

Weekly competitor watch

- New reviews at Competitor A and Competitor D (pace and star rating).
- New pages on Competitor D's site for Central Florida-area towns, and any rewrite of its Central Florida metal page.
- Who appears for "metal roof Central Florida" and "metal roofing contractor Central Florida", organic and Maps.
- Any new Google Ads on metal roofing searches.
- New Facebook and Google ads from Competitor D and Competitor C, and any roofer's first ad that mentions metal roofing.
- Storm events in the service area, when storm content and Google posts should go out within 48 hours.

Who prepared this review

Franklyns Bay
LOCAL SEARCH MARKETING

Franklyn Galusha, Franklyns Bay LLC, Crystal River, Florida. Franklyn has 30 years of search engine optimization experience and has been building websites since the early days of the web. He runs his own Florida storm and roofing information sites.

To talk through this review or the 90-day plan, call 407-687-8323 or email franklyn@franklynsbay.com.

Sources

All pages opened November 5, 2026. Google ratings, review counts and review dates pulled the same day from Google Maps.

- Florida Statutes 489.147, prohibited property insurance practices
- Gale Force Roofing v. Brown, the federal challenge to the advertising part of 489.147
- AI answers: Google AI Mode and Perplexity, asked in Chrome on November 5, 2026 (answers vary by person, place and day)
- Voice SEO: Different tactics required for Google Assistant, Siri and Alexa, Search Engine Land
- Phone page speed: Google PageSpeed Insights, mobile test, run November 9, 2026 (scores move a few points from run to run)
- AI answers on November 9, 2026: Google Gemini and Perplexity, asked in Chrome

Franklyns Bay
LOCAL SEARCH MARKETING

NEXT STEP

Let's get Sample Roofing Co. back on the map.

Every fix in this review is laid out in full. Do it in-house, or let me handle it, starting with the Google listing in week one.

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